The annual Trauma Tactics conference sponsored by Life Link III has long held the reputation of providing quality continuing education for hospital and pre-hospital healthcare providers. This year marks the 25th anniversary of the conference and Life Link III is pleased to offer an exceptional lineup of speakers, educational opportunities and special events to celebrate this milestone.

**Keynote Address**

The 2012 keynote address will be delivered by Bobby Smith, Ph.D. As a Louisiana State Trooper, Bobby was shot and blinded in the line of duty in March of 1986. This traumatic event not only stole his eyesight, confidence and independence, but also the career he had worked so hard to attain. Learning how to deal with the struggles of being a blind man, Bobby discovered he could bring hope to those around him. To help him in this venture, Bobby returned to college and received his Ph.D. in Counseling Psychology.

Bobby can show you the light in the darkness, and give you the tools to overcome the fears and traumas that consume so much of our lives.

Bobby Smith will speak at Trauma Tactics at 8:00 a.m. on Friday, October 12. The one and one-half day conference will provide a total of 11 continuing education hours. Other topics presented this year will include: pediatric trauma and medical emergencies, thoracic trauma, synthetic drugs, 12-Lead EKG review, traumatic brain injury and spinal cord injuries in children, burn care, damage control surgery, sports injuries, gunshot wounds and much more.

Download a 2012 Trauma Tactics brochure by visiting www.lifelinkiii.com, or send an email to info@lifelinkiii.com to request to have a brochure mailed to you.

**Come celebrate the 25th annual Trauma Tactics with us!**
When you reach the Life Link III Communications Center, you have some of the most highly trained Flight Communicators in the Midwest serving you! This year, Life Link III trained its Communications Specialists to the level of Certified Flight Communicator, becoming the only communication center in Minnesota to do so. Life Link III is also the only air medical company in the state to be members of the National Association of Air Communication Specialists (NAACS).

The Certified Flight Communicators Course (CFC) sponsored by NAACS specializes in flight communications for air medical companies. It has been a long-term goal of Life Link III to have all Communication Specialists trained to the level of Certified Flight Communicator.

What is NAACS?
NAACS is a not-for-profit professional organization whose mission is to represent the air medical communication specialist on a national level through education, standardization and recognition. Since its inception in 1989, goals have included providing quality educational opportunities, fostering team work, and building recognition for communicators as professionals within flight programs. NAACS also provides a valuable networking resource within the air medical industry. Membership consists of active communication specialists and administrative managers. Air medical flight programs and others associated with or interested in communications are encouraged to join as associate members. All active members are encouraged to become involved in any of the committees within the association. Current committees include Education, Editorial and Steering, Safety and Membership.

The Life Link III Communicators are members of NAACS, and Life Link III as a company holds a membership. The course covers many different topics in the air medical communications field, including:

- Customer Service-Telephone Communications
- Radio Communications
- Flight Following-Map Skills
- Federal Aviation Administration-Federal Aviation Regulations
- Communication Specialist Resource Management
- PAIP
- Aviation Weather
- Medical Terminology-Report Taking
- Fixed Wing Transport
- Stress Management
- History of Air Medical
- CAMTS

Life Link III is pleased to offer this level of service for our customers. We believe this advanced training ensures that Life Link III continues to provide the levels of safety and excellent service that you have come to expect from us. For more information on NAACS visit www.naacs.org.
Safety Considerations for Transporting the Air Medical Patient

Jon Hedger, Safety Officer, Life Link III

To eliminate the likelihood of injury due to cot or bed tipping:

1. Select the right equipment
   A wide wheelbase is best. Hospital beds are best due to their wide wheelbase. Many older ambulance cots have a narrower wheelbase than newer ones. Older stretchers have also seen “better years” and may contribute to structural instability due to wear and tear. Minimize staff workload by using equipment with pneumatic raising/lowering capabilities.

2. Be aware of the terrain
   Remember, no surface is ever perfect! Uneven surfaces, potholes, cracks, and snow/ice are common. Surface repairs and clearing snow and ice will help prevent bed wheels from stopping suddenly.

3. Be available to assist
   We may need your assistance! It is always better to have too much help than too little.

4. Pay attention to CG
   A higher center of gravity (CG) increases chances of tipping, especially when the wheelbase is narrow and when the patient is heavy. If you believe that there is an increased chance of tipping for any reason, consider the following:
   - Ask for additional assistance. Place additional caregivers, first responders, or other persons on all sides of the bed or stretcher. This will decrease the likelihood of tipping in the event that the patient shifts or uneven terrain is encountered.
   - Consider transporting in a lower position to lower the CG if you believe doing so will decrease the likelihood of tipping.
   - Instruct/explain to helpers to keep their hands on the stretcher to stabilize it during movement.

Fixed Wing Transports

Transportation via fixed wing aircraft may be an option for your patient if the transport distance is greater than 150 miles or if helicopter transport is limited by weather or other factors. A fixed wing transport with Life Link III is very similar to a helicopter transport. Fixed wing transports are staffed by the same clinicians who staff our helicopters and fixed wing transport is available for all types and ages of patients.

While it may appear that there is more space available in the airplane than in the helicopter, this is not always the case. Actual space varies based on the patient type and the equipment necessary for the transport. For this reason, Life Link III cannot guarantee that a family member(s) will be able to accompany the patient on a fixed wing transport.

The final decision on whether or not a family member is able to ride along on a fixed wing transport is made by the transport crew. The crew must ensure they have adequate space to work and that their attention to the patient is not compromised. Each flight is evaluated individually, and sometimes we are simply not able to accommodate a family member riding along.
Meet the Life Link III Board of Directors

The nine members of the Life Link III consortium work together to consistently provide the highest quality air medical transportation service for patients throughout the region. Guiding this work is the Life Link III Board of Directors, which is made up of representatives from each member organization, the Chief Medical Officer and the Vice Chair of Life Link III’s Clinical Council. These Board members are leaders in their fields and each brings years of experience and expertise to ensure that Life Link III remains the leading air medical transport service in the area. We would like to take this opportunity to introduce our Board of Directors:

**John Folstad**  
**Executive Director of Primary Care Development, Sacred Heart Hospital**  
**Board Chair**  

John Folstad is the Executive Director of Primary Care Development at Sacred Heart Hospital in Eau Claire, Wisconsin, where he has served for 33 years. He has been actively involved in both the local and the State of Wisconsin Trauma System and is a previous member of the Wisconsin State Trauma Advisory Council.

John received a Diploma in Nursing from St. Joseph’s School of Nursing and a Master of Science in Nursing from the University of Wisconsin-Eau Claire.

John is married with four children and resides with his family in Eau Claire.

**Jo Ann Hoag**  
**Vice President, Network Development, St. Luke’s**  
**Vice Chair**  

Jo Ann Hoag, RN, MA is Vice President of Network Development at St. Luke’s hospitals and clinic system in Duluth, Minnesota. She provides leadership and direction to the Marketing Department and the Whiteside Institute for Clinical Research and coordinates the regional activities for the system. Her career with St. Luke’s began in 1975 and she has held progressive roles within the organization most recently being the Chief Nursing Officer. Past roles included Director of Emergency Services and the former Luke’s One helicopter service.

**Jeffrey D. Peterson, FACHE**  
**Executive Vice President, Hospital Division, Allina Health**  
**Secretary/Treasurer**  

Jeffrey D. Peterson, FACHE, is the executive vice president of Allina Health/Allina Health’s Hospital Division, overseeing operations for 11 metro and regional hospitals, Allina Transportation, retail Pharmacies and the Allina Lab.

He previously served as president of Abbott Northwestern Hospital, a 952-bed, tertiary/quaternary medical center with a $900 million operating budget, and the largest hospital in Allina, a $3+ billion health care company serving Minnesota and western Wisconsin.

Jeff has also served as president, chief executive officer, executive vice president and chief operating officer of St. Vincent Mercy Medical Center in Toledo, Ohio; metro president of Professional Services and vice president of Clinical Services at Mercy Health Partners; and executive vice president/chief operating officer at Battle Creek Health System in Michigan. His health care experience also includes leadership roles at the Good Samaritan Hospital and Health Center in Dayton, Ohio, and the Charles H. Huber Health Center in Huber Heights, Ohio.

Jeff received his B.B.A in General Business from Western Michigan University, Kalamazoo, Michigan; and his M.A. in Hospital and Health Administration from The University of Iowa, Iowa City, Iowa.
Life Link III Board of Directors, cont.

John Doherty
Regional President, Greater Minnesota, Fairview Health Services
Past President

Mr. Doherty joined Fairview in 2008 and is responsible for capital asset management and Regional Operations and development within Fairview. Prior to joining Fairview, he served in various positions at MeritCare Health System in Fargo, ND, including Chief Financial Officer, System Senior Executive, and Chief Operating Officer. Before joining MeritCare, Mr. Doherty was Vice President of Finance at Riverside Medical Center in Minneapolis, Minnesota where he also served as Interim Chief Executive Officer. From 1983 to 1985, Mr. Doherty was Reimbursement Manager for Fairview Hospitals and Healthcare Services, and from 1981 to 1983 served as General Accounting Supervisor for the Fairview Hospitals. Mr. Doherty is a member of Healthcare Financial Management Association and the Minnesota Society of Certified Public Accountants.

R.J. Frascone, MD
Medical Director, Regions Hospital EMS
Chief Medical Officer

Dr. Frascone is the Medical Director of Regions Hospital EMS which includes the City of St. Paul, Life Link III (rotor and fixed wing) and 26 other agencies. He is an Associate Professor of Emergency Medicine and has worked in Regions Hospital ED for 32 years. He has been a leader in regional, state and national EMS and is a past Chair for the Emergency Medical Services Regulatory Board for the state of Minnesota. His research interests include airway management, CPR, intraosseous access and shock. He resides in Lake Elmo, Minnesota with his wife and two children.

Edward R. Eroe, MHSA, FACHE, CAE
President and CEO, Life Link III

Mr. Eroe joined Life Link III in 2011. Prior to Life Link III he was the Program Director of MedLink AIR Critical Care Transport at Gundersen Lutheran Health System in La Crosse, Wisconsin. For the five years preceding, Mr. Eroe was a Partner & CEO of MedServ Management Services, an affiliated company of Fitch & Associates, an internationally known EMS consulting firm.

Prior to MedServ, Mr. Eroe served as Associate Operating Officer for Emergency Services at Duke University Hospital, Durham, North Carolina. The division included emergency, trauma, and critical care transport services, disaster planning, and bed control/transfer center at this academic teaching institution. Before Duke, he was President and Chief Executive Officer of West Michigan Air Care, a critical care helicopter, fixed-wing, and MICU ambulance patient transportation system in Kalamazoo, Michigan. Mr. Eroe served as the Assistant Hospital Administrator for Emergency, Trauma, and Ambulatory Services at Fairfax Hospital/Inova Health System, a 656-bed tertiary care center located in Falls Church, Virginia before West Michigan Air Care. During his tenure with Inova Health System, Mr. Eroe also served as Administrator of Intracare, an outpatient intravenous therapy service, started by Inova in 1983. Prior to Intracare, he was Executive Director of Northern Michigan Health Services, a regional, ambulatory, and emergency delivery system in Northern Michigan.

Mr. Eroe is an alumnus of the University of Michigan School of Public Health Graduate Program in Health Services Administration. He holds his Fellowship in the American College of Healthcare Executives (FACHE) certification from the American College of Health Care Executives, his Certified Association Executive (CAE) certification from the American Society of Association Executives, and his Certified Medical Transport Executive (CMTE) from the Association of Air Medical Services.
Life Link III Board of Directors, cont.

**Mike Harrishal, MBA**  
**Vice President, Public Policy and Strategy, Hennepin County Medical Center**

Mike Harrishal joined Hennepin County Medical Center in 1994. His previous experience includes 20 years as a partner with Hamilton/KSA during which time he worked with many hospitals, multi-specialty group practices, PHOs, and integrated delivery systems throughout the upper Midwest. Mr. Harrishal has undergraduate and graduate degrees from the University of Minnesota and the University of St. Thomas in Business Administration.

**William Heegaard, MD, MPH**  
**Assistant Chief, Hennepin County Medical Center**

Dr. Heegaard graduated from the HCMC EM residency in 1994. He has been a faculty physician in the Department of Emergency Medicine at Hennepin County Medical Center since July 1994. Dr. Heegaard is Assistant Chief at Hennepin County Medical Center and Associate Professor of Emergency Medicine at the University of Minnesota Medical School. He is an active clinical faculty member, national speaker and researcher. He has served on the Minnesota State Trauma Advisory Board, Life Link III Board and Executive Committee, HFA Board and Executive Committee, and serves as a Life Link III medical director as well as Vice Chair of the Life Link Clinical Council. His research interests include head trauma, pre-hospital ultrasound and neurologic emergencies.

**Greg Klugherz**  
**Vice President and CFO, CentraCare Health System**

Greg Klugherz joined CentraCare Health System in 2008 as the Vice President and CFO of CentraCare Health System and St. Cloud Hospital. Greg is responsible for the finance and treasury functions, as well as the materials management, facilities services, housekeeping, laundry, nutrition services and admitting functions of St. Cloud Hospital.

Prior to CentraCare, Greg was a Vice President at HealthPartners, Minneapolis, serving as CFO for Regions Hospital from 1997 through 2006 followed by serving as the senior financial executive for the 700-provider HealthPartners Medical. Greg was controller/treasury director for Park Nicollet Health Services, Minneapolis, for eight years. He also has worked in finance with GE Capital Fleet Services Inc., Eden Prairie and Deloitte & Touche, Minneapolis.

Greg is a certified public accountant, with a bachelor's degree in Accounting from what now is known as Minnesota State University-Mankato.

Greg was a finalist in the non-profit health care category for the Minnesota Business Journal’s 2007 CFO of the Year Awards.

**Gretchen M. Leiterman**  
**Vice President, Operations and Hospital Specialty Services, Regions Hospital**

Gretchen has been with HealthPartners at Regions Hospital since 2005. Prior to that she worked for Allina Health System for 5 years and is a healthcare executive with over 20 years of leadership experience. Her current responsibilities include Emergency Medical Services, Trauma, Burn, Emergency Medicine, Cardiovascular Services, Hospital Medicine, Critical Care, Surgical Services, Supply Chain Management, Outstate Business Development and all related metro and Western Wisconsin outreach locations.

Gretchen received her Bachelor’s degree in Psychology from Carleton College in Northfield, MN and her Master’s degree in Business Administration from the University of Nebraska, Omaha. She is a Certified Health Insurance Executive and a licensed nursing home Administrator.
RSQ911 Solutions – Customer Satisfaction Survey Tool

Since April 2012, Life Link III has partnered with RSQ911 Solutions to help us improve the services we deliver and our operational performance. RSQ911 Solutions provides a web-based survey tool that helps Life Link III measure customer satisfaction at every stage of a patient transport. As a critical care transport provider, Life Link III interacts with a variety of providers in the healthcare industry, including referring facilities, receiving facilities and EMS agencies. The survey tool uses the feedback from these providers, as well as feedback from the patient or patient’s family, to help identify opportunities for improvement and areas of success to recognize.

Life Link III is committed to exceeding expectations in the delivery of care and transport to patients and their families, as well as to the pre-hospital and hospital caregivers we work with on a daily basis. Through this program we are looking for your input to ensure our organization is addressing opportunities to better serve you and our patients. Through the survey, we will enhance communication between organizations by giving customers to opportunity to provide real-time feedback on your work with us at a patient care and individual transport level. At the same time, we can provide timely follow up if areas of concern or opportunities for improvement are identified.

On each transport with Life Link III, customers will receive a RSQ911 Survey form from a Life Link III crew member. When you receive this form, please log on to: www.rsq911solutions.com/feedback and enter your Mission Code, which is found right on the form. This will take you to a brief survey, which will take only a few minutes to complete. The results of each survey are reviewed to ensure customer satisfaction at all points of the transport. We request your feedback on every transport, as it is important to understand how we are performing in each individual interaction, not just in general. This also gives you the opportunity to quickly identify and notify Life Link III of any concerns, questions or problems immediately, which can often help lead to quicker answers and resolutions.

When you receive a survey form, please take a few moments to give us your honest feedback. Your comments are very valuable as Life Link III continues to strive toward the highest levels of service excellence.
Do you have photos of the helicopters or the Life Link crews in action? Did you get some photos at a special event or training? Do you have a story to share about your experience with Life Link III? We'd love to hear from you! Share your photos or stories on our Facebook page, or send us an email at info@lifelinkiii.com. We may ask to use your photo in upcoming publications or online.

Thanks for sharing your photos and stories with us!