



BOARD OF COUNTY COMMISSIONERS

DATE: September 17, 2013

AGENDA ITEM NO. 22

Consent Agenda ☐

Regular Agenda ☒

Public Hearing ☐

County Administrator's Signature:

Subject:

Appointment/Reappointments to the Pinellas County Emergency Medical Services (EMS) Advisory Council

Department:

Safety and Emergency Services

Staff Member Responsible:

Bruce Moeller, Executive Director
Public Safety Services

Recommended Action:

I RECOMMEND THAT THE BOARD OF COUNTY COMMISSIONERS, ACTING AS THE PINELLAS COUNTY EMS AUTHORITY, APPROVE THE FOLLOWING APPOINTMENT/REAPPOINTMENTS TO THE PINELLAS COUNTY EMS ADVISORY COUNCIL:

- REAPPOINTMENT OF MR. WILLIAM ISRAEL AS CITIZEN REPRESENTATIVE
- REAPPOINTMENT OF MS. KELLY CULLEN AS EMERGENCY NURSES' ASSOCIATION WEST COAST FLORIDA CHAPTER REPRESENTATIVE
- APPOINTMENT OF MS. SUSAN BYRD AS EMERGENCY NURSES' ASSOCIATION WEST COAST FLORIDA CHAPTER ALTERNATE REPRESENTATIVE

Summary Explanation/Background:

These members have indicated their interest to be appointed to serve a two-year term as a designated representative on the EMS Advisory Council. There is no limitation on the number of terms an individual may serve.

Fiscal Impact/Cost/Revenue Summary:

None

Exhibits/Attachments Attached:

- EMS Advisory Council Roster
- Mr. Israel's Bio
- Ms. Cullen's Resume
- Ms. Byrd's Curriculum Vitae

Pinellas County Emergency Medical Services Advisory Council

	<u>Member</u>	<u>Alternate</u>	<u>Agency or Representation</u>	<u>Confirmed</u>	<u>Expires</u>
	Dr. Bruce Moeller		EMS Authority Executive Director	Non-Voting	n/a
	Dr. David Bowden		EMS Medical Director	Non-Voting	n/a
1	Mr. Ray Neri - Secretary		Citizen Representative	Mar 2013	Mar 2015
2	Mr. William Israel		Citizen Representative	Sept 2013	Sept 2015
3	Ms. Julie A. Baker		Citizen Representative	Sept 2011	Sept 2013
4	Mr. Blake MacPherson		Citizen Representative	Jan 2012	Jan 2014
5	Mr. George McCarthy		Citizen Representative	May 2013	May 2015
6	Mr. Carl Lavender Jr.		Citizen Representative	May 2012	May 2014
7	Ms. Anne Scofield		Citizen Representative	Aug 2012	Aug 2014
8	Dr. Scott Kuebler		Citizen Representative	Aug 2012	Aug 2014
9	Mayor Chris Arbutine		Mayors' Council - Belleair Bluffs	Aug 2012	Aug 2014
10	Mayor Doug Bevis		Mayors' Council - Oldsmar	Jun 2013	Aug 2014
11	Mayor Travis Palladeno		Mayors' Council - Madeira Beach	Aug 2012	Aug 2014
12	Mayor Patricia Gerard		Mayors' Council - Largo	Mar 2013	Mar 2015
13	Chief Robert Weiss	Chief Joseph T. Connors	City of Clearwater Fire Chief	Mar 2013	Mar 2015
14	Chief Steven Knight	Capt. Ian Womack	City of St. Petersburg Fire Chief	Apr 2013	Apr 2015
15	Chief James Angle - Vice Chair	Chief Joe Accetta	Pinellas County Fire Chiefs' Association	Jan 2012	Jan 2014
16	Chief Bill Scott	Chief David Toney	Pinellas Advanced Life Support Providers Association	Jul 2013	Jul 2015
17	Mr. Mark Postma	Ms. Vicki Glenn	Sunstar Paramedics	Mar 2013	Mar 2015
18	Maj. Sean Jowell	Capt. Glenn Luben	Pinellas County Sheriff	Mar 2012	Mar 2014
19	Dr. Phil Nicotera		St Petersburg College President	Aug 2012	Aug 2014
20	Ms. Gayle Guidash	Ms. Sharlene Edwards	Pinellas County Health Department	Aug 2012	Aug 2014
21	Ms. Kelly Cullen - Chair	Ms. Susan Byrd	Emergency Nurses' Association West Coast Florida Chapter	Sept 2013	Sept 2015
22	Dr. David Weiland Jr.	Ms. Anissa Raiford	Pinellas County Medical Association	Apr 2012	Apr 2014
23	Dr. Kenneth Webster		Pinellas County Osteopathic Medical Society	Apr 2012	Apr 2014
24	Commissioner James C. Terry	Commissioner Kathleen Litton	Independent Fire District Elected Official	Mar 2013	Mar 2015

Note: Names in bold are pending EMS Authority approval for appointment or reappointment.

Executive Committee

Ms. Kelly Cullen
Chief James Angle
Mr. Ray Neri
Dr. David Weiland Jr.
Chief Steven Knight

EMS Management Committee

Mr. Craig Hare	Ms. Kelly Cullen
Dr. Phil Nicotera	Ms. Ruthie Doles
Mr. Mark Postma	Chief Joe Accetta
Dr. David Bowden	Dr. Angus Jameson

Bylaws Committee

Mayor Chris Arbutine
Chief James Angle
Ms. Vicki Glenn
Mr. Ray Neri
Chief Don Sayre

Support Staff

Mr. Craig Hare, EMS Division Manager
Mr. Carl Brody, County Attorney's Office
Mr. Greg Woodrum, EMS Contract Coordinator

William Israel

My first term on the Pinellas County EMS Advisory Council has ended, and I would be honored to serve another term as a South County Citizen Representative if the Pinellas County Commission sees fit to appoint me to a second term. Here are my qualifications:

- Regularly attended and participated as a member of the EMSAC for the past two years, during which time I have become familiar with the critical EMS issues and concerns of this county. I would like to continue with this important work.
- 45-year resident of Pinellas County (since 1968)
- Georgia Tech graduate
- Attended Univ. of Chicago Grad. School of Business
- Honeywell Engineering manager (retired)
- Past Director of St. Petersburg Jaycees
- Past Vice President of CONA (mid-1970's)
- Past Board Member of UCAP (United Community Associations of Pinellas)
- Served 4 terms as President of the Pasadena Golf Club Estates Civic Group, Inc. Also served this group as Newsletter Editor, Treasurer and Vice President, and over 40 years as a Board Member providing leadership on a variety of neighborhood issues
- Led a successful multi-year effort to convince the Pinellas County Commission to reduce the excessive and unfair millage rate for the South Pasadena Fire District
- Hold or held numerous leadership positions in a variety of professional, educational, genealogical, religious and civic organizations locally and nationally. Longest serving board member of Gulf Coast Jewish Family and Children's Services - more than 35 years.
- Provided team building and problem solving training for several not-for-profit organizations including United Way, Headstart, Success by Six, and Gulf Coast Jewish Family Services
- Worked on several successful political campaigns
- Native of North Carolina
- U. S. Army veteran
- Married for 53 years, and still counting
- One daughter, who is a Patent Attorney in Houston, Texas.

I have taken an active interest in civic affairs and organization work throughout my adult life, and I still have the passion to continue contributing to my community.

Thank you for considering me for a second term on the Pinellas County EMSAC.

William E. (Bill) Israel

Kelly Cullen

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HIGHLIGHTS of QUALIFICATIONS

- Offering extensive experience in all aspects of hospital administration and management.
- Demonstrated ability leading major hospital expansion initiatives valued up to \$30 million.
- Strong track record implementing profound and fundamental change, resulting in dramatic improvements in service, outcome and cost.
- Skilled in establishing and maintaining strong relationships with physicians and other key players.
- Proven ability creating a positive, high-energy work culture that attracts and retains team members.
- Self-directed professional with superior problem solving, communication, teaching and leadership skills.
- Proven ability managing financial budgets and personnel, ensuring optimal resource allocation.
- An entrepreneurial leader who looks beyond the status quo to uncover hidden opportunities.
- Strong strategic and operational planning experience.

PROFESSIONAL EXPERIENCE

MORTON PLANT MEASE HEALTH CARE (MPMHC), CLEARWATER, FL 1991-PRESENT

Director of Nursing

2002-present

- Manage and direct all nursing-related operations for:
 - Mease Dunedin – ED, 2 Medical Surgical Units, Telemetry, Critical Care and Surgical Services
 - MPM – Transfer Center
 - Bardmoor Free Standing Emergency Center
 - Responsible for Stroke Service Line for all of MPM. Joint Commission Stroke Certified since 2004.
 - MPM Liaison to Pinellas County Emergency Medical Service (EMS).
 - Member of the Emergency Medical Services Advisory Council since 2007.
 - Member of the Emergency Medical Services (EMS) Fire Transport Committee.
 - Most recently Project Leader responsible for the design, build and implementation of operations plan for the Bardmoor Free-Standing Emergency Center. Project completed March 2008.
 - As onsite Director for Mease Dunedin took fragmented under-performing management team and built a cohesive goal driven team.
 - Develop and maintain strong relations with physicians, providing a synergistic, collaborative approach to hospital management as evidenced by significant improvement in all indicators of 2007 physician satisfaction survey. Expertly resolve all issues and conflicts with a diplomatic approach to problem resolution.
 - Led major strategic initiative – “the 30 Minute Promise”. This involved analyzing and evaluating “patient throughput”, collaborating with representatives from every hospital department and developing a plan to improve efficiency and quality of care provided in the ED. Substantial gains in service (highest patient satisfaction in BayCare), outcome (lowest number of patients that leave without being seen by a physician) and cost resulted from this program. Currently meeting the “Promise” 93% of the time.
 - Create, manage and direct the entire operational budget consisting of revenues totaling \$140,699,809, total expenses of \$34,617,410 and 549 FTEs.
 - Successfully managed productivity resulting in lower than budgeted nursing costs 2 years in a row – beat budgeted nursing cost by \$750,000.
 - Expertly deal with representatives from state and federal agencies (AHCA, JCAHO & CMS).
 - Played key role in the achievement of “Magnet” designation for nursing in 2004 (remains current).
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- Established the Patient Transfer Center for MPM. Center is responsible for coordinating all transfers within MPM or any transfer coming from an outside hospital in an effort to comply with EMTALA rules and regulations. Gained senior management approval by presenting compelling data on service, outcome and cost.
- Fully engaged in Six Sigma philosophy for quality improvement. Process owner of project "Bed Unavailable". Substantial improvements made in the time it takes to get a patient discharged once the attending physician writes the order. Obtained Yellow Belt certification 11/05.
- Successfully implemented Cerner First Net System (electronic triage and tracking system) in 4 emergency departments.

2002-2008

- Mease Countryside – ED and Women's & Children's
- North Bay – ED
- Led \$16.9 million expansion project of the Mease Countryside Emergency Department. Accomplished all project goals on time and within budget.
- Led \$22 million project to move Women's & Children's product line from Mease Dunedin Hospital to the state of the art Women's & Children's Center at Mease Countryside Hospital. This was achieved without interruption to service.
- Implemented major cultural and philosophical change (LDRP Concept) at the Women's & Children's Center, resulting in true family centered care and improved patient satisfaction.

Director of Emergency Services

2001-2002

Director of Women's and Child Services

- Managed all day-to-day operations at 2 Mease Hospitals.
- Directed strategic planning, budgeting, recruitment and retention.
- Successfully established and maintained strong physician relationships leading to trust, rapport and mutual support.

Director of Emergency Services

1999-2001

- Managed daily operations for the Emergency Departments of 3 hospitals - North Bay, Mease Countryside, and Mease Dunedin.

Nurse Manager North Bay ED and Countryside ED 1998-1999

Clinical Nurse III Countryside ED

1995-1998

Clinical Nurse III North Bay ED

1992-1995

Staff Nurse North Bay Hospital

1991-1992

EDUCATION and AFFILIATIONS

University of Phoenix

Graduated 2003

Master of Business Administration in Health Care Administration

St. Francis Xavier University

Bachelor of Science in Nursing

Graduated 1991

Tampa Bay Organization of Nurse Executives (TBONE)

Florida Organization of Nurse Executives (FONE)

Emergency Nurses Association (ENA)

Susan F. Byrd, RN, BSN, CPEN

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sbyrd100@tampabay.rr.com

Professional History:

12/2010 to present

All Children's Hospital, St. Petersburg, Florida

As the Executive Director, Nursing and Nursing Support Services, I oversee hospital operations and provide input into strategic planning. Direct reports areas include: Emergency/Trauma Services, Critical Care Transport, Patient Transfer Center, Nursing Supervision, Nursing Education, Nursing Innovation, and Regulatory Compliance.

Previously, as Administrative Director at All Children's Hospital I have been involved in process improvements centered around quality, patient flow and satisfaction, of both customers and health care team members. Direct reports areas included: Emergency/Trauma Services, Critical Care Transport, Patient Transfer Center and Nursing Supervision.

Led 100 Day Work outs using Six Sigma and Lean strategies: Facilitating brainstorming, fish diagrams and implementation of rapid cycle tests to reduce waste, facilitate just in time staffing and optimize patient flow. Each work out has led to the next, resulting in momentum and cultural change.

Participated in Child Health Corporation of America's Emergency Department Patient Flow Webinar Series: As a presenter in the "zip line" series I was able to share experiences and results with other Children's Hospital's and Emergency Department leaders.

Presented at National Pediatric Case Management Conference at Children's Hospital of Philadelphia on Integrating Case Management into the Children's Emergency Center.

Active is CHCA's Whole System Measure Work Group: As an active group member, look at key data elements and collection strategies for comparison data sets, all focusing on quality indicators for the nation's 43 free standing children's hospitals.

Regularly attend Pinellas County's EMS Advisory Committee meeting to be current on local EMS trends and to participate in EMS related activities. Participated in the selection committee for Pinellas County's EMS Medical Director.

Currently partnering with Pinellas County EMS on community based initiatives for children with Asthma.

1/2007 to 12/2010

St. Joseph's Hospital, Tampa, Florida

The Steinbrenner Children's Emergency Center sees 43,000 visits per year. Responsible for budget, staffing, nursing care and patient and team member satisfaction. Process Improvement work focused in time in department initiatives and quality projects.

Collaborated on a successful through put initiative with an outside consulting firm. The Children's ED won the Early Adopters Award and had been under time in department targets for past 1 ½ years.

Kid's Express – Evaluated need and operationalized opening of a fast tract, urgent care pediatric center in order to reduce elopements and increased patient satisfaction.

Led the emergency center team through the transition to an electronic medical record.

11/2004 thru 1/2007

St. Joseph's Hospital, Tampa, Florida

The Emergency Center at St. Joseph's Hospital sees 143,000 patients per year. Responsible for all aspects of nursing care.

1/1995 thru 1/1997

Clinical Coordinator, Children's Emergency Center

1/1995 thru 11/1995

Trauma Nurse Coordinator

Bayfront Medical Center, St. Petersburg, Florida

1/1993 thru 1/1995

**Charge Nurse, Children's Emergency Department
Bayfront Medical Center, St. Petersburg, Florida**

5/1991 thru 1/1993

**Staff/Charge Nurse, Emergency Center
Bayfront Medical Center, St. Petersburg, Florida**

Education:

Bachelors of Nursing

University of South Florida May 1991

Currently working on MBA

St. Leo University

Memberships:

Emergency Nurse Association