

# Massachusetts Ambulance Association

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Membership Meeting Minutes | May 4, 2016 | Zoll Headquarters, Chelmsford, MA

## Call to Order and Greeting - ~1205

*President John Chemaly*

- Thanks to ZOLL for hosting MAA.

## Home Base

*Leslie Feinberg and Monica Collins (Home Base)*

- Home Base is a partnership between the Red Sox Foundation and Massachusetts General Hospital dedicated to serving the needs of post-9/11 veterans and their families. Home Base has a particular focus on serving vets with Post Traumatic Stress Disorder (PTSD), Traumatic Brain Injury (TBI), anxiety, and/or depression. Home Base offers four pillars of service:
  - Clinical Care offered at no cost to vets or family members, ranging from their popular outpatient services to a new 14-day intensive clinical program ([Boston Globe article from May 2, 2016](#)).
  - Research
  - Training Institute—online and in-person courses
  - “Light Touch” offerings, including the Warrior Health & Fitness wellness program and the Resilient Warrior mind/body program.
- First Responder Services—Home Base recently received \$1mm grant from the Massachusetts Attorney General’s Office to develop online courses for EMS, firefighters, and police, a high percentage of whom are veterans. [www.homebase.org/firstresponders](http://www.homebase.org/firstresponders)
  - 5 computerized courses, under 30 minutes each
  - Goals are to recognize signs and symptoms of distress, as well as to better connect people with care.
  - MAA may consider working with Home Base to conduct an in-person training session for some member organizations’ employees.
- Run to Home Base fundraiser is Saturday, July 23. Participants can choose a 9k run or 2.5 mile walk, both of which end at home plate in Fenway. - [www.runtohomebase.org](http://www.runtohomebase.org)
  - Other opportunities to support Home Base include a May 23 golf tournament on Cape Cod and a star-studded concert near Veterans Day.

## Secretary’s Report

*Secretary Sean Tyler*

- Approved.

## Treasurer’s Report

*Treasurer Peter Hoare*

- \$100,081.92 in account
- 25 members, 21/22 paid

- Approved.

## Legislative Update

*Bill Cass (Suffolk Group)*

- Attended the Massachusetts Women’s Political Caucus’s Good Guys Awards ceremony where State Representative Brian Dempsey, chair of House Ways and Means, was honored.
- Last Wednesday, April 27, the House adopted direct payment amendment. The House has supported MAA’s position all six of the past six years. The Senate is historically more difficult, and there is strong opposition from some quarters. MAA leaders and advocates are working hard to reach out to senators and educate them about the issues.
- MassHealth is in the process of restructuring, and we have concerns about the brokerage system.

## MassHealth Medical Necessity Form Draft

*Secretary Sean Tyler, President John Chemaly*

- MassHealth is in the process of designing a standardized Medical Necessity Form (“MedNec”) as each service presently develops their own.
- MassHealth staff have offered to provide the draft form to MAA within two weeks to offer members the ability to give feedback. The current suggestion from MAA is to have the form mirror Medicare’s requirements for simplicity.

## Payline Card Payment Processing

*President John Chemaly, Amanda Riordan (AAA)*

- Independent consultant evaluated credit card processing options for EMS needs and recommended Payline Data.
- Payline offers free PCI compliance, affordable online payment portals, and great “interchange plus” pricing.
- Contact Steve Marshall ([smarshall@paylinedata.com](mailto:smarshall@paylinedata.com)) at Payline Data for a free statement comparison.

## ZOLL Purchasing Program

*President John Chemaly*

- MAA signed ZOLL purchasing agreement that will save members money as well as offer the association the possibility of a revenue share.
  - If \$1mm of sales are collectively achieved April 1–March 31, MAA will receive a 0.5% rebate.
  - If \$1.5mm of sales are collectively achieved April 1–March 31, MAA will receive a 1% rebate.
- Be sure to double-check negotiated pricing against your organization’s individual pricing.
- Freight is free for orders of \$200+.

## EMT/Paramedic Recertification

*Mike Woronka (Action Ambulance)*

- 3700 fewer EMTs recertified than in the previous cycle. We are down to 22k licensed practitioners in the state, while the population of Mass is growing at 8%. Recertification requirements have lessened

slightly, but they process is still onerous and not user-friendly, which may deter less committed medics from recertifying.

- The employment climate is very competitive, leading to a battle of the wages.
- Providers should attempt to track their retention rate, as well as to examine where previous staff are leaving to go. Examples included nursing, firefighting, shift to part-time work, and retirement.
- EMS staff training and recruitment pipeline remains a large issue in the profession
  - Generational differences
  - Quality of some EMT/Paramedic training programs is substandard, with some schools showing abysmal pass rates for standard exams.
  - Regions no longer allowed to train.
  - Prehire testing indicates that many medics walk in the door unprepared for the realities of working in an ambulance service.
- MAA is weighing the possibility of creating a taskforce of 4-5 people to look into recruitment and retention. Potential ideas
  - Mail surveys to medics who did not renew their certifications
  - Engage former military medics, with an understanding that not all skills cross over.
  - Develop EMT programs at vocational high schools.

## Association Management

*President John Chemaly, Amanda Riordan (AAA)*

- The MAA received two responses to a recent RFP for administrative association management. The board selected the American Ambulance Association based on price and expertise.
- AAA is committed to preserving the spirit and culture of MAA. AAA will focus on taking the administrative burden from MAA leaders and volunteers while helping to grow revenue and value for members. AAA will be MAA's "back office."
- Key services that AAA will provide include:
  - Website transition and maintenance
  - Database management
  - Email distribution, including meeting reminders
  - Customer service and order taking
  - Meeting planning for a one-day educational workshop
  - Membership
    - Renewal invoice
    - Acquisition report
    - Dues modeling/membership structure
  - Quarterly financials
  - Compliance
- Primary contact is Amanda Riordan (703)610-0264, [ariordan@the-aaa.org](mailto:ariordan@the-aaa.org), [maa@the-aaa.org](mailto:maa@the-aaa.org), but MAA has full access to additional staff and resources as needed.

## Closing & Adjournment - ~1420

*President John Chemaly*