

# THE HallMark

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## KERN COUNTY'S AMBULANCE DISPATCH CENTER

Harvey L. Hall and Communications Manager Jennifer LaFavor, inside Hall Ambulance's Operational Communications Center, which now dispatches 100% of all ambulance requests throughout Kern County.



# Hall CCT Hosts Final Stop of Medevac Foundation International's Great American Safety Drive

by Myron Smith, Manager, Hall Critical Care Transport

On September 17, 2015, Hall Critical Care Transport hosted the final stop along the southern route of the Great American Safety Drive, sponsored by Medevac Foundation International, which ended at the annual Air Medical Transport Conference, in Long Beach, in October. The Foundation supports research and outreach programs to enhance the safety of air medical transport and ground critical care transport.

The Hall Ambulance Safety Drive consisted of two speakers. Myron Smith, Manager of Hall Critical

one believed we were doing things safely. As time went by, we started to realize there was a lack of focus that led to mishaps. These incidents, while nerve wracking for the crews involved, lacked the in depth, root cause analysis that would actually make us safer.

Hall CCT now has a Vision Zero approach to safety. We believe the best way to serve our patients and community is to provide accident and incident free critical care transports. All members of the crew have an equal part in safety. The program has adopted a num-



Dennis McCall, director of operations at Air Methods Corporation covered the latest safety concerns for aircraft, including drones and laser strike incidents.

a flight for safety. One crew member also remains outside

unaware of as they focus on safely starting the helicopter. Additionally, Hall CCT has invested in safety equipment such as custom fit Nomex flight suits, individual helmets for every crew member, night vision goggles, and the recent replacement of the helicopter with one 10 years newer.

The second speaker was Dennis McCall, Director of Operations at Air Methods Corporation. Air Methods is the Part 135 certificate holder that operates the helicopter, and employs the pilots and mechanics for Medevac 1. Air Methods is the largest EMS helicopter provider in the country with

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The Safety Drive was attended by the entire MedEvac 1 Flight Team, pilots, mechanics, and Kern County Firefighters from Station 62.

Care Transport, spoke about the program's safety culture and how it has grown over the years since the Company first acquired the helicopter program in 2001. When the program first started, every-

ber of new safety policies over the last 14 years. We utilize a "3 to go, 1 to say no policy", which grants every crew member the authority to refuse a request or abort

of the aircraft during start up for "fire watch". This allows the crew member outside to watch for any unusual events during start-up that the pilot may otherwise be

# Harvey L. Hall Lights & Sirens Invitational Benefits Local Burn Survivors and their Families

by John Surface, VP of Corporate Operations

A near sellout crowd teed it up for the 2015 Harvey L. Hall Lights and Sirens Invitational Golf Tournament on September 21, at the Bakersfield Country Club.

friendly and enthusiastic to meet the needs of the volunteers and golfers—earning them the right to host next year's event.

Each year the planning

provided prizes for a hole in one on all Par 3s and a special prize of a new car for a Hole in One on the 180 yard 13th hole. This sponsorship also included a chance for a randomly selected golfer to sink a 60 foot putt for cash.

An event like this requires a lot of help from sponsors. This year's Platinum sponsor was once again Hall Ambulance Service and Mr. Hall.

Gold sponsors included Leader Emergency Vehicles and the Bakersfield Breakfast Lions Club.

Silver sponsors included Liberty Ambulance, Borton Petrini LLP, Kern County Firefighters Local 1301, Zoll



Harvey L. Hall expresses his appreciation to golfers at this year's tournament, which benefits local burn survivors.

Community Hospital, and Brian Hartley with Boundtree Medical.

The Lights and Sirens' Raffle, coordinated by Brent Burton, was as big as ever with thousands of dollars in great prizes donated from business from all over Bakersfield and Kern County.

Volunteers are a vital piece of the event team. This year volunteers came from Hall Ambulance, Bakersfield Fire Department, Kern County Fire Department, San Joaquin Community Hospital, the Grossman Burn Center, and Bakersfield College.

Mark your calendars for the 2016 Harvey L. Hall Lights and Sirens Golf Invitational, set for October 24, 2016.\*



Committee members Derek Robinson and Trevor Martinusen, present Sheriff Donny Youngblood's team with awards for 1st Place, Gross, during this year's tournament.

The annual event raised more than \$50,000 that is split between the Bakersfield Firefighters Burn Foundation and the Kern County Burn Survivors Trust.

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This was the first year Bakersfield Country Club (BCC) hosted the tournament. The golf course was in exceptional condition and the BCC staff was incredibly

committee tries to find a tee prize that is unique and useful. This year each golfer and volunteer was given a Yeti travel mug. The Yeti mug has become very popular lately as it keeps cold drinks cold and hot drinks hot.

This year golfers were treated to an excellent lunch prepared by Outback Steakhouse and sponsored by Three Way Chevrolet.

After lunch Mr. Hall welcomed the golfers, thanked the volunteers and sponsors and sent the competitors out for the "Siren" start.

Cindy Elbert Insurance Services sponsored the Hole in One competition which



Outback Steakhouse provided golfers with a delicious lunch in advance of the "Siren" start.

Medical, Air Methods Corporation, and Jeffer Mangles Butler and Mitchell LLP.

Bronze Sponsors included Kern Refuse, San Joaquin



# Hall EMT Academy Class 30 Surpasses State and National Average of NREMT Exam Pass Rate

by Myron Smith, Manager, Hall Critical Care Transport



John Surface, VP of Corporate Operations welcomes family members of the nineteen graduates of the Hall EMT Academy.

The Hall Ambulance Community Center was filled to capacity on October 18, as family members and Company leadership gathered for a commencement ceremony honoring 19 graduates of the Hall EMT Academy.

Over 800 people applied for a spot in Class 30 of the Hall EMT Academy, with those accepted into the program came from diverse work histories including food servers, a fitness advisor, data entry clerk and four having served in the military. One goal of the program is to provide an achievable career track that puts them on the path to self-sufficiency.

The Hall EMT Academy is not a school, but a pathway to starting a career at Hall Ambulance. Recruits are full-time employees who learn everything they need to get started



Hall EMT Academy graduate Michelle Monroe with Hall Ambulance Founder & President Harvey L. Hall, boyfriend Jose Gaeta and children Isaac Ramirez and Adelina Ramirez, with Siren the Rescue Dog.

working as an emergency medical technician in the Hall Ambulance 9-1-1 System.

During eight weeks of intensive classroom training, the recruits were introduced to the entire spectrum of EMS care including airway, respiration, and ventilation; cardiology and resuscitation; trauma; obstetrics; and, EMS operations.

Following successful completion of the EMT curriculum, students then sat for the National Registry Emergency Medical Technician (EMT) cognitive exam. National Registry proved to be a success as all 19 students passed on their first attempt. These results far surpassed the state average first time pass rate of 69%, and the National first time pass rate of 77%.



Hall EMT Academy Instructor Sam Swanson (center) celebrates the graduates' accomplishments with new EMTs David Born and Chelsey DeGroot.

The Hall EMT Academy has been a successful community partnership between Bakersfield College's Allied Health Department and Hall Ambulance Service. This partnership embraces the professional real life qualities of an emergency services organization and the top notch educational qualities of Bakersfield College.

With their new EMT certification, the recruits have started approximately five weeks of field training on advanced life support ambulances. Once they have successfully fulfilled all objectives, they will then be eligible to begin working in the Hall Ambulance system, assigned to either a Basic Life Support or Advanced Life Support ambulance.

Since its inception in 2001, 325 recruits have gone through the Hall EMT Academy, with 88 still employed by the Company. Twenty-four have become paramedics, with four working as paramedic field supervisors, nine working as paramedics, one working as a scheduler and another having worked their way up to the position of assistant manager of the ambulance division.\*

# Hall Ambulance Assumes Dispatching Services for All Kern County Ambulance Requests

by Jennifer LaFavor, Manager of Communications Division

Hall Ambulance is happy to announce as of October 1, 2015 that the Company began providing ambulance-dispatching services for Delano Ambulance. This is a first for Kern County. Hall Ambulance now is the sole provider of emergency dispatching services for ambulances in 100% of Kern County. In addition to providing dispatch services for Delano Ambulance who services Delano, McFarland, and the Lost Hills areas, Hall Ambulance also dispatches for Liberty Ambulance in the Lake Isabella, Kernville, and Ridgecrest areas.

Our center plays a vital link to coordinate both emergency and non-emergency transportation needs. We work closely with many other dispatch centers including the Kern County Fire Department, Bakersfield City Fire Department, and the Bakersfield Police Department. The interaction we have with the fire department is crucial. We use a computer interface that captures response information electronically from the Bakersfield City and Kern County 911 Center to our computer-aided dispatch system. This software coordination helps ensure that call information is processed as accurately and as rapidly as possible.

The National Academy of Emergency



Lead Dispatcher Ed Cordova inputs a request for medical aid from one of five EMD consoles in Hall Ambulance's Operational Communications Center, which processes 100% of all ambulance requests for medical aid throughout Kern County.

Dispatch certifies Hall Ambulance Communications Specialists as Advanced Emergency Medical Dispatchers. Communications Specialists utilize the MPDS protocol system on each workstation with PROQA, an electronic triage system to evaluate patient's condition, provide pre-arrival instructions, and determine the appropriate level and type of response. Communications Specialists provide pre-arrival instructions in life threatening situations such as: cardiac arrest, childbirth, and choking. Through the use of pre-arrival instructions, the time from cardiac arrest to CPR and/or defibrillation can be greatly reduced, thus improving the outcome for patients.

Hall Ambulance is one of only two ACE (Accredited Center of Excellence)

accredited centers in Kern County. The other ACE center is the Kern County and Bakersfield City Fire Departments. ACE accreditation is an accreditation process that has established a high standard of excellence for emergency medical dispatching. Our center belongs to a growing number of Accredited Centers of Excellence across the U.S. and in other countries who provide superior, up-to-date public care and efficient resource utilization to achieve maximum results in emergency situations.

Hall Ambulance Service prides itself in being able to provide ambulance dispatch services for all of Kern County. This enhancement will help ensure that Kern County receives the best possible ambulance dispatching.\*



# Reaching Kids with A Positive Message through Puppetry

by Mark Corum, Director of Media Services

By day, MIS Technician Marcus McFarland ensures all desktops, and laptops throughout the Hall Ambulance system are running efficiently.

After work, he unleashes his upbeat personality to reach children with a positive message, through his puppet characters MC Albert, his sister Melinda and the rest of the Brown family.

McFarland says his fascination dates back to watching Sesame Street and the Muppets, as a child, citing Jim Henson as one of his idols. In the 80's, he became a fan of ventriloquist Willie Tyler and his dummy Lester, who hosted the popular Saturday morning children's program *The ABC Weekend Special*.

At the age of 14, McFarland began practicing the art of throwing his voice. "They call it belly talk when you do ventriloquism," says McFarland, "because it comes from your abdomen, giving the impression your voice is coming from somewhere else."

He continued to hone his talent, entertaining his buddies while serving in the Navy, and doing birthday par-

ties. In 2002, he came up with the idea of having a hip hop puppet that could spread a positive message to children, through the use of rap music. That is when MC Albert was born. Using production techniques similar to Alvin and the Chipmunks, McFarland produced an EP entitled, *Go Albert*, featuring age appropriate hip hop songs with messages adorned by parents, including "the potty song" and "toothbrush in your mouth." In 2007, he followed up with another recording called *Turndapardyou*.

A newcomer to Bakersfield, McFarland is already developing a following. In mid-October, he performed at the Jasmin Nyree Center's Open House,



Puppeteer Marcus McFarland with his characters MC Albert and his sister, Melinda Brown.

drawing wonder and amazement from kids and adults alike. "My biggest joy is the kids' reactions," McFarland said, "It is so priceless, that no amount of money could pay me how I feel when I see the kids react to my puppets."

McFarland is currently working with a producer friend from Oakland on more kid-friendly recordings and creating an MC Albert channel on YouTube.\*

## ICD-10 Changes Go Into Effect

by Robin Slater, Manager of Business Office Division

On October 1, 2015, Hall Ambulance Service, along with all HIPAA-covered entities across the United States, moved to the updated ICD-10 codes—which medical providers assign to every medical diagnosis to describe a patient's condition. The new format is intended to provide better data with more specificity.

ICD stands for International Classification of Diseases, and was created by the World Health Organization. This marks the first update since ICD-9 was implemented 30 years ago.

The change is complex when you consider ICD-9 included 17,000 codes consisting of 3 to 5 digits. The more robust ICD-10 is comprised of

approximately 141,000 codes, each 7 digits, with specific laterality, such as indicating whether the injury occurred to the left or right arm.

Hall Ambulance's Business Office personnel spent countless number of hours attending webinars and hands-on practice in preparation for the implementation of ICD-10.\*

## A PERSONNEL NOTE

by Sonia Johnson, Human Resources Specialist

### Happy Birthday

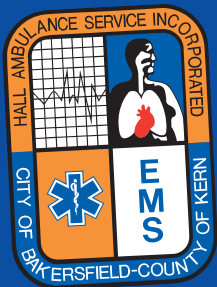
11/02 Mary Kenny	11/21 David Bentley	12/7 Anthony Hernandez	12/20 Marsha Aase
11/02 Kevin Newsome	11/21 Mathew Sullivan	12/9 Richard Davis	12/20 Stephanie Frank
11/05 Ed Smith	11/21 Jasmine Ramos	12/10 Andrew Kiser	12/21 Lori Thomas
11/05 Victoria Birchfield	11/22 Ken Sexton	12/11 Frank Droege	12/22 Rachelle Knight
11/07 Daniela Perez	11/23 Joel Munoz	12/11 Daniel Umland	12/22 Donnie Self
11/08 Derek May	11/24 Keith Kinsella	12/11 Jackie Albertalli	12/22 Mathew Rush
11/09 Jose Vasquez	11/25 Darcy Allred	12/11 Sean McKenna	12/22 Kirk Chambers
11/09 Jessica Anguiano	11/26 Nicole Izaguirre	12/12 Veronica Sholes	12/23 Eddie Maldonado
11/09 Brad Quintana	11/27 Jose Ordaz	12/13 Spencer Kelly	12/23 Michelle Monroe
11/09 Jeffrey Hall	11/28 Anthony Bryan	12/13 Brian Holder	12/23 Bryan Newton
11/13 David Born	11/30 Jose Luis Sanchez	12/13 Marlin Coffia	12/25 Jennifer Lafavor
11/14 Paul Robbins	11/30 Guadalupe Agcaoili, Sr.	12/15 George Baker	12/25 Shawn Crocker
11/16 Irene Patino	11/30 Brian White	12/15 Nicholas Burchstead	12/25 Kevin Green
11/16 Jeff Tweedt	12/01 Michelle Torres	12/16 Denise Anaya	12/30 Danny Caverhill
11/17 Shannon Agcaoili	12/01 Linda Haslow	12/17 Anna Aguilera	12/31 Christian Larsen
11/17 Kent Frazier	12/03 Jovan Fleming	12/17 Brian McChristian	12/31 Curt Gibson
11/18 Joy Brown	12/03 Jaimie Lyman	12/17 Lashika Britton	12/31 Angel Barrera
11/19 Benjamin Earls	12/05 Larry Sims	12/19 James Tollison	
11/21 Keith Soto	12/05 Marcus McFarland	12/19 Lisa Darling	

### Welcome New Employees

08/31 Gina Hernandez, Communications Specialist  
09/02 Meagan Peters, EMT  
09/02 Donovan Muriel, EMT  
09/02 Joshua Lee, EMT  
09/02 Matthew Auer, Paramedic

09/02 Brandon Beeler, Paramedic  
09/08 Duane Miller, Ambulance Detailer  
09/28 Daniela Perez, Business Office  
09/30 Joe LaRue, EMT  
09/30 Alfredo Campos, Paramedic

### Display Your Company Pride for a Chance to Win!



CALIFORNIA  
4RZV752

CALIFORNIA  
7JQD283

CALIFORNIA  
6NLP898

CALIFORNIA  
5PND303

Show your Company Pride by displaying a sticker on your personal vehicle! If one of these license plates belong to you, bring your registration to Administration and claim your prize!

# THE HallMark

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The HallMark is published for the staff, friends, and family of Hall Ambulance Service, Inc. Comments, questions, or suggestions should be directed to Mark Corum, director of media services at: corumm@hallamb.com.

Established in 1971, Hall Ambulance Service is the major 9-1-1 paramedic provider for Kern County, California. The Company serves the communities of Bakersfield, Arvin, Lamont, Frazier Park, Tehachapi, Rosamond, Mojave, California City, Boron, Taft, Shafter and Wasco.



# HALL AMBULANCE

## CPR for ROC Students Prepares them for Real World Situations

by Darrin Stacey, Non-Emergency Services Ambulance



Hall CCT Manager Myron Smith works on CPR skills with a student from the KHSD ROC Medical Assistant/CNA Program.

Hall Ambulance Service had the opportunity to provide CPR training to over 115 Regional Occupational Center (ROC) students in October. The students are enrolled in the Medi-

cal Assisting and CNA programs. The students are from various Kern County High Schools.

The training took place over a six-day period at ROC. Each day, students learned valuable life-saving techniques that one day, may be utilized on or off the job. Once they learned how to perform a skill, several hours were spent practicing and perfecting it on CPR training manikins.

At the end of the instructional period, each student had to pass a written test. Once completed, they had to demonstrate their ability to effectively perform CPR on an adult and pediatric patient. They also had to show a complete understanding on how an AED functions.

After six days of training, every student taking the course passed and are now certified in Health Care CPR.\*

### | Flight Safety Drive

Continued from page 2

nearly 400 aircraft currently in service. McCall shared information on current safety concerns for aircraft, including drones and laser strike incidents. As drones become more accessible to the general public, aircraft are increasingly experiencing near miss events. EMS Helicopters are especially vulnerable due to frequent flights at low altitudes and high speeds.

Also shared were details from NTSB investigations from previous EMS helicopter accidents. The crews were able to listen to the actual recording from a pilot talking to his dispatch about a miscalculation in fuel load. None of the crew, or their dispatch center,

stopped the next leg of the flight from commencing. Unfortunately, that next flight was the patient transport flight. The helicopter crashed less than a mile from the intended airport fuel stop, killing all three crewmembers and the patient. While discussing previous accidents and incidents can be emotionally challenging, it is an important step in the learning process that allows our crew members to identify future decisions that can be made to avoid something like that from happening to us.

The Hall Critical Care Safety Drive event was attended by the members of the CCT division, the base pilots and mechanics from Air Methods, as well as the on duty crew from Kern County Fire Station 62.\*