UW Health

EMERGENCY DEPARTMENT, SAFETY/ EMERGENCY MANAGEMENT AND MEDFLIGHT PRESENT A CASE REVIEW

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There is a 45 year old male patient lying on the ground after falling from a second story catwalk. Conscious alert and Breathing.
Initial Impression

- The First Responder
  - Law Enforcement
  - EMS
  - Fire
Injuries in Summary

- On Scene
  - Bilateral Calcaneus fractures
  - Chemical from head to Toe
- What is the Chemical
  - When would you want this information?
  - Who needs to know this as well?
HazMat Incidents

- The HazMat Team
  - Local
  - Regional
  - Federal
- Emergency Management
  - Officers
  - Maybe DNR
- Regulatory Agents
  - DHS, OHSA
- Manufacturers
  - MSDS or SDS
Opportunities

- Identify problems and opportunities.
  - State consumer problems and define the nature of product/service opportunities that are created by those problems.
Competition

- Summarize the competition.
- Outline your company’s competitive advantage.
Goals and Objectives

- List five-year goals
- State specific, measurable objectives for achieving your five-year goals.
  - List market-share objectives.
  - List revenue/profitability objectives.
The Team

- List CEO and key management by name.
- Include previous accomplishments to show that these are people with a record of success.
- Summarize number of years of experience in this field.
Resource Requirements

- List requirements for the following resources:
  - Personnel
  - Technology
  - Finances
  - Distribution
  - Promotion
  - Products
  - Services
Outline a high-level financial plan that defines your financial model and pricing assumptions.

- This plan should include expected annual sales and profits for the next three years.
- Use several slides to cover this material appropriately.
Risks and Rewards

- Summarize the risks of the proposed project and how they will be addressed.
- Estimate expected rewards, particularly if you are seeking funding.
Key Issues

- Near term
  - Identify key decisions and issues that need immediate or near-term resolution.
  - State consequences of decision postponement.
- Long term
  - Identify issues needing long-term resolution.
  - State consequences of decision postponement.
- If you are seeking funding, be specific about any issues that require financial resources for resolution.
Appendix

- Reference supplementary materials and resources