

UW Health

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

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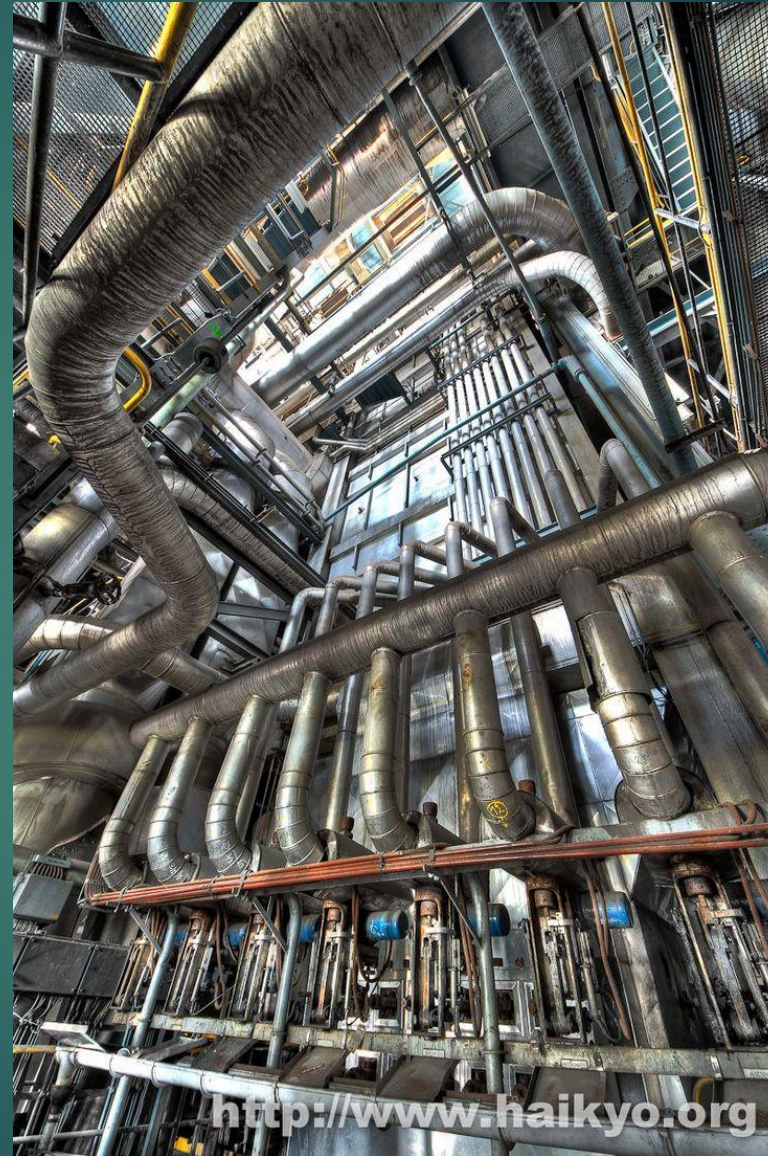
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Dispatch Information

“ 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, OSHA
- ▶ 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

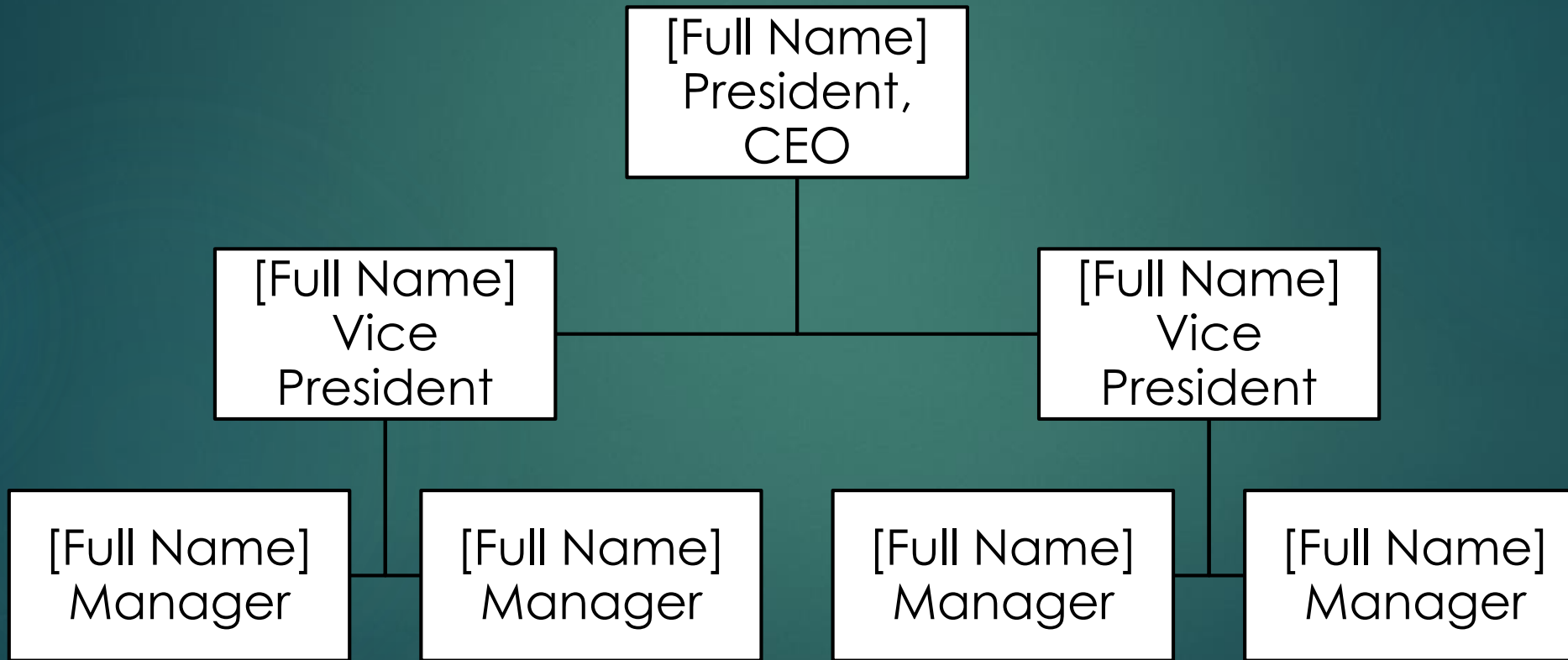
- ▶ List five-year goals
- ▶ State specific, measurable objectives for achieving your five-year goals.
 - ▶ List market-share objectives.
 - ▶ List revenue/profitability objectives.

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.

The Team Organization Chart



Resource Requirements



- ▶ List requirements for the following resources:
 - ▶ Personnel
 - ▶ Technology
 - ▶ Finances
 - ▶ Distribution
 - ▶ Promotion
 - ▶ Products
 - ▶ Services

Financial Plan

- ▶ 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