Recruiting and Retaining in Rural EMS

Highlighting Successes and Lessons Learned in 2015
What we’ll cover...

- Defining the problem
- Our shot at R&R (or just R) and what we’ve learned
- A tale of two cities
- The keys to local success
- Your blueprint for starting an active R&R program
Since 2011...

- Conducted 22 recruiting drives for 13 different agencies within the South Central Region
- Brought over 100 new (and successful recruits) to rural BLS and First Response agencies
Don’t believe us? Just ask

- Kiester Ambulance
- Wells Ambulance
- New Richland Ambulance
- Le Center Ambulance
- Minnesota Lake Ambulance
- Winnebago Ambulance
- Madelia Ambulance
- Lewisville Ambulance
- Trimont Ambulance

- Elmore First Responders
- Granada First Responders
- Sanborn First Responders
- Comfrey First Responders
A Tale of Two Cities

Kiester, MN

Lewisville, MN
Kiester Ambulance

- Varying levels of recruiting success
- Jan. 8th / June 1st
- City Council/County Commissioners
- Media
- Medical Director
- Neighboring agencies
- Result (you’ll have to wait to the end for the really good story...)
Lewisville Ambulance

- June 2015...staffing issues
- July - Reach out to city, surrounding services, EMSRB
- Medical Director
- August - Recruiting drive
- Update
Definition
- Conceptualize (Definition)
- Operationalize (Measure)

In a nutshell, create your definition, then create how you would measure it....
Example….ANGER

- **Definition**
  - Being loud when upset

- **Measure**
  - How loud someone is
Let’s get to work

- Where to start is confusing at best
- We did the legwork for you (and you can add to suite your needs)

- Stakeholders
- Patients
- Leader
- Peers
- Medical Director

Who will get us started???
Stakeholders

- **Definition**
  - A person or group that has an interest or concern in an organization

- **Measure**
  - Anyone who is impacted by the operations of the service

- **Expectations**
  - Communication Skills
  - Knowledgeable about your organization

**Exercise:**
1. Identify the stakeholders for your service
2. Organize a plan on how to communicate with each stakeholder on a continuing basis that realizes your expectations
Peers

Definition
- Fellow EMS providers

Measure
- Individuals and organizations that you have the potential of working with on EMS related issues (including patient care)

Expectations
- Communication skills (remove barriers)
- Looking at little used/new resources
- Unwilling to accept status quo

Exercise:
1. Develop a recruiting drive with less than $20 to spend
2. Do you need feedback from your peers? Why or why not?
Leaders

- **Definition**
  - Someone who makes peers more confident in their presence and effective in their absence

- **Measure**
  - Consistent operations among all crewmembers

- **Expectations**
  - Communication skills (horizontally/vertically)
  - Mentoring
  - Selflessness

**Exercise:**
1. Develop a communication blueprint for receiving honest and open crew/stakeholder feedback.
2. What would a consistent, affordable, and sustainable retention effort look like for your service? Assume you have 20 dollars to spend.
Patients (Customers)

- **Definition**
  - Anyone who receives services from our peers

- **Measure**
  - Those in a position to evaluate our customer care

- **Expectations**
  - Communication skills
  - Trust in organization
  - Dial 911 if they need help
  - They will take care of themselves

**Exercise:**
1. Develop a patient feedback form
2. How would you filter/implement recommendations?
Medical Direction

- **Definition**
  - A physician who provides guidance, leadership, oversight, and quality assurance to EMS providers

- **Measure**
  - A physician who communicates regularly with all providers under their direction

- **Expectations**
  - Communication skills
  - Skills/QA/Face to Face with crew
  - Provide updates regarding the latests standards in pre-hospital care

**Exercise:**
1. Develop a sustainable plan to meet your expectations while considering the time constraints of your medical director and crew
Kiester Follow Up....

- July 2015
- Lifesave Award
- Event occurred 1 month after “drop dead” date
So what do we do going forward

- Go to your

Keyword: Rural EMS Recruiting and Retention Lounge
Give us a call with questions...

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  (Get on our distribution list!!!)

- Sc-ems.org

Keyword: South Central Minnesota EMS