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## 2020-2021 CAASE Award Submission

## CAASE Awards Submission

**Submission Category:**

Innovation in EMS

**Submission Title:**

American Ambulance EMS Podcast

**Contact Name:**

Steve Melander

**Organization:**

American Ambulance

**Email:****Preferred**

smelander@americanambulance.com

**Address:****Organization****Phone:****Work Phone****Number of Annual Service Requests:**

170,000

**Number of Ambulances:**

100

**Business Type (check all that apply):**

Privately Held Corporation

**Project Participants (Names, Job Titles & Email Addresses of individuals involved in the project):**

Danielle Campagne, Medical Director - medicaldirector@americanambulance.com; Steve Melander, Chief Operations Officer - smelander@americanambulance.com; Patil Armenian, MD - patilarmenian@gmail.com; Saajan Bhakta, MD - sbhakta@fresno.ucsf.edu; John-Mark Bergen, Multimedia Arts Specialist - jmb@americanambulance.com

**Situational Analysis (Background of Project):**

When the podcast idea first started our immediate goal was to provide current, evidenced based medicine to the crews at American Ambulance. COVID had started and in-person continuing education was not occurring. The podcast is also a medium that works for our field crews: anytime education when it fits in their schedule, audio so they can listen while they are in between calls or driving to and from work. The podcast was also a way for us to provide education for quality improvement. A way to remediate a field personnel after a QI had been generated was to meet with them, discuss the issue, and then assign them to listen to the podcast on that topic. This way they are getting spaced repetition of clinical concepts to help reinforce the medical knowledge and protocols.

**Project Goals:**

The initial goal of the podcast wanting 50% of American Ambulance field crews to listen to the podcast. However, as 2020 progressed, the podcast gained more listeners and we have surpassed our goal this past year. The ongoing goal of this project is to contribute not only to medical education, but also to enhance the care of our patients. We want everyone in our community to be cared for with the highest level of medical knowledge, starting from the moment they have an emergency and call 911.

**Planning & Implementation (describe process from the planning phase, including research, through implementation phase. Include the overall length of your project in weeks/months):**

Each podcast requires at least 10 hours of research. This serves to not only further our own knowledge, but also allows us to convey the most up-to-date and practical information to our prehospital colleagues. In doing so, we ensure that patients receive the most evidence-based care during pre-hospital evaluations. We have covered topics as common as opioid overdose, as simple as asthma, as complex as tachydysrhythmias, and as practical as dental trauma. We also cover wellness topics such as burnout and PTSD. We hope to contribute to every aspect of the lives of our prehospital professionals, so that they may continue to provide the excellent care they always have.

**Results (Did you achieve your goals? How did you measure results?):**

The podcast has exceeded the initial goal that was set to provide real-time education for the field providers at American Ambulance. It has gained a regional, statewide, and nationwide reach in a short period of time. See attached Podcast Stats July 13, 2021.

**Impact (What impact has this project had on your service? Information can be given as narrative. However, if possible, please provide qualitative and quantitative information.):**

The impact of the podcast has exceeded our initial goals. We have been able to have a much wider reach than initially anticipated. The level of engagement from our field providers (guests on the podcast) has been a welcome surprise. Please see attached Podcast Stats July 13, 2021.

**Budget (Did you have a budget? Budget numbers can be provided as a percentage of overall operating or departmental budget.):**

The budget for this project was minimal. We were able to take advantage of our in-house resources and equipment. American Ambulance has a full-time Media Arts Specialist who has been assigned to record and produce the podcast in addition to his normal duties. Our Medical Director has taken

this project on under her current contract. Since implementation we have upgraded our equipment at an expense of approximately \$5,000. We have budgeted an additional \$1000 per month to cover additional staff expense and an upcoming advertising campaign.

**Supporting Documents #1:**

Podcast Stats July 13, 2021.pdf

**Supporting Documents #2:**

Podcast images 1B.jpg

**Supporting Documents #3:**

Podcast Images 2B.jpg

**Supporting Documents #4:**

Podcast Images 3B.jpg

**Supporting Documents #5:**

**Supporting Documents #6:**

**Comments:**

Podcast stats and images:

<https://www.dropbox.com/s/hv2wh46a5xy1qnr/Podcast%20Stats%20and%20Images.pdf?dl=0>

Podcast intro: <https://www.dropbox.com/s/tg7sfr7jg7dfec7/AA%20EMS%20Podcast%20-%20Intro.mp3?dl=0>

**CAASE Awards Submission Fee:**

CAASE Awards Submission - \$100.00

**General Section**

**File:**

# American Ambulance EMS Podcast Numbers

July 13, 2021

## Podcast Downloads

**11.9K**

Congratulations! You've received all of the podcast download achievements!

## Episodes Published

**41**

Publish 9 more episodes to receive your next achievement.

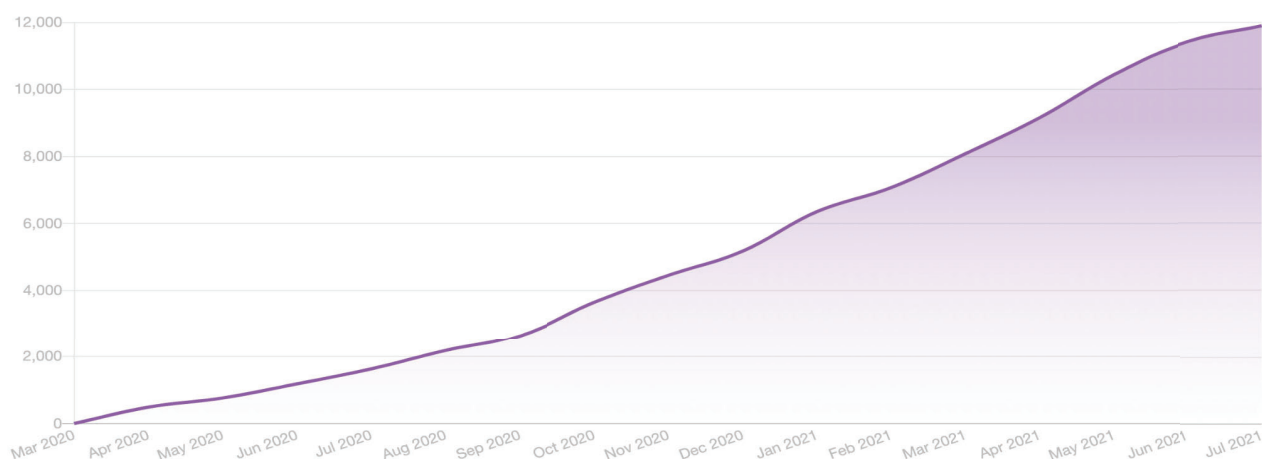
**11,890 downloads** since published.

LAST 7 DAYS

LAST 30 DAYS

LAST 90 DAYS

ALL TIME



## Top App



Apple Podcasts

**40%**

## Top Device



Apple iPhone

**64%**

## Top Category

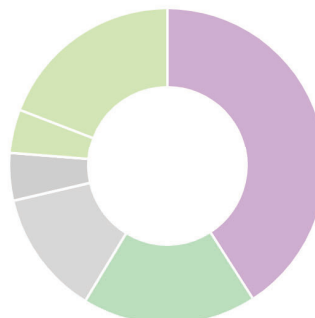


Mobile

**87%**

## APPS

	Apple Podcasts	40%	4,863
	Spotify	17%	2,115
	Unknown Apple Apps	12%	1,510
	iHeartRadio	4%	573
	Your Buzzsprout Site	4%	549





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