

If Disney Ran Your EMS Agency: *Lessons on **Life** and **EMS*** *From the House of the Mouse*



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What we're gonna do...

- Highlight the “Disney Experience” from the eyes of a ‘senior’ EMS person.
- Theorize how the Disney Philosophy can and should be applied to the EMS experience.
- Provide real examples of how these philosophies **HAVE BEEN** infused into an EMS agency.
- Share practical tools you can implement at your agency













Immersive Experience...



Responsiveness...







“WOW Lesson” #1: Be Responsive (*and over-deliver*)

- **Answer the phone...**

- Be courteous

- Our ‘customers’ don’t generally care how busy we are
 - They have a need they’d like us to fulfill

- **Go beyond the customer’s expectations**

- Be NICE!

- Treat how you’d expect *you mother* to be treated

- **Learn ASL!!**



Example:



Customer Focus...



“WOW Lesson” #2: Focus on the Customer

- **Find a way to never say “no”**
 - Offer options and alternatives
- **Don’t point and explain**
 - WALK them through the process
- **It’s about THEM**
 - Not about you!



Example:



Cast Members Matter!



“WOW Lesson” #3: Hire the Right People

- **Hire for the heart, train for the skill**

- EMT academies
- Paramedic tuition reimbursement
 - As a reward...

- **Set realistic expectations**

- What they will *REALLY* be doing!



Example:



Example:

Here's a nice call we received from a very grateful grandmother about **Jenny Garrett** and **Noah Burson**:

"A few weeks ago my grandson was the passenger in a vehicle involved in minor rear-end collision.

I transported my grandson and the other occupants to the ED for evaluation after they called me to the location, so they could just be checked out.

I took my grandson to an urgent care facility as he was just complaining of a headache. After a short amount of time, the staff told me that being he is complaining of a headache and neck pain that he would need to be transferred by ambulance to Cook Children's.

My grandson was mortified at the thought of having to ride in an ambulance without me to the hospital.

The MedStar crew arrived, and I get choked up every time I began to say this, but they were amazing.

The crew came in and introduced themselves to my grandson as if he was the most important person they've met.

They told me everything that they were going to do, step-by-step and assured me he was in good hands.

I told them I needed to get my car from the parking garage so I could meet them there and they said, "Take your time, we will stall a little bit and wait for you so you can follow us".



Example:

When I got to where the ambulance was waiting, I was a little concerned because they had not moved. So, I knocked on the back doors and when they opened, my heart melted.

My grandson had exam gloves on, they were having water gun wars with syringes, and he was smiling and laughing uncontrollably.

He didn't even acknowledge that I was there.

The crew transported my grandson to Cooks and my grandson hasn't stopped talking about it.

He told me they put his favorite cartoons on their phone for him to watch, they had water wars, they laughed and now he hasn't stopped telling everyone about his experience; from weeks ago!

He told his mom and dad that he is going to be a Paramedic and take care of kids.

I know you don't always get feedback from the patients you transport, but I wanted this crew to know they left a huge impression not only on my grandson, but with me."



Broken Windows







“WOW Lesson” #4: Fix Broken Windows!

- **If you don't take care of you stuff – you can't expect others to!**
 - Facilities, vehicles, uniforms
- **Clean, odor free**
 - Ambulance ceiling?



Example:





Logistics...





“WOW Lesson” #5: Logistics Matters!

- **We often say EMS saves lives**

- Logistics make that possible

- Support services are as important as front line
- Live that!

- **Keep customers informed on ETA's**

- Keep them engaged during the ‘wait’



Example:



Example:



Character Matters!





“WOW Lesson” #6: Stay in Character

- **Even when it’s HARD**

- Bad day, tough calls, issues at home
- People expect us to be caring and professional



Example:



FORT WORTH.


**Kelly Allen Gray
Councilmember**

Dear Jon and David,
On behalf of my brother-in-law Aaron Gray and my entire family, thank you for the care and concern you showed us on the early morning of June 14th when my sister-in-law was found deceased in their home. Your compassion and words of comfort were heart felt and needed in our time of sorrow. Medstar and the clients you serve are blessed to have you both!

Sincerely,
Kelly Allen Gray

Example:

"I want to take a minute of your time to tell you about my appreciation and admiration for the conduct and compassion by two of your crews today (15 Aug 23).

What they did left a lasting positive impression on both our team and the family.

While transporting a patient to our facility, they had to transport her two young children as well.

It was after they arrived where we witnessed a level of care and attention that extended beyond their duties and responsibilities.

After moving the patient to our ED bed, they took the extra initiative and time to entertain and comfort the kids while we registered and assessed their mother. *They allowed them to explore the stretcher, show them how it worked, and engaged in friendly conversations, all of which I am sure make the experience a fun and memorable one, and not traumatic for the kids.*

Their behavior not only lightened the atmosphere for the kids but also provided our team with an uninterrupted environment to assess their mother.

The crew's actions are a testament to their dedication, not just as paramedics, but as individuals who genuinely care about the community they serve. It's one thing to perform a job well when being observed, but it's another to go above and beyond when they don't know anyone is watching. *They showed that a human connection that is not always possible in our line of work.*

We want to express a heartfelt gratitude to your team for their remarkable service to the family, our family and witnesses that will long be impacted by their interaction. Please recognize **Thomas Prichard, Mel Alline and Kayla Madson** for their amazing attitude and commitment. And thank you for creating an environment where your crews feel inspired and able to make a difference every day."



Immersive Experience - *Little things mean a lot!*











EXPLOSIVES

HANDLE CAREFULLY

KEEP FIRE AWAY

CONDENSED RULES FOR HANDLING

How to Avoid Loss of Fingers, Life and Job

- DO NOT SHOOT AT EXPLOSIVES.
- DO NOT BITE FUSE CAPS WITH TEETH.
- FIND A SAFE HIDING SPOT BEFORE DETONATING EXPLOSIVES.
- ALWAYS YELL, "FIRE IN THE HOLE" SO EVERYONE IN HOLE CAN HEAR YOU.
- AVOID FLAMES NEAR EXPLOSIVE, EXCEPT WHEN DETONATING.
- DO NOT STORE EXPLOSIVE NEAR FOOD OR DRINKING WATER.
- DO NOT WEAR WOOL SOCKS WHEN HANDLING ELECTRIC DETONATORS TO AVOID SHOCK AND EXPLOSION.
- MIND FRICTION WHEN HANDLING NITROGLYCERIN, DO NOT BUMP, DROP OR THROW.
- IF LIT FUSE BY ACCIDENT RUN AWAY AND DON'T COME BACK.
- STOP AND THINK, THEN PROCEED ACCORDINGLY.

If you follow our instructions you will secure satisfactory results.



OPPORTUNITIES FOR IMMEDIATE ADVANCEMENT AT OUR AMAZON RIVER BASE

RECENT EVENTS
HAVE CREATED
A NUMBER OF
OPENINGS AT
WHAT IS SURELY
OUR MOST
EXCITING
OUTPOST

IF INTERESTED PLEASE CONTACT
THE PERSONNEL OFFICE



“WOW Lesson” #7: Attention to detail – Little things matter!

- Cleanliness → Godliness
- Ambulance ceiling
- Uniforms, general appearance
- Facilities



Example:



Example:



“WOW Lesson” #8: Have Fun & Inspire

- **Current workforce needs more than meaningful work**
- **Talk to them, find out what matters – to THEM!**
 - Keep them engaged and motivated!
 - Have a formal process for recognizing greatness!



Example:



Example:



Facebook post interface showing a post by Desiree Partain on September 2 at 8:50 PM. The post text reads: "A huge thank you to Jessica and Dylan (Robbie Swindle's daughter and son-in-law) for another year of amazing art to kick off our Hope Week!". The post has 5 comments and 43 likes. Comments include: "Whitney Morgan Holy wow! Like Reply 1d" and "Robbie Swindle Jessica Nicole Wheaton Like Reply 1d".





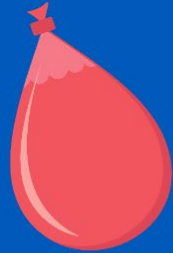
MEDSTAR WISHES TO THANK YOU FOR
YOUR SERVICE THIS SUMMER!
PLEASE JOIN US FOR:



FIELD DAY!

Goodbye Summer!

FOOD & DRINKS PROVIDED:
GEPETTO'S PIZZA TRUCK, FUNNEL
OF LOVE DFW & KONA ICE!



EVENTS/ACTIVITIES

INFLATABLE OBSTACLE COURSE, TUG-O-WAR, DODGEBALL, WATER BALLOON TOSS, WATER GUN RACE, BEAN BAG/RING TOSS, WATERMELON EATING CONTEST, FACE PAINTING AND MORE!



SEP 17 MONNIG MIDDLE
10AM- 2PM SCHOOL FIELD
3136 BIGHAM BLVD, FORT WORTH, TX
76116



FAMILY & FRIENDS WELCOME!



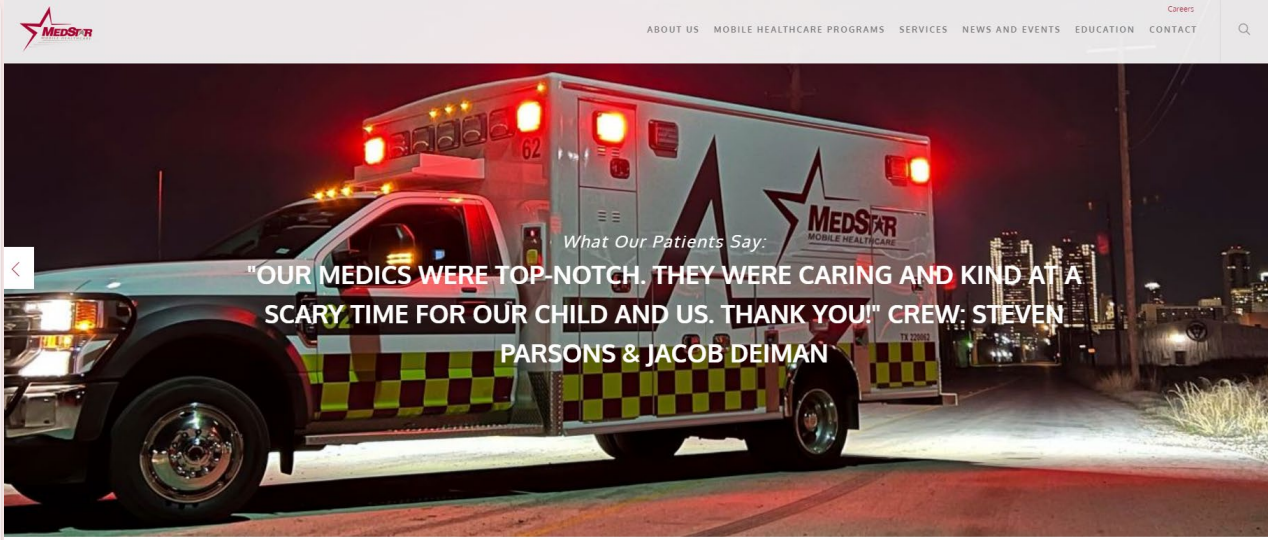
Desiree Partain
Moderator · 16h · 🌐

!! Caught in the Act !!
Hi Team, One of my Charge RN's just came by my office to highlight this crew. "The crew was AMAZING. They arrived to a dirty room and no staff was there to help [it's been a busy afternoon]. The crew, [Jeffrey Sean](#) and [Brandon Michaels](#) cleaned the room, got the patient moved over, hooked her up to the monitor and was very pleasant. They were so nice and when I said thank you to them, they replied 'we're a team'. They were rockstars!! Thanks for helping us out!" Please thank them for us!

[View insights](#) 196 post reach >

👍❤️ Stacey Sokulsky, Delena Dyer Bentley and 12 others

👍 Like 💬 Comment 📄 Send



Our mission is to provide World Class Mobile Healthcare with the highest quality Customer Service and Clinical Excellence in a Fiscally Responsible Manner.

SharePoint Search this list

Evaluations Private group ☆ Not

+ New Edit in grid view Share Export Automate Integrate All Items (Repo)

Customer Relations Log ☆

Type of Process: Kudos

Date and Time Received	Type of Proc...	Response (Tran...	Status	Assigned To	Assigned To-Former E...	Department	OMDStatus	Caller First Name	Caller Last Name
10/04/2023 12:00 AM	Kudos		Resolved	April Huse		Field Operations	None	Richard	Brooks
09/14/2023 07:00 AM	Kudos		Resolved	Rhode Ontiveros Romero		Community Health	None	Peggy	Sawyer
09/13/2023 07:40 AM	Kudos	2926097	Resolved	Kenneth Simpson		Field Operations	None		
09/13/2023 12:00 AM	Kudos		Resolved	Rhode Ontiveros Romero		Community Health	None	Peggy	Sawyer
09/07/2023 12:00 AM	Kudos		Resolved	April Huse		Field Operations	None	Kathryn	Theftord

Desiree Partain
Moderator · 2d · 🌐

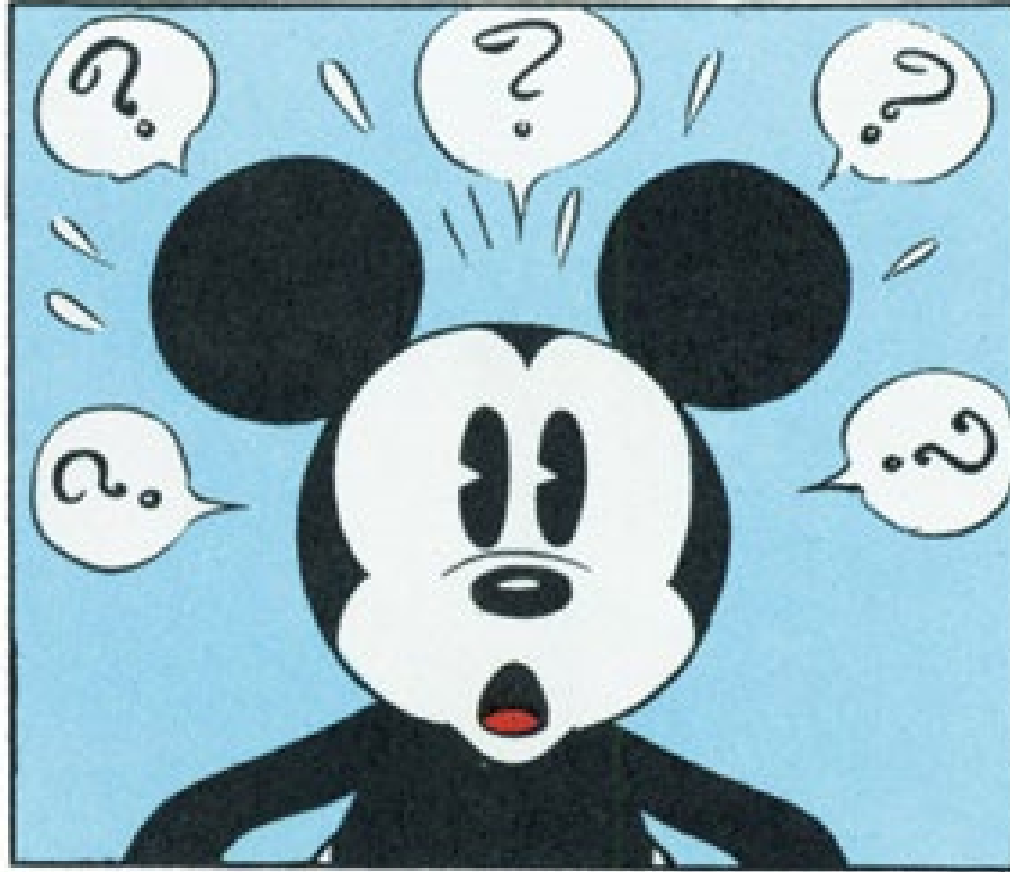
!! Caught in the Act !!
We had a medical emergency **sos** event call to our facility. The event involved a grandmother who was attending the birth 🤰 as a guest. Sadly, she experienced a serious neurological event. One of our birth assistants found the grandmother in an unresponsive state and initiated the EMS call 📞 🚑 I wanted to not only share that she is now recovering well 🙌 (after a week in ICU), but also share that your team, [Jessica Davis](#) and Elizabeth Moore were not only professional and efficient, but they also provided exceptional care 🙏. My team wanted me to express our gratefulness with how the call went 🙌!

[View insights](#) 265 post reach >

👍❤️ Stacey Sokulsky and 10 others 1 comment

👍 Like 💬 Comment 📄 Send







**Scan QR code to
generate an
email to request
a PDF of the
slides!**

