

"Do You Have What It Takes ??"

Understanding and Implementing Professionalism in EMS

Raphael M. Barishansky





Why

- Why is professionalism important to you as an EMS provider?



What

- What does *professionalism* mean to you?
- Can you describe someone you know who is the essence of an EMS professional?

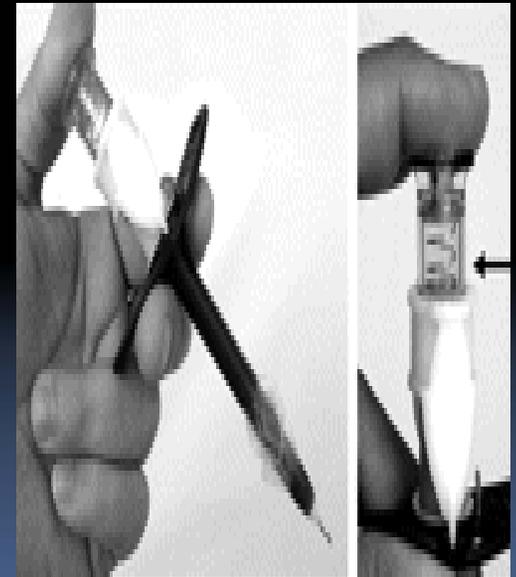
Be Honest

Have you ever done anything as an EMS provider that you would be embarrassed to admit publicly ?



I mean really honest

- Is there equipment on your truck that you feel “less than comfortable” handling ?





Getting Down To It

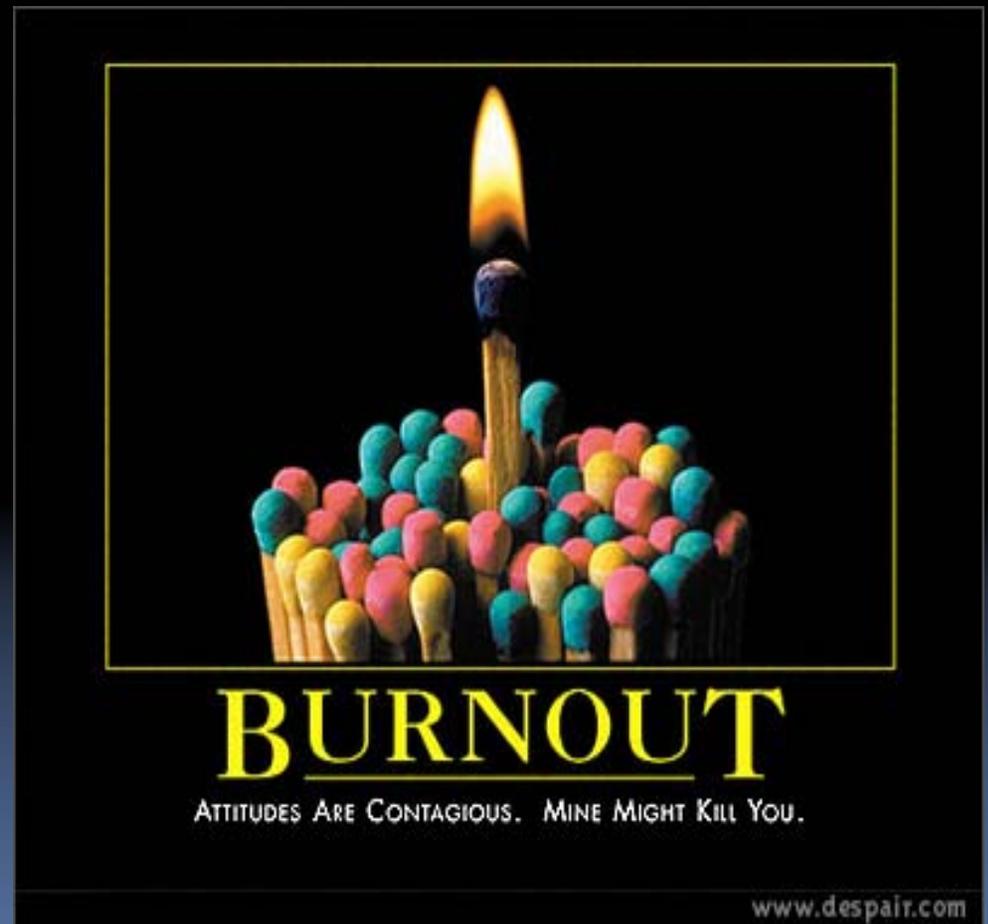
- Who am I?
- Who are you?
- What will be covering today?
- Why is this stuff important?

What will we be covering today?

- Basic definitions and terminology
- Public expectations
- Professionalism
- Agency expectations
- Qualities of effective EMS providers
- Professionalism in the modern EMS operating environment
- Conclusions

Terms We Have All Heard

- Probie
- Rookie
- Burnout
- Woodchuck
- Wacker
- Slapper



Terms We Seldom Hear

- Professional –
 - *One engaged in a profession or engaging in as a profession or means of livelihood;*
 - *Characteristic of or befitting a profession or one engaged in a profession; "professional conduct"; "professional ethics"; "a thoroughly professional performance"*
- Webster's Dictionary

Professional ?



Terms We Seldom Hear

- Professionalism -
 - *The conduct, aims, or qualities that characterize or mark a profession or a professional person*

■ Webster's Dictionary

Elements of Professionalism

- Professionals:
 - Subordinate their own interest to the interest of others
 - Adhere to the highest ethical and moral standards
 - Respond to social needs and behaviors/actions reflect a social contract with the community
 - Demonstrate *core humanistic values*

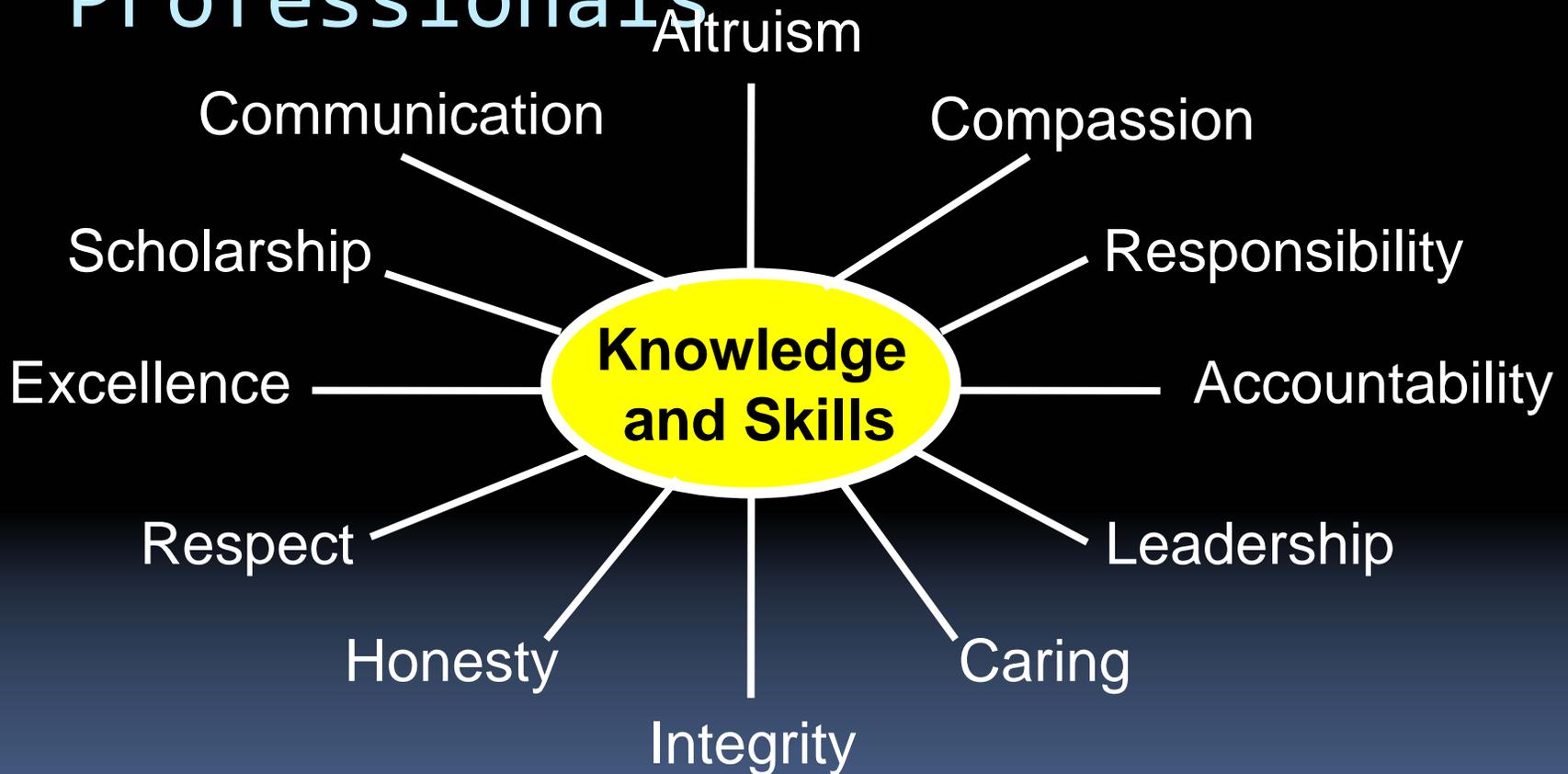
Justice Louis Brandeis Described Basic Elements of Professionalism:

“First, a profession is an occupation for which the necessary preliminary training is intellectual in character, involving knowledge and to some extent learning as distinguished from mere skill;

Second, it is an occupation which is pursued largely for others and not merely for one’s self;

Third, it is an occupation in which the amount of financial return is not the accepted measure of success.”

Characteristics of Professionals



Adapted from the National Board of Medical Examiners

NHTSA's Professional Behaviors

- Integrity
- Empathy
- Self-motivation
- Appearance and personal hygiene
- Self-confidence
- Communication
- Time management
- Teamwork and diplomacy
- Respect
- Patient advocacy
- Careful delivery of service

Additional Elements of a “Profession”

- Membership is limited to qualified individuals
- Standards for qualification are established by the members
- Standards based on competence, strive for excellence
- Behavior is self-regulated

Are You Dedicated?

- What is *dedication*?
 - Commitment to a particular course of action
 - Devotion to a particular purpose
 - The act of binding yourself (intellectually or emotionally) to a course of action
 - Selfless devotion

□ Webster's Dictionary

Do You Serve?

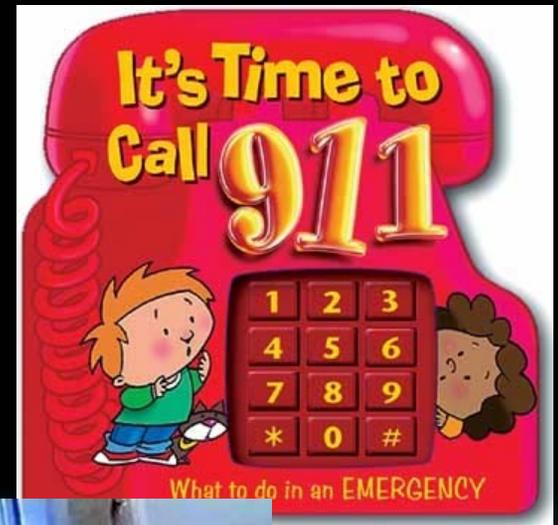
- What is service?

- *An act of help or assistance*
- *Work done by one person or group that benefits another*
- *Interpretation of service is determined by ones role and involvement*

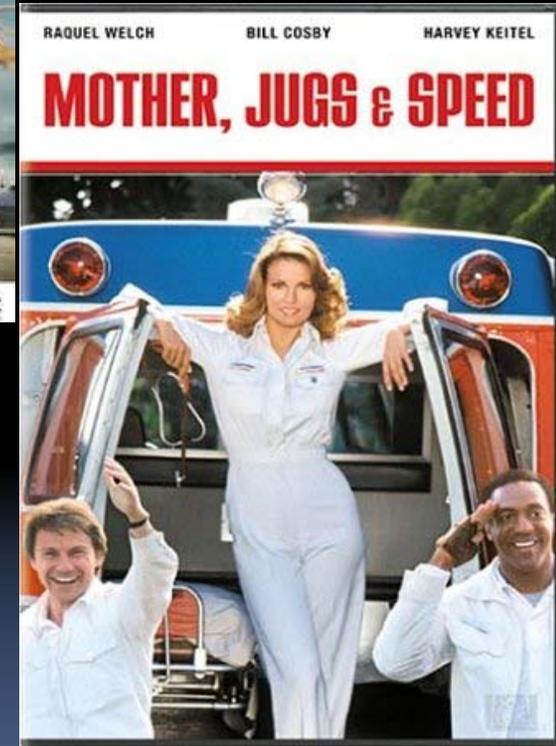
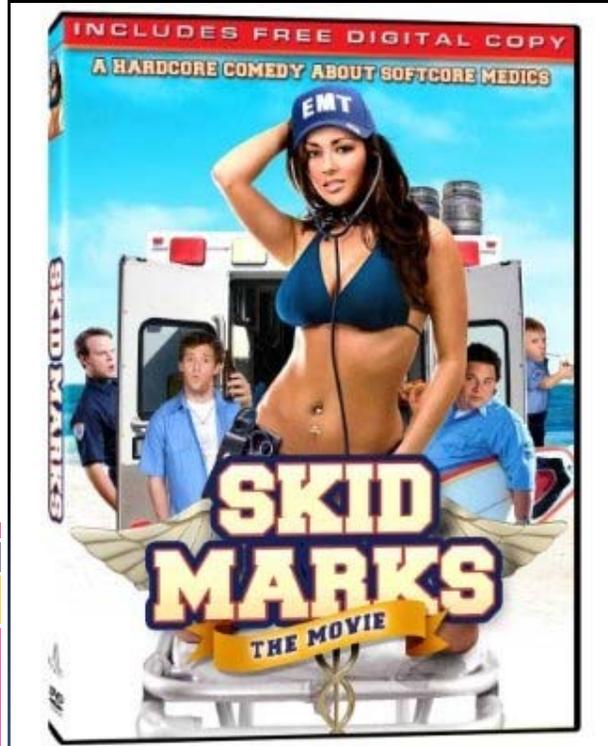
- Webster's Dictionary

Why People Call 911

- We have taught them to call since they were kids
- They need help
- They don't know who else to call



How The Public Views Us



What The Public Expects

- Rapid response
- Someone to listen to them
- A solution to their problems
- Service
- A trip to the hospital ?



What The Public Expects

- Sincerity
- Kindness and courtesy
- Personal attention
- To do no harm



What The Public Expects

- EMS provider to have some level of cultural understanding
 - Be aware of local cultures
 - Expectations vary depending upon cultural perspective
 - Some may expect discrimination

What The Public Expects

- Delivery of quality medical care
- Responsibility for your actions
- Trustworthy responders
- Professionalism

Organizational Expectations

- Understanding of , and compliance with:
 - State rules and regulations
 - ALS and BLS Protocols
 - Regional policy
 - Departmental or agency policies

Organizational Expectations

- Safe operation
- High quality (patient-focused) customer service
- Others?

What Else Does Your Agency Expect of you?

- To effectively and efficiently meet the public's needs and expectations
- To operate as a TEAM
- To practice professionalism

Core Humanistic Values

- Honesty
- Integrity
- Caring
- Compassion
- Altruism
- Empathy
- Respect for others
- Trustworthiness



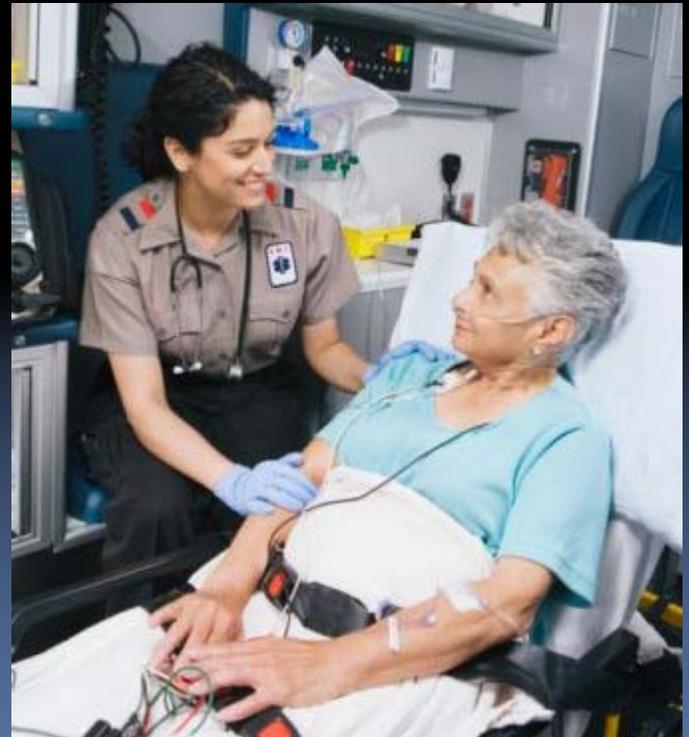
Elements of Professionalism

Professionals:

- Exercise accountability for themselves and for their colleagues
- Demonstrate continued commitment to excellence
- Exhibit a commitment to scholarship and to advancing their field
- Deal with high levels of complexity and uncertainty
- Reflect upon their actions and decisions

Qualities of Effective EMS Providers

- Good communication skills
- Integrity
- Empathy
- Respect
- Patient advocacy
- Careful delivery of service

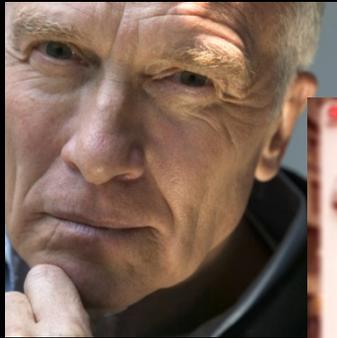


Qualities of Effective EMS Providers

- Self-motivation
- Neat appearance/personal hygiene
- Self confidence
- Effective time management
- Teamwork and diplomacy



A word about teamwork and diplomacy



If you are doing it badly, potential for negative impact exists on multiple levels

A Positive Image

- Components of First Impressions
 - Appearance
 - Body language
 - Voice
 - Attitude



Appearance

- Dress and grooming effect how you're judged
- Up to 93% of how you are judged is based upon non-verbal data, appearance and body language



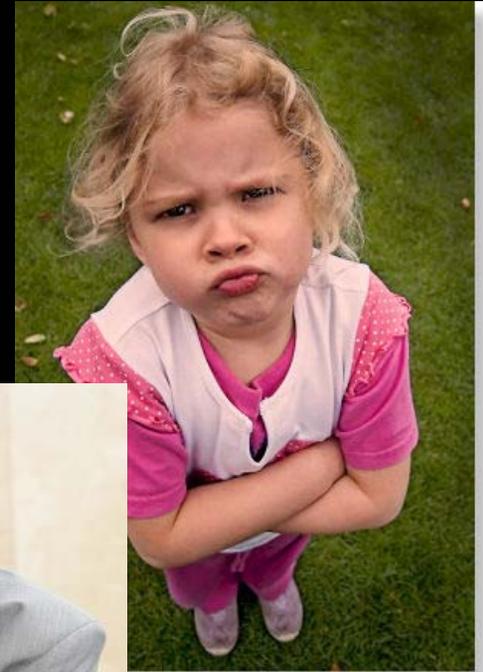
Appearance: First Impressions

- Happen fast
- Bad first impressions are hard to overcome
- Usually fairly accurate



Body Language

- Eye contact
- Posture
- Smile
- Consistent message



Voice

- How we say something is as important as what we say
- Tone, pace, and volume are all critical to getting the message across



Attitude

- The patient comes first
- Attitude reflects feelings
- Attitude influences behavior
- You choose what attitude you display



Professionalism In The Modern EMS Operating Environment

- Every time you act as an EMS provider, your actions have the potential to be analyzed and scrutinized in real-time
 - YouTube
 - Facebook
 - Twitter



Reality



*"Detroit EMS worker
photographed
sleeping on the job"*

- Detroit News
July 2009

Reality

*"UMDNJ Fires Paramedics
Over
Alleged KKK Hazing"*

- www.myfoxny.com
7/13/08





Reality

July 2010 –

- Departments of Health in the States of New Hampshire and Massachusetts investigate hundreds of EMS providers who “were found to have falsified training records”

Reality

*"Fire Chief Suspended
After Hazing Videos
Released"*

- www.wjz.com
(07/14/08)





It Doesn't matter

- This reality is as applicable for EMS supervisors and managers as it is for providers



Conclusions

- Strive to exceed expectations
- Practice professionalism
 - Remember our core human values
 - Remember the core qualities of effective EMS providers



Conclusions

- You only get one chance to make a good first impression
- Demonstrate your personal dedication and service through action

Sullivan's Theory on Professionalism





Questions?

Thanks for listening

rbarishansky@gmail.com