

Project ADAM & The Role of Physicians in Community Service

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At a school in Milwaukee

- A 5th grader is sitting in her classroom. She grabs her chest and then collapses.
- Her teacher feels no pulses and starts CPR. She has someone activate their emergency plan and an AED arrives from within the school.

Goals today

1. Introduce Project ADAM (PA)
2. Discuss physicians and their roles
3. PA and the role of Medical Directors
4. Integrating medical directors and administrators into a community outreach program

PROJECT ADAM

Adam Lemel's story

- Adam was a bright kid and multi-sport star living in Whitefish Bay, WI
- In January 1999 he collapsed during a basketball game
- Paramedics arrived and performed CPR but sadly Adam passed away
- “Adam's death was a total shock, a completely healthy young man. He was a bundle of motion and energy that stopped in one short instant.”
– Joe Lemel, Adam's Father

The Birth of Project ADAM

- 4 other kids in SE Wisconsin suffer a sudden cardiac arrest
- Joe and Patty Lemel, Adam's parents, approached Children's Hospital of Wisconsin: "We need to do something, these kids are dying and we can prevent this."
- **Project ADAM (Automated Defibrillators in Adam's memory)**

Project ADAM[®]

SAVES LIVES

Mission & Vision

Project ADAM is a national, non-profit organization committed to saving lives through advocacy, prevention, education, and preparedness for sudden cardiac arrest.

Focused prevention training and education ensures schools and communities are not only equipped, but trained in prevention of sudden cardiac death.

Project ADAM National Affiliate Formation

- Other states were interested in supporting school CPR-AED efforts
- An affiliate agreement and model were developed as a blueprint for future programs
- Currently, there are 12 affiliate programs

Map of National Program Affiliates





Project ADAM National Affiliate Program

Milwaukee, WISCONSIN – Project ADAM
Children's Hospital of Wisconsin

**Sacramento, CALIFORNIA – Project ADAM
Sacramento**
UC Davis Children's Hospital

Atlanta, GEORGIA – Project S.A.V.E.
Children's Healthcare of Atlanta

**Philadelphia, PENNSYLVANIA – Youth Heart
Watch**
Children's Hospital of Philadelphia

Fort Worth, TEXAS – Project ADAM Texas
Cook Children's Medical Center

Houston, TEXAS – Project ADAM Houston
Texas Children's Hospital

Orlando, FLORIDA – Project ADAM Florida
Florida Hospital for Children

Birmingham, ALABAMA – Alabama Life Start
Children's of Alabama

Knoxville, TENNESSEE – Project ADAM Tennessee
East Tennessee Children's Hospital

Ann Arbor, MICHIGAN – Project ADAM Michigan
C.S. Mott Children's Hospital

**Spokane, WASHINGTON – Project ADAM Inland
Northwest**
Sacred Heart Medical Center

Denver, COLORADO – Project ADAM Colorado
Children's Hospital Colorado

Columbus, OHIO
Nationwide Children's Hospital



PEDIATRIC PHYSICIANS (AKA THE FUTURE MEDICAL DIRECTORS)

Who are these physicians?

- Most are associated with a children's hospital
- They have varying degrees of clinical responsibilities ranging from ~ 50-100%
- They work for:
 - A medical college
 - A hospital system
 - A private practice

What are they doing with that other 0-50%?

- Research
- Education of trainees
- Administration
- Advocacy
- Community outreach
- In general, pediatric subspecialists are searching for a niche within the field that “defines them”.

A good practice has a diverse portfolio

- One person cannot do everything
- But in a practice it's nice to have:
 - Dedicated researchers
 - Top notch clinicians
 - Procedural experts
 - Education leaders
 - Value/Quality leaders
 - Advocacy & Community Outreach champions

Community Outreach

- Expands the quality of care beyond the hospital and clinic
- Most effective for population health issues
- Side benefits:
 - Genuine “marketing”
 - Can draw philanthropic dollars
 - Fulfills roles of a nonprofit organization

Non-profit organizations

- **The Affordable Care Act (ACA) requires tax-exempt hospitals to engage in communitywide planning efforts to improve community health.**
- Community benefit activities are reported to the IRS.

WHAT DOES PROJECT ADAM NEED FROM A MEDICAL DIRECTOR?

Clinical Expertise

- Know the causes of sudden cardiac arrest (SCA)
- Know all the causes of sudden death
- Know the most updated guidelines for PALS/ACLS/BLS
- Know statistics on SCA as it pertains to schools, the US, and the world

Research

- Participate in registries
- Find ways to collect data
- Collaborate with other PA groups
- Look for suitable grants to fund research

Administration

- Set aside time for regular meetings with the PA coordinator
- Understand the budget and operating expenses of your program
- Partner with Hospital Administration to help structure the budget
- Help to structure your volunteer board

Community relations

- Be willing to speak with the media about sudden death (HIPAA)
- Be the voice/face for sudden cardiac death in your community
- Be a medical director for schools
- Become a liaison with local emergency services

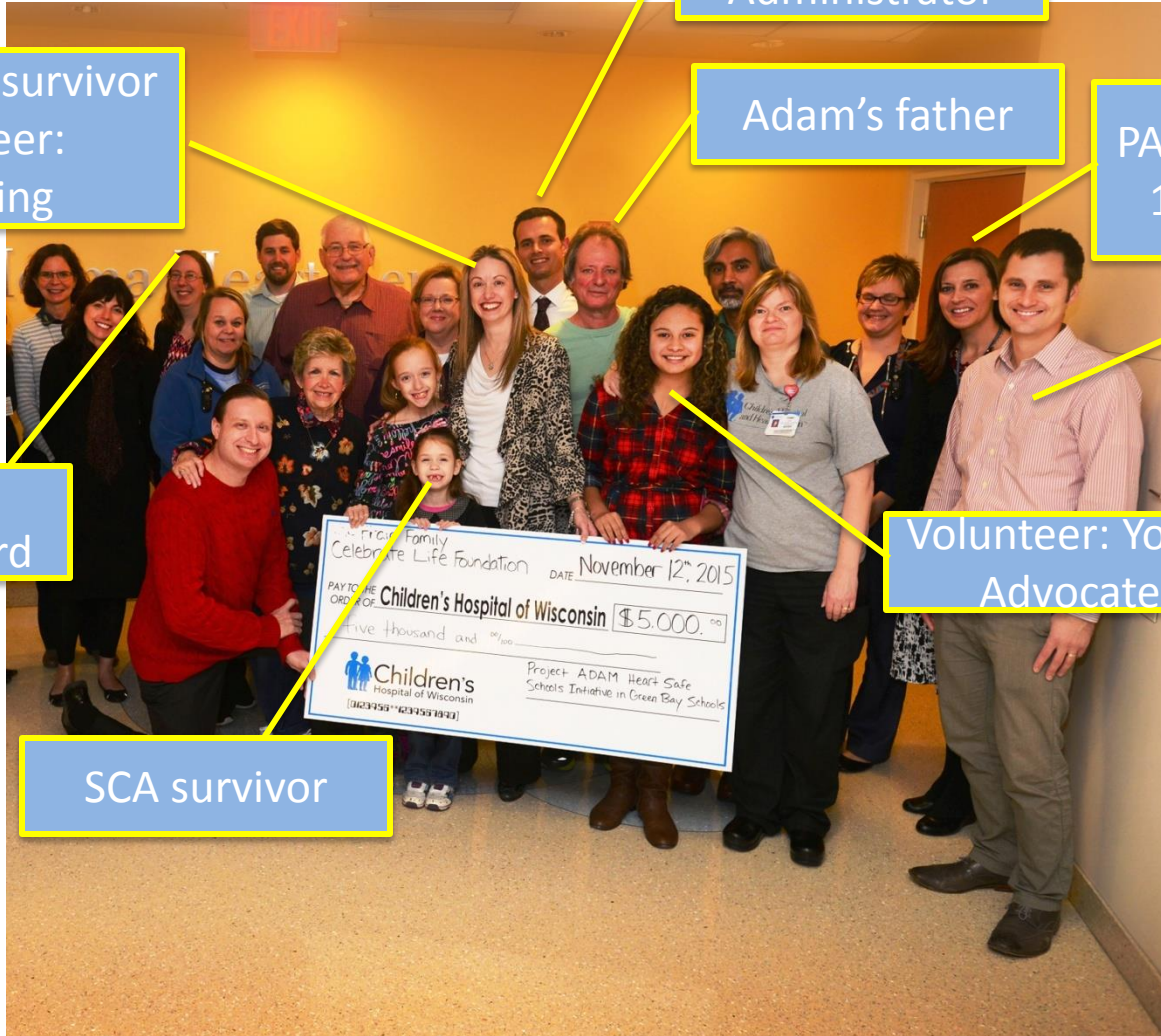
Advocacy

- Be the voice for PA in your institution, hospital system, community, and state
- Participate in the legislative process as the big picture is very important (e.g., *CPR is Schools Bill*)
- Advocate for PA to help secure funding

Maximizing investment

- Project ADAM fills many needs for the academic or community based cardiologist
 - Provides a niche within cardiology
 - Can be tailored to fulfill that portion of the job that needs to be academic, administrative, or community-based
 - Provides a higher level of satisfaction than just seeing patients in clinic

THE PROJECT ADAM TEAM



Heart Center
Service Line
Administrator

Parent of SCA survivor
& Volunteer:
Fundraising

Adam's father

PA coordinator –
100% funded

Adam's brother

Volunteer:
Advisory Board

Volunteer: Youth
Advocate

SCA survivor

Frank Family
Celebrate Life Foundation DATE November 12, 2015
PAY TO THE ORDER OF Children's Hospital of Wisconsin \$5,000.00
Five thousand and 00/100
Children's Hospital of Wisconsin
Project ADAM Heart Safe
Schools Initiative in Green Bay Schools

When it works you're ...

- Part of awesome regional and national teams
- Linked to other like-minded community organizations
- Connected to amazing advocates, including both survivors and people who have lost family
- Proud to have a broader impact in the medical world

LESSONS LEARNED

How did our Administrator help PA?

- Scheduled regular meetings between PA Coordinator, Medical Director, and Administrator
- Helped structure the advisory board and provide guidance on how to run it
- Linked PA to available resources – website design, legal, finance, etc.
- Provided a vision for self-sustainability

PA working towards “independent funding”

- PA subsisted for 15 years mostly from pooled philanthropy dollars from the Heart Center
- Through our mission and collaboration with the hospital foundation we've secured corporate, philanthropic dollars for the last 3 years (\$90,000/year)
- Targeted community outreach can be self-sustaining

Take home points

- Linking a physician's expertise with community outreach (e.g., *sports medicine & first-aid stands at tournaments*) is beneficial for both the practice and physician
- Administrators and physicians need each other for effective community outreach projects

THANK YOU!