

# Minutes of the Meeting of the Statewide Trauma Funding Committee

December 15, 2010, 10 a.m.

Alabama Department of Public Health  
The RSA Tower, Suite 1586  
Montgomery, Alabama

Members Present:	John Campbell, M.D. Bill Whatley	Office of EMS & Trauma ADECA
Members by Phone:	Loring Rue, M.D. William Richards, M.D. Jennie Rhinehart, Administrator David Spiller, CEO Rony Najjar, M.D.	UAB USA Medical Center Community Hospital Tallassee Huntsville Hospital Huntsville Hospital
Members Absent:	Representative John Knight Senator Roger Bedford William Ferniany, M.D. Margaret McKenzie	UAB Governor's Office
Guests:	Jim McVay, Dr. PA	
Guests by Phone:	Denise Louthain, Joe Acker, Allan Pace, David Garmon, Glenn Davis	
Staff Present:	Donald Williamson, M.D., Choona Lang, Tammie Yeldell, Robin Moore, Verla Thomas,	

Dr. Campbell opened the meeting with a welcome and acknowledged two new members David Spiller, Huntsville Hospital CEO, and Dr. Rony Najjar.

## **Consideration of the Minutes of December 15, 2010**

The Council recommended approval of the Minutes of December 15, 2010, as distributed; the motion carried unanimously.

## **Media Involvement Discussion**

Dr. McVay gave a brief summary of the Alabama Trauma System Public Relation Workgroup teleconference. The group discussed the purpose of an Alabama Trauma System public awareness campaign which included the focus points listed below:

- Lessons learned from other states.
- Target audience.
- Emphasize the key points of improve emergency medical services within ATS.
- Identifying financial resources to fund the PR campaign.
- Timeline of PR events.
- The next step in getting the system up statewide.

Dr. Richards suggested querying the pre hospital providers around the state to get their input on the system. Dr. Richards also suggested another way to promote awareness is to spotlight a child and their parent success story.

Dr. Campbell, Choona Lang and Joe Acker visited North Mississippi Medical Center in Tupelo, Mississippi to receive information regarding Mississippi's trauma procedures and to share information on the Alabama Trauma System. They learned that the system in Mississippi started out as a voluntary system and some of the hospitals were operating at a lower level. Mississippi was able to change their trauma law to a mandatory system. All hospitals in Mississippi are required to participate in the trauma system at the level they are capable of based on resources or they are required to pay a monetary fee to operate at a lower level.

## **Funding Source Discussion**

Dr. Williamson stated that approaching the legislature in 2011, without educating the public and the new legislature on the need for a trauma system would be the potential downfall to requesting money during the 2011 session instead of waiting until 2012.

Dr. Richard, Mr. Spiller, and Ms. Rhinehart all verbalized their desire to move forward with the plan to request trauma funding during the upcoming 2011 legislative session. There is also a need to receive support from insurance companies. One potential method to gain the insurance companies support is to show how their cost would go down by routing trauma patients to the correct hospital the first time which will result in a reduced hospital stay.

Dr. Williamson summarized the funding source discussion and stated he would discuss the recommendation to move forward with the plan to request trauma funding during the upcoming 2011 legislative session with the lobbyist who would be presenting the trauma funding proposal. He would also request a final recommendation that will be discussed during the next trauma funding committee meeting.

Ms. Rhinehart provided information on Funding Grants 3504, 3505, and 5603 (emergency medical services for children). Dr. Williamson will research these grants to see if there is potential trauma funding dollars

**Next Step**

The pros and cons related to requesting trauma funding during the upcoming 2011 legislative session instead of waiting until the 2012 session will be sent out to each committee member for electronic vote. Dr. Williamson and Dr. Campbell will consult with the lobbyist who will be presenting the trauma funding proposal to the legislature.

**Next Meeting**

Dr. Campbell will email potential meeting dates to the Committee. Dr. Williamson suggested having the next meeting after the funding chairman is named within the Legislature.

The meeting was adjourned at 11:15 a.m.

APPROVED: January 26, 2011

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John Campbell, M.D., Chairman  
Statewide Trauma Funding Committee

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Date