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Ambulance Service Manager (ASM) Program

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The Ambulance Service Manager program provides a broad foundational curriculum that matches cutting-edge theory with real-life practical applications. A diverse faculty of experts in the art and science of EMS leadership as well as current leaders of successful systems work with participants to explore their individual skills, gaps and commitments necessary to be an effective leader in today's EMS services.



Along the way, attendees form lifelong friendships and establish professional networks.

The Curriculum

The Ambulance Service Manager program is a certification course designed to immerse participants in an engaging learning environment. The course begins with students completing coursework and participating in discussions online in preparation for the in-person sessions. The attendees come together for six days of in-person, experiential learning, followed by several weeks of continued online discussions and group project work before the program culminates in another six-day in-person session.

Case studies are used frequently throughout the course, providing real-world applications of the theories and allowing participants to work together to make decisions faced by EMS managers every day.

Topics covered during the course include:

- The foundations of EMS systems
- How work styles differ and how to take advantage of that diversity
- Appreciative Inquiry and how to apply it to organizational development
- EMS economics, finance and budgeting
- Communications techniques and key considerations for effective writing
- Project management and change leadership
- Government relations
- EMS system design and deployment
- And much, much more.

The Faculty

Participants in the Ambulance Service Manager program are led by Fitch & Associates team members Jay Fitch, PhD, Anthony Minge, EdD, David E. Nelson, DMin, Hannah Fitch and Jennifer Kirkland. Additional faculty with extensive experience supplement the course and ensure that participants learn the critical issues faced by today's EMS leaders.

Graduates receive a certificate suitable for framing and are recognized at and receive a tuition discount at the Pinnacle Leadership Conference.

Questions?

Contact Sharon Conroy (sconroy@fitchassoc.com) with Fitch & Associates at 816-431-2600.

ASM SPRING 2022

Online: Jan. 10

Onsite: Feb. 13-18 & Apr. 3-8

Oklahoma City, OK

Register Now! (<https://cvent.me/N9veAR>)

If you prefer to complete and return a hard copy registration form, download it here (https://www.fitchassoc.com/wp-content/uploads/2021/10/ASM_Spring_2022_Reg-Form.pdf).



Josh McGaughey, Assistant Chief

St. Charles County Ambulance District (SCCAD), St. Charles, MO
ASM Spring 2021 Graduate

"I found value in every aspect of the ASM program. In my experience, the curriculum paired with top-flight educators was instrumental to me personally and I believe to any EMS leader with upward career trajectory in mind. The didactic content, group activities, projects, and leadership cinemas were the perfect blend

suited for both new and tenured EMS leaders. If that were not enough, ASM provided an incredible platform for networking with other EMS leaders from around North America."

Robert J. Rautio, Director of Operations

American Ambulance Service, Inc., Norwich, CT
ASM Spring 2020 Graduate

"ASM is an exceptional program for new EMS leaders and seasoned veterans alike. The curriculum provides a unique balance between leadership development and management education that provides actionable information regardless of your title. The crown jewel of



the course is the networking opportunities which are well worth the tuition for any EMS leader. I've been through a few management trainings in my career, and ASM is definitely one of the most valuable."



Jeff Boss, Battalion Chief of Operations

Johnson County Med Act, Johnson County, KS

ASM Fall 2019 Graduate

"While I have benefited from other leadership development opportunities, I cannot overstate the value and necessity

of the ASM program. It uniquely focuses on EMS-specific topics, allows attendees to learn from amazing peers in the industry, and Dr. David Nelson leads you on a journey of self-reflection while reinforcing and equipping you with essential coaching skills and tools. The ASM program was a true gift and integral to my EMS leadership development."



James Campbell, NRP, Chief of EMS

Montgomery County Hospital District, Conroe, Texas

ASM Spring 2019 Graduate

"Whether you are currently in a leadership position or aspire to be a future leader in EMS, this program is beneficial. There are limited options at the national level that provide both leadership development training in conjunction with the educational foundation for EMS system management. The program also offers time for self-reflection that I found to strengthen myself personally and professionally."



(<https://player.vimeo.com/video/257205767?autoplay=1&&title=0&&byline=0&&portrait=0>)

Ambulance Service Manager & Communication Center Manager Programs

ASM Leadership Award Recipients

Spring 2021: Josh McGaughey

Spring 2020: Robert Ratio

Fall 2019: Jeff Boss

Spring 2019: James Campbell

Fall 2018: Adam Bennett

Spring 2018: Chad Curry

Fall 2017: Mikel Kane

Spring 2017: Robert McDonald

Fall 2016: Troy Smith

Spring 2016: Thomas Moore

Summer 2015: Steve Amato

Spring 2015: Amy Young

Summer 2014: Roger Mayo

Spring 2014: Heath Wright
Summer 2013: Roger Bonin
Spring 2013: Ray Shanahan

Summer 2012: Jason Sampson
Spring 2012: Cindy Welch
Summer 2011: Justin Lawrence
Spring 2011: Scott Tucker
Summer 2010: Craig Faith
Spring 2010: Dwayne Semple
Summer 2009: Richard Wood, Jr
Spring 2009: Mike D'Agostino
Summer 2008: Janet Waddy
Spring 2008: JB Guiton
Summer 2007: Shane Garrison
Spring 2007: Anthony Martinez

REGISTER BY DECEMBER 13 & SAVE!

ASM Spring 2022 – Early: \$2,745* | Regular: \$2,945

Online begins: January 10, 2022

Onsite Week 1: February 13-18, 2022

Onsite Week 2: April 3-8, 2022

Location:

Embassy Suites Oklahoma City Northwest, 3233 NW Expressway, Oklahoma City, OK | 405-842-6633

Program Information

Each onsite week begins Sunday at 8:00 am and runs through Friday 3:00 pm (you will need to arrive on Saturday). Each day begins promptly at 8:00 am. Both online and onsite sessions required to successfully complete the course. Laptop with Wi-Fi, PDF reader, and Office Productivity Suite is highly suggested but not required. View a draft syllabus (https://www.fitchassoc.com/wp-content/uploads/2017/05/ASM_DRAFT_SYLLABUS.pdf).

Registration Information

Tuition includes the live and online faculty sessions, materials, a work style profile and 360 survey. Laptop with Wi-Fi, PDF Reader, and Office Productivity Suite is highly recommended (not required) for the course. Each onsite class begins at 8:00 am on Sunday and concludes at 3:00 pm on Friday.

Hotel Information

The ASM Program will be held at the Embassy Suites, 3233 NW Expressway, Oklahoma City, OK 73112. The discounted room rate is \$129 per night. The room block will open in November.

Airport Transportation

The Embassy Suites is just 15 minutes from the Will Rogers World Airport (OKC). Transportation options can be found on the hotel's website (<https://flyokc.com>).

Class is scheduled to end at 3:00 p.m. on each Friday. In order to allow for travel time and recommended early airport arrival, do not schedule return flights earlier than 5:00 pm (5:30 pm if you will have a rental car). Participants will not be excused early or allowed to miss portions of the session due to preventable flight schedule conflicts.

Cancellation Policy

Cancellations subject to a \$250 administrative fee and must be in writing to Fitch & Associates via fax (816/431.2653) or email (sconroy@fitchassoc.com) (mailto:sconroy@fitchassoc.com)) by January 2, 2022. Telephone cancellations will not be accepted. No refunds will be processed after this date. Registration fee may be applied one time to the next scheduled ASM program only and a \$250 fee applies, otherwise, full registration fee is forfeited. Attendee substitutions will be allowed and may be made in writing to Fitch & Associates via fax or email.

The online learning platform is provided by our Education Partner



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CONFERENCES AND EDUCATIONAL PROGRAMS

[Pinnacle EMS Leadership Forum \(http://www.pinnacle-ems.com/\)](http://www.pinnacle-ems.com/)

[Ambulance Service Manager \(ASM\) Program \(/ambulance-service-manager-asm-program/\)](#)

[Communications Center Manager \(CCM\) Program \(/communication-center-manager-program/\)](#)

[Beyond the Street \(BTS\) \(/beyond-the-street-workshop/\)](#)

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