Customer Experience with DMRTI’s Homeland Security Medical Executive Course

Col John P. Mitchell, USAF, MC, FS
(M.D., FACP, FCCP, CPE)
Commander, Defense Med Readiness Trng Institute (DMRTI), Ft Sam Houston, TX
Overview

• Course
  – Origin
  – Details
  – Data

• Take Home Messages
Take Home Messages

• Course Graduates prefer:
  – Customized trng
  – Live instruction with rich DVD
  – Risk/Public Affairs Communication training
  – Remote, anonymous feedback capability
  – Networking after familiarization with interagency players
Mandate: DoD/Civilian
U.S. Disaster Med Course

• 2002: Defense Medical Readiness Training Institute (DMRTI) tasked by Office of Assistant Secretary of Defense for Health Affairs to develop CBRNE competency requirements to support joint medical readiness training

• 2003: HLSMEC was developed to support some of those requirements

• Co-sponsors/partners to date
  – Students/Speakers/Facilitators; DHS (incl FEMA), DHHS (incl CDC), FBI, DoD; of course, State & local officials
  – Financial: DoD Svcs + NORTHCOM, USF, USU many others
Mandate: DoD/Civilian U.S. Disaster Med Course

- Design: Train…. & boost networking of executive civilian and military medical homeland security counterparts
- Support: Nat’l Response Framework (NRF)
- Course: SME presentations, local customized tabletop exercise, risk comm, active collab.; all big-DoD FEMA regions
- Funded: DoD; civilians pay no tuition
- Results: 12 Crs, avg 89/crs, 1060 trnd
Course Items: Roles

- Local
- State
- National Guard
- DHS, FEMA
- Law Enforcement/Investigation
- DHHS, PHS
- 3 SGs, USNORTHCOM/NORAD, Defense Coordinating Officer, Joint Task Force-CS, Joint Regional Medical Plans Officer
Course Items: Aspects

- Public Communication (Risk Comm.)
- Public Health
- Healthcare, Psychological
- Fatality Mgmt
- Legal, Ethical
- Med Logistics/Materiel Caches
- Med Planning
- Laboratory Resp. Network/Blood Program
- Installation Emergency Mgmt
MONDAY AM

**Keynote Address**
Community Resiliency
DHS    FEMA
Medical Planning

**Incident!**

- Federal Resources
  - May deploy prior to incident

- Local First Responders

- Elected/appointed Official
  - Activate Local EOC

- Joint Field Office
  - Unified coord. of resources

- Response Team & resources
  - Deploy

- President
  - Declare emerg. or major disaster

- FEMA Administrator
  - Assess situation

- FEMA Region
  - Evaluate situation

- Governor
  - Activate State EOC

- Request Mutual Aid and State Assistance

- Request EMAC
- Request Presidential declaration

- Assess damage

- Recommends Via DHS

- Recommend

- Notify
MONDAY PM

Local Response
Med Surge Planning
State Response
Public Comm.
Strategies

Federal Resources
May deploy prior to incident

INCIDENT!

Incident!

Local First Responders

Elected/appointed Official
Activate Local EOC

Governor
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Response Team & resources deploy

Joint Field Office
Unified coord. of resources

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Declare emerg. or major disaster

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FEMA Region
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Request Mutual Aid and State Assistance

Assess damage
Request EMAC
Request Presidential declaration

MONDAY PM
Scenario

NH4N03
Incentive: DoD/Civilian
U.S. Disaster Med Course

• DoD mbr wants:
  – Prepare for new job; career development
  – Meet local counterparts in academic environments
  – Customized DoD-paradigm curriculum

• Local non-DoD participant wants:
  – Meet local counterparts in academic environments
  – Understand DoD
Incentive: DoD/Civilian
U.S. Disaster Med Course

• All enjoy:
  – Highly-engaging format
  – Enthusiastic faculty
  – Free tuition (all free for DoD)
  – Nice, larger DoD-city locations

• Data:
  – 98-100% Customer Satisfaction
  – Enjoy interagency partnering more than pre-course
Incentive: DoD/Civilian U.S. Disaster Med Course

• Data:
  – 76% want **after live course** reference **DVD with audio/.ppt**
    • Only 21% happy with **just .ppt on CD**
    • Only 8% happy with **just .ppt on website**
  – 6% would be satisfied with the DVD via distributed learning **without live course**
  – 75% want **scenario breakout groups**
    • Currently 20% of time is in groups
    • 60% want even **more group time**
Incentive: DoD/Civilian U.S. Disaster Med Course

• Data:
  – 84% felt risk/public affairs communication portion was an essential part of course (for mid-career professionals)
    • 78% felt they had not gotten adequate trng prior
  – Other key areas desired more: pvt sector, legal ramifications
  – 74% felt that remote, anonymous feedback device added value
Student Demographics

The bar chart shows the distribution of student responses in different categories:

- **ADMIN**: 4 responses
- **RN**: 4 responses
- **PHYSICIAN**: 20 responses
- **OTHER**: 10 responses
- **NO REPLY**: 70 responses

The chart indicates a significant number of students who did not reply.
Course Outcomes

• CME/CNE/CEU’s: 35.25 hours
• Joint Med. Exec. Skills Competencies: 24 of 40
• Advanced Distributed Learning: Accordent Capture Station; Possible Future, scenario-based DVD
• Building Trust, Relationships is a goal: Remember,
  – *Trust = Character + Competence
    Character = Integrity + Intent
    Competence = Capabilities + Results
  – *Trust = Integrity + Intent + Capabilities + Results

(*Stephen M.R. Covey, “The Speed of Trust”*)
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