



**Team Dragon**

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# Executive Summary

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## Problem

- No overseeing executive board for accountability
- Knowledge:
  - Where to find OTS information
  - Why to trust EMS personnel on scene
  - What's the difference between an injury and a traumatic injury
  - What's the difference between a hospital and a trauma center
  - Rehabilitation helps get you back to your pre injury life

## Findings

- Strong support for the branding of OTS
- Strong connection between four pillars (prevention/reaction/transportation/rehabilitation)
- Promotion would lead to a safer Ohio
- Major difficulty would be funding and the organization of all competitors under one brand

## Tactics

- First off, set up some sort of executive board
- New logo, tagline, and mascot
- Community events
- Put in place tactics that will be easy and spread knowledge efficiently, while at the same time keeping OTS financially self sustaining

# Situation Analysis

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## Where does the brand find itself today

- The brand today is very strong. The problem comes on the part of the consumer. The brand thus far has chosen to put money back into the system instead of into marketing. This in turn has harmed the consumer because they are not aware of the health care options around them.

## Why are we spending money on this brand

- We are trying to address the problem that people today are not aware of the difference between a regular hospital and a hospital that has a trauma center. They are also not aware of what kind of injury is considered traumatic. EMS workers are professionals and are on scene to address injuries and determine the severity of said injury. Once they diagnose the injury of the patient they can recommend where the patient should be taken, but the patient can choose otherwise. We want to make people more aware of the decisions they are making and try to get them to trust the EMS staff when it comes to where their injuries will be best treated.

## Key Takeaways

- Our key takeaway, as mentioned previously, is knowledge on the part of the consumer. These systems are put in place around Ohio to help save people lives, and we want to make sure that people don't get in the way of EMS doing their jobs. We also want to make sure people who sustain injuries are aware of their situations and enable others to help them.

## The Assignment

- The problem posed to our group was from the Ohio Department of Public Safety. They want a marketing plan put together to help them spread the word about the Ohio Trauma Systems. These systems are put in place to help those patients that have been injured in a traumatic event. Our success will be evaluated based on increase knowledge by the common person.

## Brand's Value Proposition

- The value of the Ohio Trauma Systems should focus on specialized, superb care, when and where it is needed. Not all hospitals have trauma centers; this is why the location of Ohio Trauma Systems should become common knowledge.

## What is the brand's Personality and Voice

- The "brand" that we are working with needs to express their service as a "badge of honor" if you will. Like we mentioned earlier, not all hospitals have a trauma center, we believe the ones that do should brag about the superior care they offer.

**Mandatories:** Create higher awareness of the OTS and their services and location.

**Timeline:** Starts immediately. By the time August comes around and they re-survey people at the State Fair we hope for a 10% increase in awareness. By November (6 month mark) we hope for another 10% increase. Finally, a year after implementation we hope for a 20-30% increase in awareness.

**Budget:** \$0

# Value Proposition

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## Who: All Ohioans

- The Ohio Trauma System wants to service all Ohioans. This particular service starts with being able to reach out and educate these Ohioans that there is a system out there working for them to keep them safe. The more that Ohioans know about OTS the better prepared they will be in a traumatic situation and they will have a better chance of living.



## What: Saving Lives

- The Ohio Trauma System increases the likelihood by 25% that your life will be saved compared to regular hospitals without a trauma center. It is statistically proven that OTS is a superior system for when a traumatic injury occurs but the system also works for Ohioans to prevent injury before and rehab injuries after.



## Why: Through Four Focal Points the Ohio Trauma System is Able to Increase the Likelihood of Living and Returning to a Normal Life.

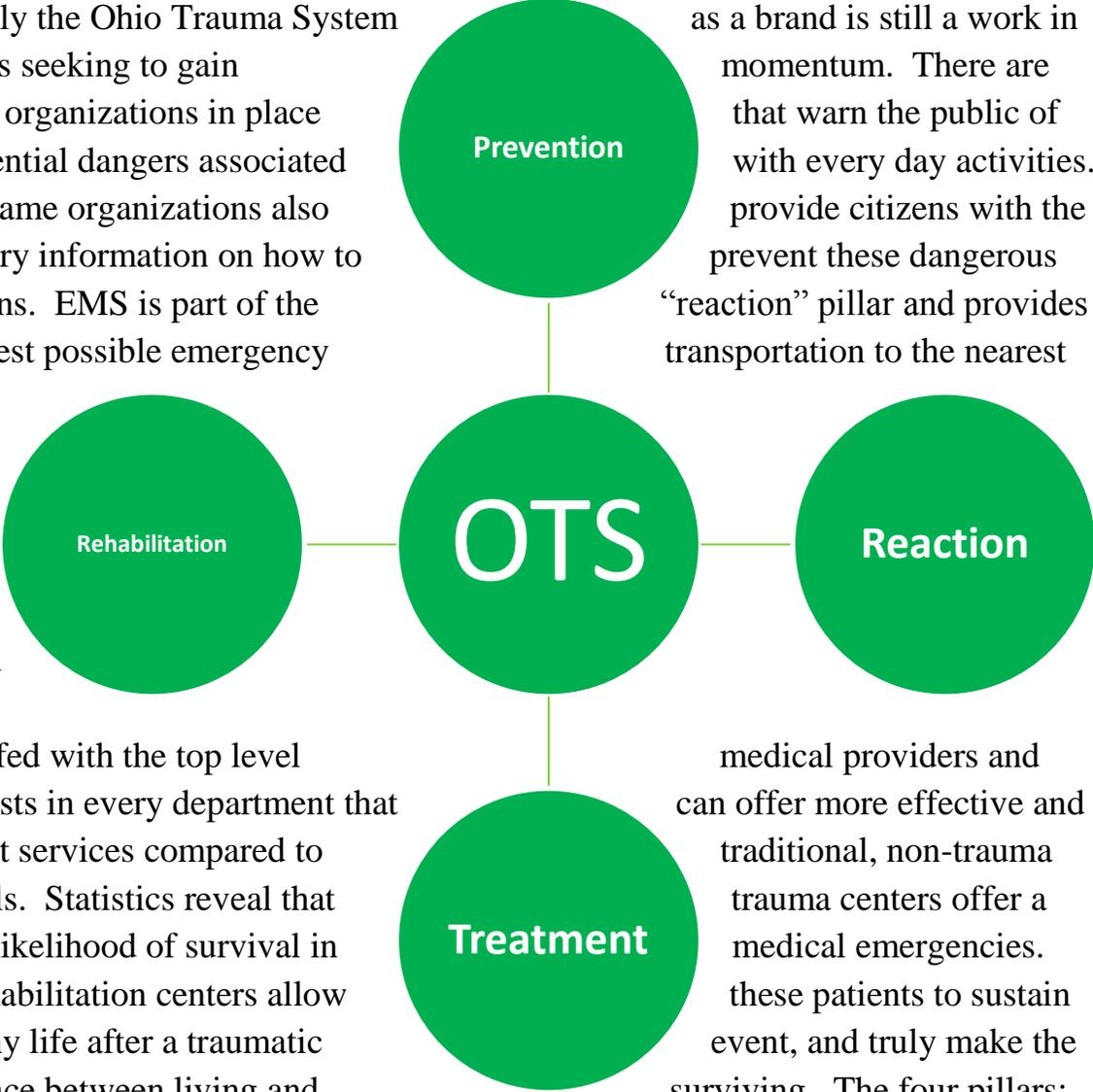
- **Injury Prevention**
  - Organizations and campaigns
  - Providing knowledge and information
  - Stopping injuries before they happen
- **Coordinated Quality Care**
  - Time Critical Diagnosis-“golden hour”
  - Efficient communication
  - Integrated care network (patient information)
- **Sustaining Quality of Life**
  - Not only saving lives but rehabilitating and restoring lives
  - Research (continuous advancement in treatment)
  - Staff and network expectations

# Current and Historical Context

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Currently the Ohio Trauma System progress seeking to gain various organizations in place the potential dangers associated. These same organizations also necessary information on how to situations. EMS is part of the the fastest possible emergency trauma center.

Trauma Centers are staffed with the top level specialists in every department that efficient services compared to hospitals. Statistics reveal that higher likelihood of survival in. The rehabilitation centers allow a healthy life after a traumatic difference between living and prevention, reaction, treatment and rehabilitation are what make up the OTS brand and are still loosely connected, but the right people and organizations in place will truly create the Ohio Trauma System.



as a brand is still a work in momentum. There are that warn the public of with every day activities. provide citizens with the prevent these dangerous "reaction" pillar and provides transportation to the nearest

medical providers and can offer more effective and traditional, non-trauma trauma centers offer a medical emergencies. these patients to sustain event, and truly make the surviving. The four pillars;

**1968 Dr. Cowley coined “the golden hour”**

- Negotiated to have heart patients flown in by military helicopter to shock trauma unit<sup>3</sup>
- Fought “nearest hospital first”

**1971 Designation of trauma centers first established by US state law<sup>1</sup>**

- Illinois, USA

**1973 Maryland Governor Marvin Mandel was in a nearly fatal car accident<sup>3</sup>**

- Was taken to a trauma center (not the closest medical facility)
- Established the Center for the Study of Trauma as the Maryland Institute for Emergency Medicine

**1941 First trauma Center<sup>1</sup>**

- Birmingham “Accident” Hospital and Rehabilitation Center, Birmingham, UK
- Three basic principles: Segregation of the ill from injured-would only take trauma victims, continuity of care & unity of control, Rehabilitation is an integral part of trauma management
- Hospital closed its doors in 1993<sup>1</sup>

**1966 “White” paper**

- National Academy of Sciences National Research Committee on Shock and Trauma published it “White” paper, “Accidental Death and Disability: The Neglected Disease of Modern Society.”
- Highlighted the problems dealing with trauma care in the US
- Set forth recommendations<sup>2</sup>

**1966 First Civilian Trauma Unit**

- Cook County, Chicago

**1985 Standard for adult Regional Resource (level 1) and Regional (Level 2)**

**2000 Ohio Trauma System**

**2003 Trauma center costs est. 10.1 billion<sup>2</sup>**

- Loss estimated at 1 billion

**2006 Institute of Medicine (IOM) released the *Future of Emergency Care* report**

- Report described a vision for a system build around: coordination, regionalization, and accountability

**2008 NIH budget allocation for traumatic injury research was 308 million**

- cancer research was \$5.6 billion
- HIV/AIDS \$2.9 billion

# Brand Personality

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As a coordinator of various emergency treatment organizations with a mission to save/maintain quality of life for Ohioans, OTS should be perceived as knowledgeable and approachable. A perception of being knowledgeable will qualify OTS to speak to Ohioans with a voice that has the power to influence and engage Ohioans in discussions about their safety; being approachable will encourage Ohioans to be un-intimidated and proactive in their learning/sharing of safety as it relates to elements under the OTS umbrella, which will contribute to OTS becoming a reputable and trustworthy name.

Timmy Trauma is our brand representative for the Ohio Trauma System. Timmy can be used to discuss serious situations and information in a relatable way to all ages. As a cartoon character, he has the flexibility to be used hypothetically in dangerous scenarios to illustrate the importance of safety and good decision-making, or any other values that OTS wishes to convey to Ohioans. He can also be used to represent each of the four pillars of OTS: Prevention, Reaction, Treatment, and Rehabilitation (which he does in different outfits/colors). Ultimately, we perceive Timmy being used as a means to represent OTS's image as knowledgeable and approachable. Timmy Trauma, as a representative, doesn't need to be constrained to being a cartoon -- a real person acting in character can also effectively convey these values.

Some possibilities related to Timmy Trauma:

- A profile page on social media sites (like Facebook), where Ohioans can ask questions and Timmy will respond
- As a cartoon character, or real person, in informational videos
- As a mascot at promotional events to engage Ohioans (i.e. Ohio State Fair or 5k's)
- As a speaker at school presentations



# Logo and Tagline

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For the logo, we wanted to make something that represented Ohio Trauma System. We used the “life line” for both of the A’s in Trauma to represent life.



For the tagline, we wanted something quick and simple that delivered the OTS message. We came up with “Knowledge Saves Lives” because it is simple, yet conveys the important fact that people must get informed.

We came up with two variations of the logo so that it can be easily transferred on to various promotional gear such as t-shirts, baseball caps, and banners.



# Executive Board

**President responsibilities:**

- recruit board members
- ensure effective operations
- delegate responsibilities
- Convey information to all board members efficiently
- hold and organize quarterly

<b>President</b>			
Tim Erskine			
<b>Northern Ohio</b>			
<b>Prevention</b>	<b>Reaction</b>	<b>Treatment</b>	<b>Rehabilitation</b>
<b>Finance</b>		<b>Marketing</b>	
<b>Intern</b>			
1)			
2)			
3)			
<b>Central Ohio</b>			
<b>Prevention</b>	<b>Reaction</b>	<b>Treatment</b>	<b>Rehabilitation</b>
Jolene Defiore-Hymer	John Ross	Terri Stewart	Dr. Greg Nemunaitis
<b>Finance</b>		<b>Marketing</b>	
<b>Intern</b>			
1)			
2)			
3)			
<b>Southern Ohio</b>			
<b>Prevention</b>	<b>Reaction</b>	<b>Treatment</b>	<b>Rehabilitation</b>
<b>Finance</b>		<b>Marketing</b>	
<b>Intern</b>			
1)			
2)			
3)			

**Pillar Member Responsibilities:**

- advocate for OTS every chance possible
- facilitate activities going through schools and other community events
- work with finance and marketing to collect resources
- brand protection and sustainability
- Recruit/facilitate partnerships with other organizations

**Finance Responsibilities:**

- collect and coordinate funds for 5k and other community events
- collect and distribute donations as needed
- manage financial statements and non for profit forms

**Marketing Responsibilities:**

- continually seek new advertising opportunities
- manage print material for community events
- manage social media accounts

**Intern Responsibilities:**

- stay up to date on social media
- come up with ways to liven up the brand
- find donations for community events
- help run and find volunteers for events

# Website

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It is important to keep the website clean and updated



Each tab takes you to a page telling about that leg of the trauma system and why it is important to the whole

Events

- Ohio State Fair: July 24-August 4
- 

List of upcoming events including the Ohio State fair, high school visits, 5k, etc.

## NEWS

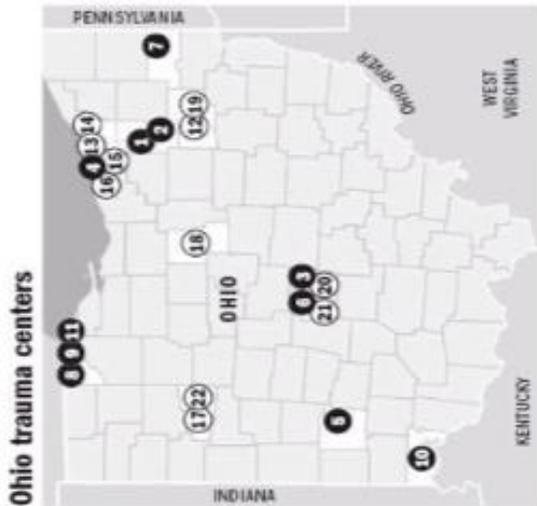
Scrolling stories about trauma news in Ohio

Join us on Facebook and Twitter!

Links to "friend" OTS on twitter and facebook

# Brochure (Front)

Is there a level 1 or 2 Trauma Center near you?



## What Do I Need To Know?

- There is a difference between an average hospital and a top class trauma center.
- Trauma Centers have been proven to reduce mortality by as much as 25%
- Injury is the leading cause of death for people ages 1-44

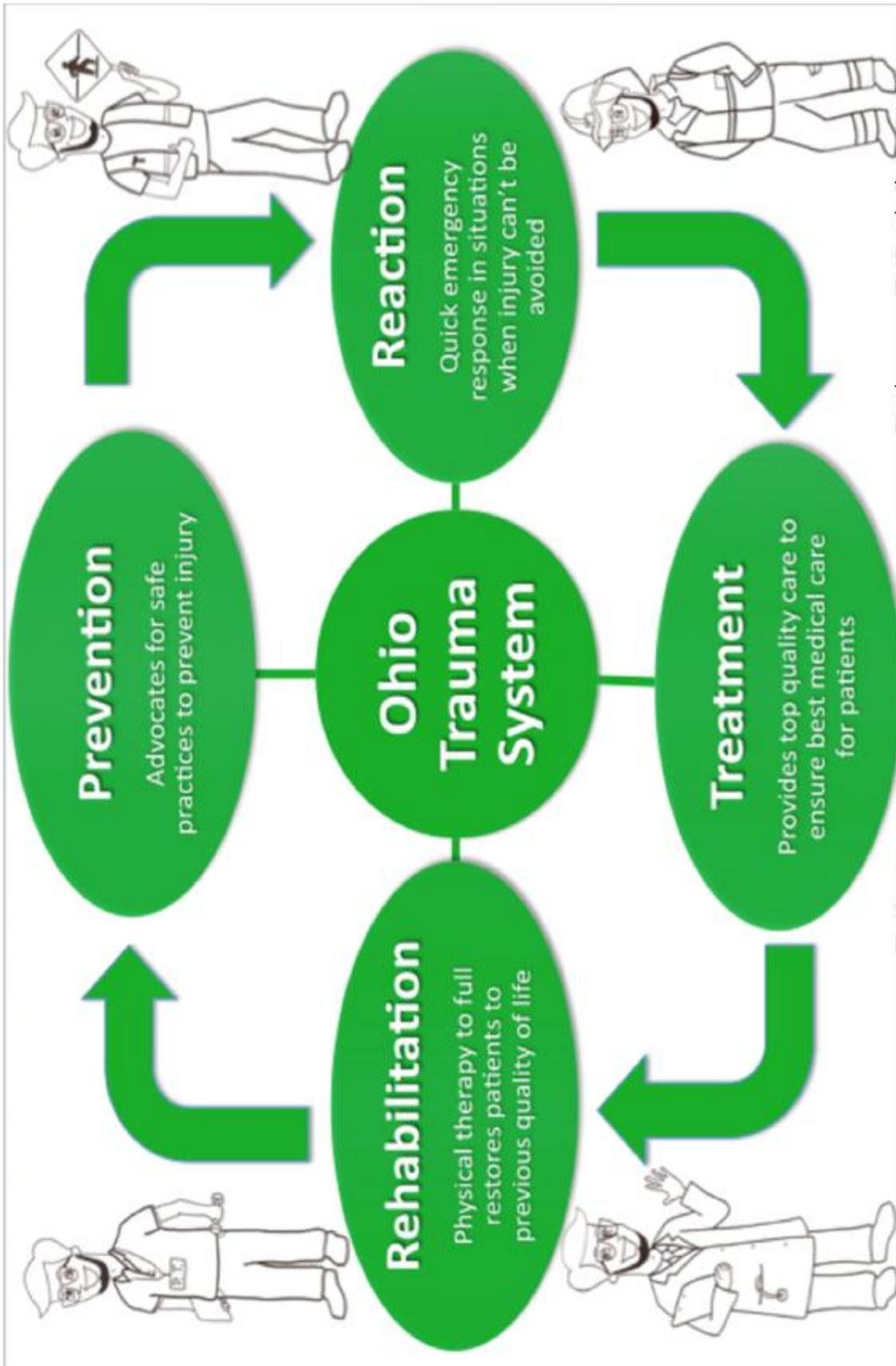
## Why Do I Need To Know It?

Sometimes when injury happens your closest hospital won't be able to give you the best outcome. This is when it is imperative to go to a Trauma Center.

- **Level 1 trauma centers**
  1. Akron City Hospital
  2. Alcon General Medical Center
  3. Grant Medical Center
  4. MetroHealth Medical Center
  5. Miami Valley Hospital
  6. Ohio State University Medical Center
  7. St. Elizabeth Health Center
  8. St. Vincent Mercy Medical Center
  9. The Toledo Hospital
  10. The University Hospital
  11. University of Toledo Medical Center
- **Level 2 trauma centers**
  12. Aultman Hospital
  13. Fairview Hospital
  14. Hillcrest Hospital
  15. Huron Hospital
  16. Lakewood Hospital
  17. Lima Memorial Hospital
  18. Med Central Health System
  19. Mercy Medical Center-Canton
  20. Mount Carmel West Hospital
  21. Riverside Methodist Hospital
  22. St. Rita's Medical Center

THE COLUMBUS DISPATCH

# Brochure (Inside)



In order to provide Ohioans with an informational handout, we have designed a simple educational brochure to be handed out at different events. This brochure is a tri-fold design and the design can be found on the previous two pages.

The specific goals of this pamphlet are to inform Ohioans about

- What the Ohio Trauma System is
- Why it's important to know about OTS
- The location of level 1 and 2 trauma centers in Ohio
  - Hoping to engage readers to search for their own closest if not on map
- The four pillars of OTS and their functions

We plan to place pamphlets strategically in

- Grocery stores
- Pharmacies
  - To reach elderly crowd
- Handout at state fair
- Utilize in integrated 5K race knowledge networking strategy
  - Read about more in 5K section

# Ohio State Fair

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The Ohio State Fair is going to be one of the key events in promoting the Ohio Trauma System brand. OTS should attempt to provide information to everyone possible that is at the Ohio State Fair, this could lead to a great source of awareness that can create a great base of awareness that could potentially spread through all of Ohio.

## **Attracting a Crowd:**

The Ohio Trauma System display and set up at the fair will need to be displayed in a way that makes people want to learn more about OTS and become interested enough to learn and spread knowledge about it. First, the set up will want a nice welcoming tent that the tables and information will be set up under. The tent alone will give the display a more official look. However, most organizations that are at the fair will have tents as well, so this will not necessarily set OTS apart from the rest. A cheap and easy way to attract people and fits along with our themes is to have a completely wrecked car displayed as an attention grabber. This will especially attract a younger audience which was one of the problems last year. Be sure that the suggested brochures and flyers are available for visitors as another way to spread information. Last, the state fair is during a very hot time of the year and purchasing water can be expensive there. One way to take care of the visitors and attract them to the OTS display is to hand out free bottles of water. All of these are new potential ways to get more people to learn about The Ohio Trauma System.

## **Potential Reach:**

Every year 833,000 people pack The Ohio State Fair from late July to early August. This means there is a huge potential to educate thousands from all over Ohio. Even if one out of every thirty people that visits the fair were to come up to the booth or even just look at the booth that means that we would still make 27,767 people aware of the OTS brand. Also restructuring the survey could be beneficial. We want to know which demographics know the most about OTS and which do not.

## **Budgeting:**

No extra funding should be needed to create this display this year than last. However, we do recommend that extra sponsors are sought after. If the nursing association is able to provide the \$1000 like last it will be just enough for our budget. \$300 will be spent on the wrecked junkyard car. To get 36 cases of water there are online options where as little as \$100 can be spent. For 4,000 prints of brochures or flyers it will be roughly \$154. Cheap tents can be rented for \$100. These tents are not very big but if extra funds are found this could be fixed. Last, as an extra incentive for filling out the survey, have a raffle to win one of three \$100 gift cards from VISA.

# 5K

The OTS annual race for trauma has the potential to create a significant buzz in the community about the OTS brand. Currently, people have no reason to think about OTS and producing an event in which citizens can participate would allow them to become familiar with the brand. The goal of the 5k is simply to create a fun experience that people will remember and talk about. In doing so, they market the brand for us as they spread the word about OTS (and the 5k) to peers, family and friends.

We propose a 5k event because it will appeal to many demographics. Amateur runners are constantly looking for their next race, while it's a short enough race that children and seniors can get involved as well. Since this will be a brand new event, it will be focused on the Columbus area to start, with plans to expand throughout Ohio as the race (and brand) gain popularity. With University permission, the race will start at a designated point on campus and either follow the beautiful Olentangy River, or be held at a park on campus. Upon the race has finished, there will be a quick debriefing session for participants followed by an award ceremony. All participants will receive race t-shirts, other giveaways will be determined by the amount of donations collected by generous sponsors. The race itself will be conducted by volunteers to reduce expenses.



From a marketing perspective, the 5k provides an excellent opportunity to raise awareness for the OTS without breaking the bank. Each runner will be required to submit \$50 for participation, but seeking donations from supporters is encouraged as this is how the word gets spread. Upon registration, each participant will be briefed on the cause of the race and receive brochures about the OTS to issue to their sponsors. \$5 is a monetarily insignificant donation, so if each participant asks 10 people to donate \$5, but also forwards the message of OTS and the brochure, each new runner means 11 new people are now aware of the benefits of OTS. This race has the potential to reach many people, whether directly or indirectly through personal sponsorships and will be a very valuable brand builder for OTS.

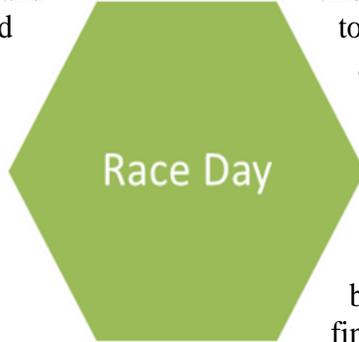


The race will be planned for three years initially, and its level of success will truly be determined after year three. Year one is simply introducing the brand and the race to people and creating a fun experience for participants. Year two will be selling the experience of year one. This is where year one participants get excited to run the race for trauma again and hopefully convince others to join. By year three, we hope to see registration numbers at an all-time high since the OTS is now a recognized brand and a foundation of regular participants have been established. In addition, by year three, we hope to have multiple race locations



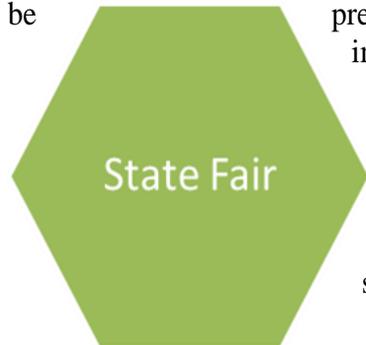
across Ohio, starting with Cleveland and Cincinnati.

On race day, a team of volunteers will be required to produce the event. They will be in charge of setting up the course, managing registration and making sure everything runs smoothly. Refreshments will be provided for participants, and a great way to get runners excited professional (or someone speech before the start and spread the word about OTS. hour before start time, they sign in and the rest of the time up and prepare for the race. granola bars will be provided After the last runner crosses the after to remind participants why they just collected sponsors and that they indeed are helping to save lives.



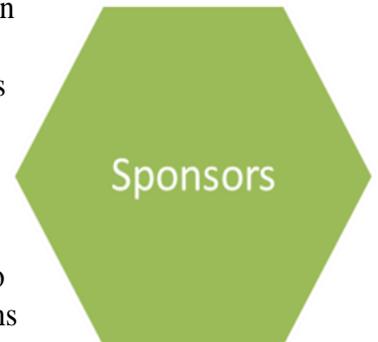
this has already been included in the budget. to start would be having an EMS associated with OTS) give a motivational thank everyone involved for helping to Runners will be asked to show up an will be issued a t-shirt and race bib upon until the start is theirs to stretch, warm Energy snacks such as bananas and before and after the race, as well as water. finish line, there will be a short assembly

The main source of promotion for the race will come from the state fair. In the OTS booth will be a registration table with all the race info as well as the hand-out brochures. A race volunteer will also be



present to answer any questions about the race. At the fair, it will be imperative that everyone involved sell the race as a great experience for an even greater cause. In order to put on a successful first year race, people must be aware that it is taking place. Be sure to explain that everyone is welcome and starts will be staggered based on racing experience so not to discourage first time runners. The local media will also be made aware, and any additional exposure is great, but the state fair will be the main source of advertising so it is crucial to get sign ups.

5k's are a great way for local businesses to advertise for cheap. We suggest taking advantage of this by offering spots on race t-shirts, race banners, etc to any business or restaurant that is willing to sponsor the event. Since the race will be held on campus and run by volunteers, expenses only include t-shirts, brochures, giveaways and awards, and refreshments which we expect to cost about \$2,500. Selling the ad spots to local business is crucial and they must be aware that this is an ongoing event so sponsors from year one will have the first opportunity to advertise in following years. When approaching potential sponsors, this must be conveyed as an opportunity for cheap advertisement, not a charity donation. This way, business owners will see it as an expiring opportunity that will be capitalized by someone else if they don't act quickly. Not only is this a great way to reach consumers, but sponsoring an event that creates awareness for non-profit organizations such as trauma hospitals create great publicity.



The OTS annual race for trauma is a fantastic opportunity to build the OTS brand at a relatively low cost. Alternatively, it will get people talking about OTS and the benefits it provides, which contribute to the brand's strength but more importantly, it will accomplish our ultimate goal of reducing traumatic accidents in Ohio, and properly addressing those that cannot be avoided.

# High School Strategy

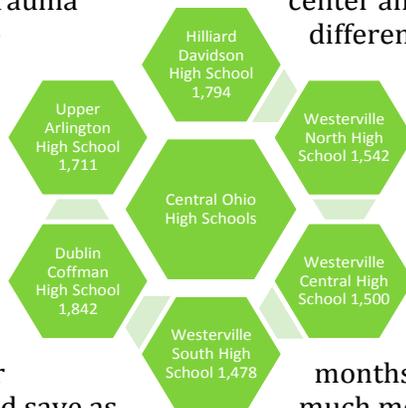


Our plan for the high school presentations is to simply go to Ohio high schools and give short presentations that are informing the students about the Ohio Trauma System. Kids are a major part of injuries and specifically unintentional injuries. Statistically, the leading cause of death for people aged 1-44 is unintentional injury. This just shows that something needs to

be done at an early age to prevent such tragedy. By going to high schools in Ohio, OTS can inform kids at an early stage in life about OTS and inform them about how to prevent injuries and death from occurring.

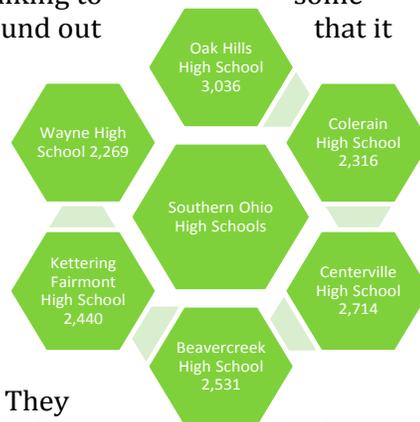
While at the presentations, we must also inform the students about the difference between a trauma center and a typical hospital or ER.

They need to know the difference so that they can know when to request to go to hospital because after all, it is all about treating the patient. Another thing that can be touched on during the presentation is to teach the difference between living and surviving is a huge pillar in the Ohio Trauma System.



We suggest that these presentations be done between September and June because in the summer months, schools are not in session. In order to be efficient and save as much money as possible, we must go to different schools 2 Fridays of each month. During each Friday, the presenters can go to multiple schools in the Northern, Central, or Southern regions of Ohio. This will make it so that we can inform a lot of young people in one day, in the same region, which will save on traveling expenses. After talking to teachers and principals from Ohio high schools, we found out

does not cost any money to put on a presentation at a high school, especially if you push it to the school like you are helping them or giving them something in return. That is exactly what we are doing by informing their students about OTS and the various ways to prevent unintentional injuries from occurring. some that it



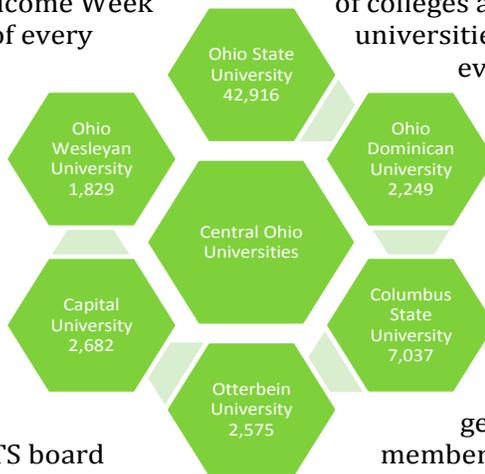
This is not something that would be hard to implement. The marketing board member and each pillar's board member needs only to contact each high school and explain what we want to do/present. They then need to get the presentation together and also get the team of people that will be going with that board member, preferably a member from each pillar of the OTS. Finally, they need to set aside the time to go to the area of Ohio where they will present and if planned correctly, then it will only take up one full Friday during school hours to present to multiple high schools in the area.

# College Strategy

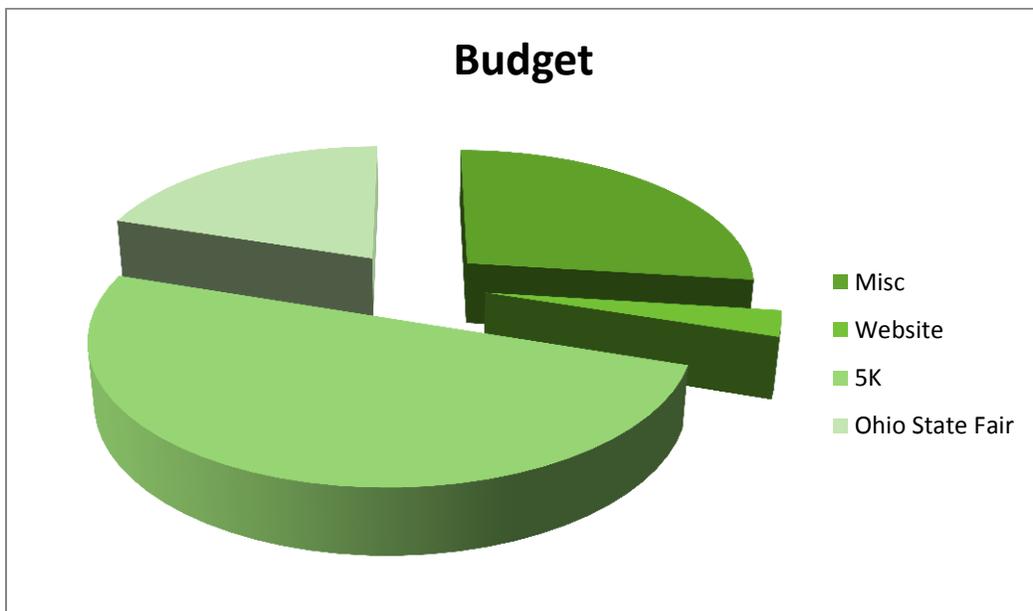
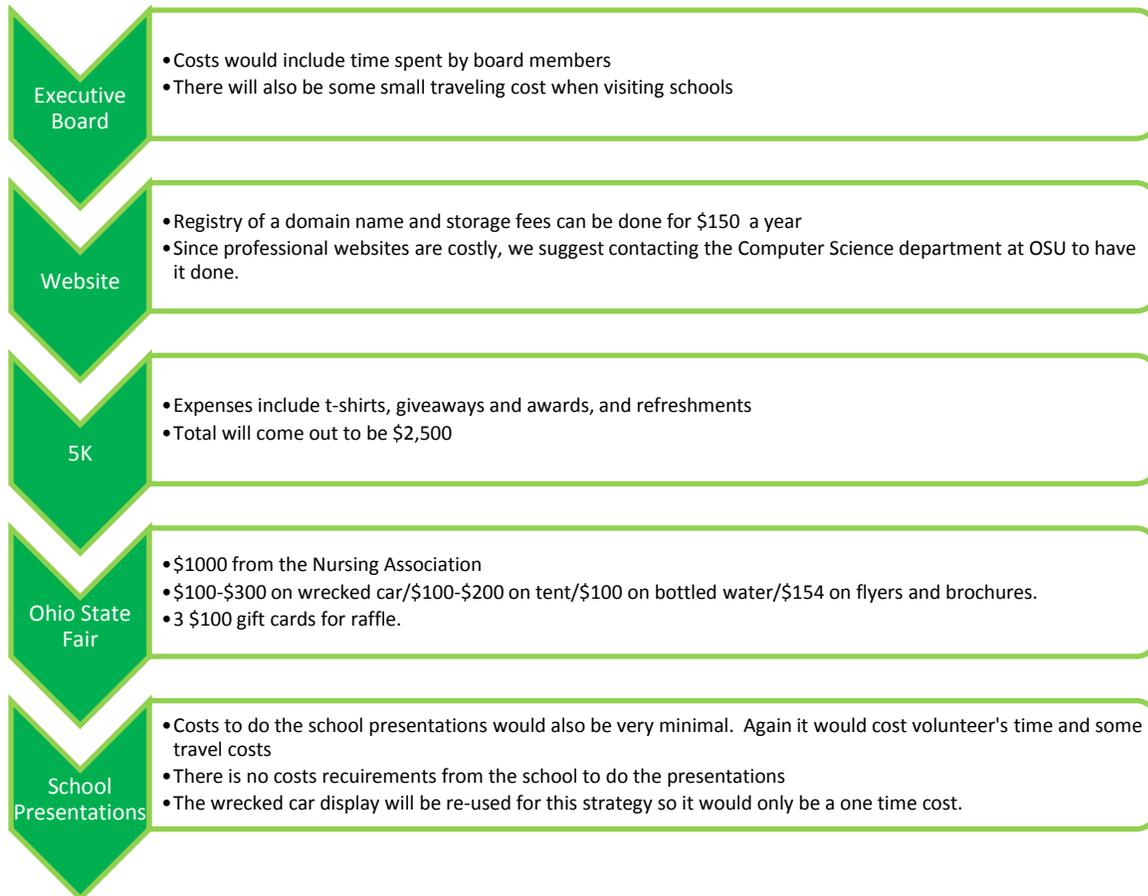
The plan with colleges is similar to the high school presentations, and that is to inform young people of the benefits of OTS. College students need to be informed just as much as high school students and this will raise awareness about OTS to Ohio's young students who will soon become young professionals. The difference with colleges and high schools is the fact that you cannot speak to the entire school in the gym or auditorium and it would not be efficient enough to go to certain classes and speak with small amounts of students.

In order to make this tactic as efficient as possible, we suggest raising awareness at the Welcome Week. Welcome Week is a huge part of every college and university. Welcome Week is everywhere with local restaurants, advertising what it is. Welcome Week is a perfect time for awareness and the Ohio State Fair, target a huge, young people of all ages. The wrecked car display. The wrecked car will get students to stop by, which is when the OTS board members working at the tent would inform them of the benefits of OTS and preventative measures they can take to make sure no injury or death comes their way. This can be done easily with the brochure as well. Another idea with the wrecked car is to use it as a story of an accident that occurred in which OTS was utilized or should have been utilized, but wasn't because of the lack of knowledge or awareness.

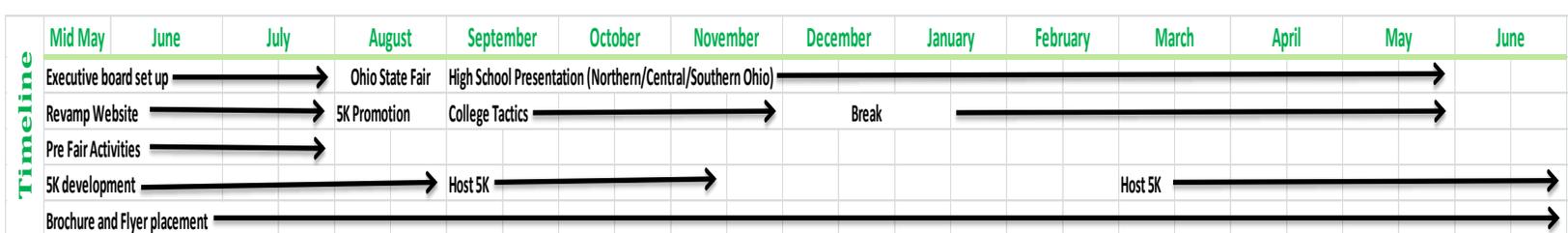
This also would not be hard to implement. The marketing board member and each of the pillar's board members would need to obtain a wrecked car from a junk yard, which after some research, we found out that can be done for \$100 or in some cases of a seriously wrecked car, free. The same board members would have to contact the universities and make sure that they can get a spot for OTS' Welcome Week tent and they need to make sure that there is enough space available for the car. Finally, they need to make sure they have enough brochures readily available for the thousands of students that they will reach.



# Ohio Trauma System- Yearly Budget



# Timeline



The high school presentations can be given throughout the year. The executive board was set up in way that Northern, Central, and Southern Ohio area High Schools and Universities will be able to be contacted at the same time.

# Appendix

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## Survey Results

Deputy Chief John Ross-Westerville Fire Dept.

Questions for you:

1) Were you previously familiar with the concept of the Ohio Trauma System?

Yes, I have been in EMS for 26 years and treating Trauma patients was part of our duty. Like stated above, EMS is the piece of trauma care that makes first contact with the patient and the choices made have direct impact on patient care and outcome.

2) Do you think there is a need for this type of system to exist? Why?

Absolutely, the Trauma System directs EMS to triage patients and transport them to the appropriate hospital that can provide needed care. The Trauma System along with the Division of EMS requires EMT's and Paramedics to be educated in the Trauma Triage System during each (3-year) renewal of their certification.

3) What do you think about the Ohio Trauma System becoming a brand?

I think that is a good thing. Educating the public on the proactive approach that the state has taken to promote good trauma care for the citizenry.

4) What connection do you see between the four main categories under the OTS umbrella? What connection does your service have to any or all of these services?

They are all related and needed to reduce mortality of the trauma patient. EMS provides (reaction) triage, treatment, and transport of the injured patient. EMS could also play a role in promoting prevention.

5) Can you see any benefits that branding/promoting the Ohio Trauma System might have related to the service you provide?

Yes, it could have impact on improved safety of the public through prevention. This would lessen the resource impact on EMS and hospitals through reduced calls for service.

6) Would you suggest any organizations that we should look into that might connect to one or more of the service categories?

Fire and EMS organizations, the Central Ohio Trauma System, Colleges and Hospitals that teach EMS Certification programs.

7) Would you suggest we talk to anyone else you know that might benefit from the branding of OTS?

Contacting other members of the State Trauma Committee might be of value. They represent the discipline organizations that are part of the mission of the State Trauma System.

8) Would it be alright if we emailed you any followup questions in case we missed something?

Yes. Please send me your findings and if you need anything further, let me know

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### **Ohio Trauma System Survey Questions**

1) What do you think about the Ohio Trauma System being a brand?

A brand is a good way of identifying a group or organization to develop public recognition and/or brand loyalty. An OTS brand is an interesting concept, and I think I like it. 😊

2) What connection do you see between the four main services offered? What is your services' connection to 1 or all of these services?

Each of these services are critically important aspects of the continuum of trauma care. The entire system is only as good as the weakest part.

A level 1 trauma center (my service) we are integrally involved in all aspects of trauma care. We provide injury prevention education to the public, trauma education to EMS, ongoing review of prehospital and hospital patient care with quality improvement, and referral to appropriate follow-up and rehabilitation.

3) What do you see as the biggest challenge in promoting this brand?

Good question. As you know, we have no money. Another possible consideration might be the current lack of an ideal, definitive State lead trauma agency (LTA) to oversee and promote the brand.

4) What benefit could your service get out of this brand being promoted?

I don't differentiate my particular service (trauma hospital) when I consider promoting the statewide trauma system. The benefit would be that 1) Ohio citizens are educated about receiving optimal care for severe injury; 2) the system would operate more efficiently as a result of public education and awareness; 3) there would be a decrease in the number of patients who are transported to non-trauma hospitals by EMS; 4) the number of severely injured patients who are admitted to non-trauma hospitals would also decline. #3 & #4 is legislated in Ohio Revised Code, but it happens anyway. The public isn't even aware.

5) What benefit could Ohioans get out of this brand being promoted?

See above

6) With OSU being a level 1 trauma center, do you spend any time or resources marketing that? Some. Most of our direct efforts are in the form of outreach visits to non-trauma hospitals to provide physician and nursing education, as well as to discuss the transfer of injured patients with emergency medicine physicians and surgeons.

At Ohio State we have some competition for resources. Trauma is included in the six signature programs: critical care, heart, cancer, imaging, neurosciences, and transplant. That new tower we are building isn't for trauma. 😊

7) Would you suggest any organization that we should look into that would connect to one or multiple services?

The Central Ohio Trauma System (COTS) is a strong regional trauma system (arguably the strongest regional trauma system in the State) . It might be helpful to look at their structure as a model for the state.

8) Would you suggest that we talk to anyone else you know that might be a benefit to us?

Dr. Steve Steinberg is the head of the Division of Trauma, Critical Care and Burn, as well as our Trauma Medical Director. I will forward this questionnaire to him and copy you.

9) Would it be ok if we emailed you with any follow up questions in case we missed something? ABSOLUTELY!

10) Would you like to see our findings once we are finished?

That would be great!

### **Ohio Trauma System Survey Questions**

1) What do you think about the Ohio Trauma System being a brand?

It would be a logical step for the system. Would help raise awareness

2) What connection do you see between the four main services offered? What is your services' connection to 1 or all of these services?

The services all go hand in hand but Prevention for us would include sharing information around proper carseats, using big helmets, and the dangers of ATVs. When an accident happens our EMS Transport team frequently brings the sick patients into the hospital. They must have a great reaction time as most of the patients are very sick. Treatment is important as Cincinnati Children's is a level one pediatric trauma center. This center truly can treat the worst cases in terms of trauma.

**3) What do you see as the biggest challenge in promoting this brand?**

The size and scope of government is a challenge. Moving many separate organizations under one umbrella will take a tremendous amount of time.

**4) What benefit could your service get out of this brand being promoted?**

It would help raise awareness and we could educate our patient population on the topic. If the brand was developed properly it could include some great materials that would help individuals learn and be aware.

**5) What benefit could Ohioans get out of this brand being promoted?**

Less acute injuries and an overall safer environment for those that reside in Ohio.

- 6) Would you suggest any organization that we should look into that would connect to one or multiple services?
- 7) Would you suggest that we talk to anyone else you know that might be a benefit to us?**
- 8) Would it be ok if we emailed you with any follow up questions in case we missed something? Yes
- 9) Would you like to see our findings once we are finished? Yes

### **Ohio Trauma System Survey Questions**

- 1) Were you previously familiar with the concept of the Ohio Trauma System?

Yes.

- 2) What do you think about the Ohio Trauma System being a brand?

If it can promote the management, health and wellness for citizens in the State of Ohio; I am all for it.

- 3) What connection do you see between the four main services offered? What is your services' connection to 1 or all of these services?

The 4 services (Prevention, Reaction, Treatment, and Rehabilitation) provide an ongoing continuum of care for individuals that sustain traumatic injury. My service connection is to the entire continuum.

- 4) What do you see as the biggest challenge in promoting this brand? Funding

- 5) What benefit could your service get out of this brand being promoted?

The best management, health and wellness for citizens in the State of Ohio.

- 6) What benefit could Ohioans get out of this brand being promoted?

The best management, health and wellness for citizens in the State of Ohio.

- 7) Would you suggest any organization that we should look into that would connect to one or multiple services?

ODPS, OHA, OAPF, OSFA, OICS, ONA, OAEMS, OAMTA, ACS, ACEP

- 8) Would you suggest that we talk to anyone else you know that might be a benefit to us?

Members of the ODPS Emergency Medical Services Board

☒☒Melvin R. House, Executive Director, Division of EMS  
Ohio Department of Public Safety

☒☒James Davis, Nominated by Ohio Association of Professional Firefighters  
Westerville, Ohio

- ??Geoff Dutton, Appointed by the Ohio Department of Public Safety  
Westerville, Ohio
- ??Mark N. Resanovich, Nominated by Ohio State Firefighters Association  
Uniontown, Ohio
- ??Pamela L. Bradshaw, Nominated by Ohio Instructor Coordinators Society  
Wheelersburg, Ohio
- ??Dr. Deanna Dahl-Grove, MD, Ohio Hospital Association  
Cleveland, Ohio
- ??Vickie Graymire, Ohio Nurses Association  
Columbus, Ohio
- ??Deanna Harris, Nominated by the Ohio State Firefighter's Association  
Medina, Ohio
- ??Daryl McNutt, Vice Chair, Ohio Fire Chief's Association  
Whitehouse, Ohio
- ??William Mallory, Jr., Ohio Association of Professional Firefighters  
Lancaster, Ohio
- ??Mark Marchetta EMT-P, Affiliated with an EMS organization  
Hopedale, Ohio
- ??Dr. Wendy Pomerantz, MD, Nominated by American Academy of Pediatricians, Ohio Chapter,  
Cincinnati, Ohio
- ??Gary Redd, Marion Township Fire Department  
Marion, Ohio
- ??Matthew Dick, Appointed by the Ohio Association of EMS  
Delaware, Ohio
- ??Bruce Shade, Chair, Nominated by Ohio Ambulance and Medical Transportation Association  
Willoughby, Ohio
- ??Dr. Steven Steinberg, MD, FACS, Nominated by American College of Surgeons, Ohio Chapter  
Columbus, Ohio
- ??Brian Springer, M.D., FACEP, Nominated by the American College of Emergency Physicians, Ohio Chapter  
Miamisburg, Ohio
- ??Dr. Carol Cunningham, MD, State Medical Director

9) Would it be ok if we emailed you with any follow up questions in case we missed something?Yes

10) Would you like to see our findings once we are finished?Yes

**10) What do you think about the Ohio Trauma System being a brand?**

*I think it is a good idea because it should help promote public awareness of the services available through the Ohio Trauma System.*

**11) What connection do you see between the four main services offered? What is your services' connection to 1 or all of these services?**

*The four main services follow the appropriate and intended continuum of care for a victim of trauma. Reaction and Treatment are tied closely together and relate to the Ohio Trauma System's mission of getting the patient to the right hospital in the right manner, in the right amount of time. For optimal quality of care and best patient outcomes, it is important that after effective treatment, the patient also have access to high quality rehabilitation services. Of course, Prevention is key to minimizing the number of trauma victims that ultimately need to go through these unfortunate steps.*

**12) What do you see as the biggest challenge in promoting this brand?**

*Are many of the entities involved in the Ohio Trauma System (e.g. ambulance companies, hospitals, rehab centers) actually competitors with one another for patients? If so, they may not want to be marketed together as one brand.*

*Also, do the entities compete with one another for the more affluent patient service areas in which the population generally has better insurance coverage that pays more favorable rates to hospitals, etc?*

**13) What benefit could your service get out of this brand being promoted?**

*The branding would likely increase public awareness that Cincinnati Children's is a pediatric trauma center and also offers both inpatient and outpatient pediatric rehabilitation care the following the initial treatment for trauma.*

**14) What benefit could Ohioans get out of this brand being promoted?**

*Creation of a brand between all four services and having all of the health care entities and having facilities take an active role in emphasizing and educating prevention strategies, would hopefully result in a more educated public and lower incidence of trauma victims. Furthermore, the brand should also serve to educate people how to access the trauma system so if they are victims, they are more likely to obtain effective and timely care.*

15) Would you suggest any organization that we should look into that would connect to one or multiple services?

- *The Ohio Hospital Association* - <http://www.ohanet.org/>
- *The Ohio Children's Hospital Association* - <http://www.ohiochildrenshospitals.org/>
- *The Ohio Ambulance Association* – <http://www.oaaonline.org>
- *The Ohio Rehabilitation Association*- <http://www.ohiorehab.org>

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