

Successfully Pitching Community Paramedicine to Elected Officials

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AVOID OUR JARGON

- We are all ambulance drivers
- Public does not understand certifications
- KISS method

LIMITED TIME

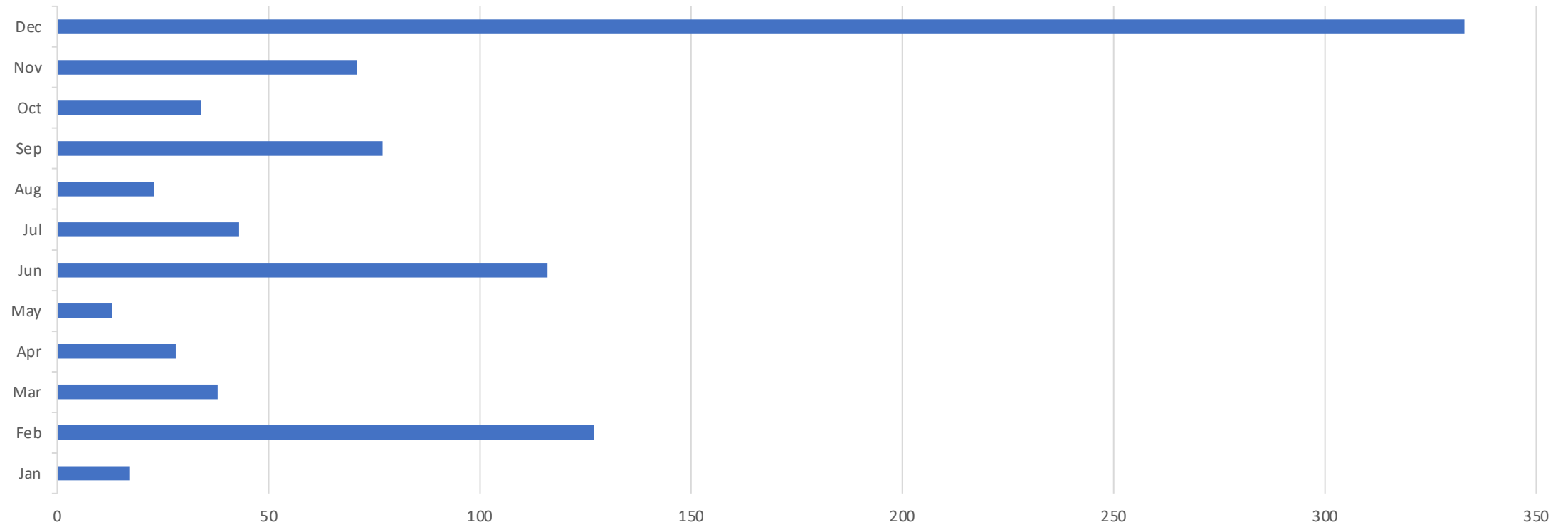
- Bounded rationality
- Succinct and Concise
- Less is better

PRESENTATION BASICS

- Accuracy is key
- Transparency
- Validation

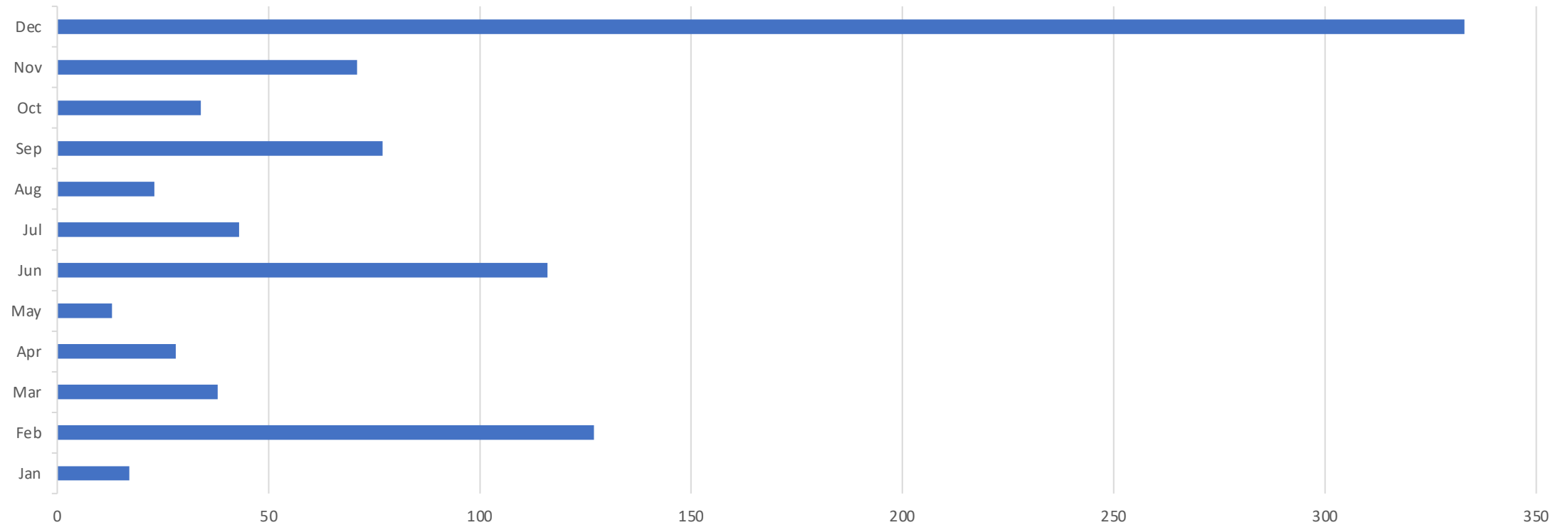
OLD WAY

of Calls Per Provider Cert as a % of Total Monthly Volume



NEW WAY

of Calls Per Provider



MOCK PRESENTATIONS

CONCLUSION
