

**12-Lead ECG Modem Distribution Project
Press Conference Overview Revised 3
Event: March 27, 2014 *** 10:00 a.m.**

Press Conference starts at 10:00 a.m.

Scott Perra, CEO, Mohawk Valley Health System (5 mins)

- Welcome attendees
- Comment on mission of the Mohawk Valley Heart Institute and why it is taking the lead on expanding access to this mobile diagnostic technology

Eve Van de Wal, Regional President, Excellus BCBS (5 mins)

- Provide high-level remarks regarding Excellus BCBS mission as nonprofit and today's grant pledge
- Acknowledge attendees including Scott Perra, Tom Norton, Vinny Faraone and local EMS representatives
- Thank Scott for hosting the press event
- Introduce Dr. Frank Dubeck

Dr. Frank Dubeck, Excellus BCBS (3 mins)

- Reference CNY grant and desire to bring similar grant to Mohawk Valley
- Comment on personal commitment to fighting heart disease
- Comment on how grant will benefit the community
- Introduce Tom Norton

Tom Norton, Director Cardiac Services, St. Elizabeth Medical Center/MVHI (4-5 mins)

- Discuss specifics of grant, partners involved (37 modems and base software)
- Discuss correlation between 12-Lead ECG capability and advancing care and improving outcomes
- Highlight the value of having portable ECG equipment more widely available
- Introduce Vinny Faraone

Vinny Faraone, EMS Clinical Coordinator, Midstate EMS Council (5 mins)

- Comment on how Midstate Regional Emergency Medical Services Council and its member agencies strive to provide community with excellent patient care and safe, efficient transport of sick and injured
- Comment on benefits of having this technology in the ambulance

Scott Perra (2 mins)

- Open the floor for questions from the media
- Thank everyone for attending and invite media to view demo

Scott Perra (2-3 minutes)

Good morning and thank you for joining us today.

I'm Scott Perra, president and CEO of Mohawk Valley Health System. This morning we are here to announce a collaborative effort that will expand access to potentially lifesaving technology across the Mohawk Valley.

The program we will talk about today is linked with the Mohawk Valley Heart Institute, which was established in 1997 as a collaborative effort of Faxton St. Luke's Healthcare and St. Elizabeth Medical Center. MVHI has exceptional physicians and staffs that have helped us grow into one of the premier cardiac care facilities in New York State. At MVHI we continue to develop new treatments, support research, and improve the lives of those who come to us for care.

MVHI has been working with Excellus to help take the lead on expanding access to mobile, diagnostic technology for our EMS providers. Let me introduce to you Eve Van de Wal who will explain.

(Introduce Eve Van de Wal, regional president of Excellus BlueCross BlueShield.)

Eve Van de Wal (4-5 minutes)

Good morning. I'm Eve Van de Wal, regional president of Excellus BlueCross BlueShield.

I want to thank Scott and St. Elizabeth Medical Center for graciously hosting this press conference here today.

Recently we became aware of a need in our community to provide municipal and volunteer ambulance services with 12-lead electrocardiogram modems. These modems allow first responders to transmit vital diagnostic information directly from individuals who have an acute myocardial infarction or heart attack symptoms to hospital emergency departments. The advance data sent via the 12-lead ECG can speed triage and treatment once the patient arrives at the hospital, lowering a patient's risk of death and serious damage to the heart muscle.

Today we're pleased to announce that we have pledged a \$120,000 grant to the Mohawk Valley Heart Institute to expand the availability of this lifesaving diagnostic technology to our neighbors in the community.

At Excellus BlueCross BlueShield, we believe that providing access to high-quality health care is core to our mission as a nonprofit health plan. Our Community and Member Health Improvement program provides grants to initiatives that bring together numerous community partners, span multiple years and include specific objectives and measurable outcomes in improving health. We are particularly interested in efforts that address cardiovascular disease.

There are a number of individuals who, through their determination and desire, worked to make this funding possible. I'd like to acknowledge of Tom Norton and Cheryl Perry at the Mohawk Valley Health Institute for working with us in getting this technology into transport vehicles across the Mohawk Valley. I want to recognize Vinny Faraone, EMS Clinical Coordinator for the Midstate Emergency Medical Services council, and representatives from local EMS agencies, many of who are here today and will be instrumental in getting these 12-lead ECG modems up and running.

And I would like to acknowledge the commitment on behalf of Excellus BlueCross BlueShield's chief medical officers, Drs. Frank Dubeck and Marybeth McCall, in working

with the Mohawk Valley Heart Institute and the EMS services to respond to an identified need in the community.

Now I'd like to ask Dr. Frank Dubeck to say a few words about the grant....Dr. Dubeck....

Dr. Frank Dubeck (2-3 minutes)

Thank you, Eve.

Last year, the health plan worked with SUNY Upstate Medical University and the Central New York EMS Council to place modems in ambulances across Central New York and we quickly recognized the value in pursuing similar partnerships in our all regions.

We're really pleased that we were able to find such a strong partner in the Mohawk Valley Heart Institute.

While Mohawk Valley Heart Institute the recipient of the grant dollars, today's announcement is about supporting the community....our municipal and volunteer emergency medical services agencies, the emergency medical technicians and ultimately our neighbors.

As a doctor, I have seen first-hand the impact of heart disease. I know the importance of early detection, and early intervention. And, as all medical personnel know when faced with a cardiac emergency, time is always of the essence.

I'd like to invite Tom Norton, Co-Coordinator of Mohawk Valley Heart Institute, to say a few words...

Tom Norton (4-5 minutes)

Thank you, Dr. Dubeck.

- Discuss specifics of grant, partners involved (37 modems and software)

- Discuss correlation between 12-Lead ECG capability and advancing care and improving outcomes
- Introduce Vinny Faraone, EMS Clinical Coordinator for Midstate EMS.

Vinny Faraone (4-5 minutes)

Thank you, Tom.

- Midstate Emergency Medical Services Council system strives to provide community with excellent patient care and safe, efficient transport of sick and injured.
- Highlight how the system works and the value of having portable ECG equipment more widely available.
- Explain the number of services included and the number of patients in 2013.
- Comment on benefits of having this technology in the ambulance.

Scott Perra (2 minutes)

Thank you, Vinny and thank you to Excellus for this tremendous gift and the opportunity for our EMS professionals to enhance the care they already provide in the field. At this time we would entertain any questions you might have.

- Open the floor for questions from the media.
- Thank everyone for attending and invite media to view demo.