



Marion County  
Board of County Commissioners

Fire Rescue

2631 SE Third St.  
Ocala, FL 34471  
Phone: 352-291-8000  
Fax: 352-291-8098

Marion County Fire Rescue Emergency Services  
Advisory Board Meeting  
January 10, 2012

I. Call To Order: 4:04 p.m. by Chairperson Pat Gabriel

II. Members Present:

Dr. Frank Fraunfelter, Medical Director, MCFR EMS  
Paul Clark, C.O.O., Munroe Regional Medical Center  
Adam Woods  
Butch Verrando  
Pat Gabriel, Chairperson  
Randy McVay, Acting C.E.O., Ocala Regional Medical Center  
Jim Ganter, Ocala Fire Rescue, Interim Fire Chief

Others in Attendance:

Chief M. Stuart McElhaney, Chief Paul Nevels, Chief David Cooper, Carl Crabtree, Peveeta Seeraj, Jessica Greene, Cindy Marihugh, Bill Alm-VP of Hallmark Corp

Attendance taken by: Pam Doherty, MCFR

Chief McElhaney advised the committee of Tom Lorio's passing on November 5, 2011. He notified the committee of a Celebration of Life Service in Ocala, Florida at the Spruce Creek Country Club on Sunday, January 22, 2012. Mr. Lorio was a member of the Marion County Fire Rescue Fire and EMS Advisory Board for a long time.

Jessica Greene, Marion County Fire Rescue's new Public Information Officer, was introduced to the committee.

III. Minutes: October 11, 2011 adopted.

A. Quarterly Report

*"Meeting Needs by Exceeding Expectations"*



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- Chief McElhaney reviewed the FY 2011/12 First Quarter Agency Activity Summary. Some of the numbers will be confirmed and the chart will be revised.
- Butch Verrando asked about reducing the number of false alarms and false calls on the chart. Chief McElhaney explained this number could go down with public education efforts, although we will still have a certain number of these calls regardless. The City and County both have false alarm ordinances, which were explained by Chief Nevels.
- Dr. Fraunfelter discussed the decrease in door-to-balloon time.
- There was a discussion of percentage of calls per areas: Urban, Suburban, and Rural.
- Revenue is running lower than we like.
- Paul Clark asked about Medicaid cuts. The net revenue is the actual cash received in the office and the net charge is the collectible.
- MCFR would like to recover more of the self pays before raising rates of people that are paying.

### B. Billing Update

- Chief McElhaney discussed the County Commission Strategic Planning Workshop and how recovery on billing can be improved which is addressed at the self pay component. A recommendation was made at the strategic planning workshop of going with a contingency basis from a staff perspective.
- Butch Verrando asked if we share information with hospitals. Paul Clark said the biggest concern is getting accurate information. MCFR spends a lot of time working with the hospitals and does a good job finding information on people.
- The workshop on 12/19/11 educated our Commissioners on the billing process. A follow-up workshop took place on 1/5/12. Chief McElhaney reviewed the PowerPoint presentation on Billing.
- Chief McElhaney asked that we make a note to follow up with Chief Hall on billing for non-transport.

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- The billing timeline was discussed. The Board requested we tweak and shorten up the process. They would like us to use the pay up front collection agency. There was a discussion of sending out two bills and then focusing efforts on following up with patient.
- There was discussion on hiring an outside contractor for collections. Industry standards can show performance and what's expected. The Advisory Board may want to weigh in at some point on this discussion.
- Tammy McCann has recovered \$280,000 which probably wouldn't have been recovered before going to collection. There was a discussion of hiring or contracting two more people to work in addition to this position. The position has been proven – it has brought in, dollar-wise, four to five times what this person costs us. More help is needed in Billing.

### C. Helicopter Program Update

- The ShandsCair flight care expansion was considered and very well received by the Board today. All was approved. As soon as the helipad is built and a helicopter is found, the program will be up and running. They are hoping for a 90-day time frame.

### D. Budget Calendar

- The Clerk of the Court has purchased new budget software. The departments will be able to input their budgets from February 21, 2012 through March 16, 2012 which will tie into the business plans from the departments.
- This committee will meet again at MCFR Headquarters on March 6, 2012 from 4pm-6pm to review the budget and make changes. A motion was made by Paul Clark, seconded by Randy McVay and carried.

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IV. Board Items

- Ocala Regional Medical Center's Level 2 Trauma Center Application Update: Randy McVay discussed plans to proceed with a Level 2 Trauma Center. An assessment has shown it makes sense to apply for this. A helipad will need to be developed above the current ED. A Level 1 Trauma Center has pediatric care with a research component where a Level 2 doesn't have the research component attached to it.
- MCFR has four new brush trucks purchased from Hallmark Fire Apparatus. Mr. Alm spoke briefly about the trucks and expressed his appreciation to MCFR. There will be one of these trucks at Fire Rescue East.
- Carl Crabtree was impressed after meeting with Chief Hall, but was still somewhat hung up on the fact that there are receivables that came over from EMSA from 2008 still sitting on the sub-ledger. He is disappointed we didn't hire the two people and doesn't suggest we hire from the outside to do this job.


Adjournment – 5:30 p.m.

The next meeting will be held Tuesday, April 10, 2012 at 4:00 p.m. at Fire Rescue Headquarters.

Minutes submitted by Pam Doherty, MCFR.

Approved:

  
Pat Gabriel, Chairperson

  
Date

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