



Standardize ► Habitualize ► Document ► Iterate ►

WHY

Why Standardize Safety & AMRM?

To increase certainty, consistency and lessen randomness. To remove the burden of thinking up scenarios on the spot. To establish best practices and processes. To organize and systematize. To improve safety and system performance.

Why Habitualize Safety & AMRM?

Use it or lose it. To inculcate a **Safety Culture**. Conducting the daily – shift by shift scenarios becomes a habit – a routine part of each shift. Over time it becomes, “The way we maintain consistency in safety and AMRM here.” To improve safety and system performance.

Why Document Safety & AMRM?

To validate relentless compliance. To demonstrate right action to entities that are scrutinizing Air Medical Transport safety. To maintain the annual compliance. To provide a data base for research. To improve safety and system performance.

Why Iterate Safety & AMRM? To relentlessly improve. To relentlessly innovate. To relentlessly enhance the 365 Safety AMRM SYSTEM™ capabilities. To improve safety and system performance – over a sustained time horizon.

To set a trajectory toward → **Vision Zero** *

CONTENT WILL BE COMPLIANT WITH AMRM (Air Medical Resource Management) training

* The safety objective established by the Association of Air Medical Services (AAMS)

365 Safety AMRM SYSTEM™ Implementation ¹

The 365 Safety AMRM SYSTEM™ will provide your program with an Internet / ASP based standardized Safety and AMRM (Air Medical Resource Management) System that is to be implemented 365 days per year during each shift briefing.

After optional [and highly recommended] on-site initial training by our business partner S.I.N.A. (Safety Is... No Accidents) specialists – ThinkThroughTools will provide User Names and Passwords for all staff having completed the 365 Safety AMRM SYSTEM™ course. Each day – as part of their shift briefings – each crewmember can log on and be provided;

- An Educational Outline and Discussion of that day's Safety AMRM Skill
- A case study / scenario specific to the skill
- A prompt for the pilot to discuss personal experience with the skill and how they have seen it work effectively or not effectively in their past
- A prompt for medical crewmembers (and communication specialist if involved) to discuss personal experiences with the skill and how they have seen it work effectively or not effectively in their past
- After prompts / discussion - a **Summary of Effective Action** is provided to bring resolution to the discussion opinions and the ideal course of action is clarified
- Then 3 questions relevant to the lesson and scenario are presented to the crew
- All answer individually until all have answered correctly
- A positive reinforcement message then appears
- A Scoreboard & Reports are generated for **365 Safety AMRM SYSTEM™ QA, research and to rank all users**

The scenarios run on a sequence based on The Seven Essential Skills of AMRM:

- Situational Awareness
- Assertiveness
- Leadership
- Adaptability / Flexibility
- Decisiveness (Decision-Making)
- Mission Analysis
- Communication

The objective is to implement 365 Day (Each Shift) Safety/AMRM education, interaction and compliance. The process – executed properly to be included as part of each shift briefing should average **5-8 minutes**... the time to complete a cup of coffee.

¹ 365 Safety AMRM SYSTEM™ will be compliant with AMRM (Air Medical Resource Management) training



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Cost Justification (ROI)

As a leader we understand that you are responsible and accountable for cost justification (ROI [Return on Investment]). We understand that you must justify your safety decisions based on a risk/ benefit ratio. As you factor your justification to yourself and superiors here are some consequences to consider. The **365 Safety AMRM SYSTEM™** is an **above industry standard** program designed to increase your mission readiness and safety competency – daily – each shift – to better manage your risks and costs:

- o What positive impact will it have if your program demonstrates leadership and innovation implementing the 365 Safety AMRM SYSTEM™ in an era where Air Medical Transport is under great scrutiny and criticism?
- o What positive message is being given by leadership to your crews / employees if you are using a highly reinforced and documented 365 day / year Safety / AMRM effort?
- o What message will it send to your employees, customers, media, the industry, FAA, NTSB, AAMS, CAMTS, underwriters and competitors if you take the lead and implement the 365 Safety AMRM SYSTEM™?
- o In the event of hostile litigation following a mishap or crash – would having in-force the **above industry standard** 365 Safety AMRM SYSTEM™ be proof of a valid intense commitment to safety and be cost justifiable?
- o What are the direct and indirect costs of insurance premium increases as a result of a crash or a mishap that the 365 Safety AMRM SYSTEM™ may help to avert?
- o What message is being given to your customers if competitors are utilizing the 365 Safety AMRM SYSTEM™ and you are not?
- o The typical “1 Day / Year” CRM / AMRM courses are not geared to assure that key Safety and AMRM principles are **reinforced, practiced and documented** two shifts / day year round. What are the consequences and costs of not having the 365 Safety AMRM SYSTEM™ being acted upon **365** (each day use) → **730** (each shift use) times per year compared to 1?

Cost of Implementing vs. Cost / Consequences of not Implementing. We hope that this will help you factor your justification to yourself, your superiors and those trusting you to implement an effective, intensive and sustainable Safety / AMRM system.

For more information on engaging in a demonstration, fees and to be among the first programs eligible contact info@ThinkThroughTools.com 412.670.9906