



Kootenay Emergency Response Physicians Association (KERPA)



SPONSORSHIP PACKAGE



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What is KERPA?

- Kootenay Emergency Response Physicians Association (KERPA) is a Canadian registered charity founded in 2016.
- We operate a ground-based emergency medical response service provided by volunteer physicians.
- Our Emergency Response Physicians (ERPs) attend some of the most critical 911 incidents in the region, providing patients with advanced medical expertise and treatment on-scene, when they need it the most.
- Our Special Operations Medical Retrieval accreditation from the Commission on Accreditation of Medical Transport Systems (CAMTS) certifies that KERPA meets the rigorous standards for patient care and safety. **KERPA is the first service in Canada and third in the world to receive this accreditation.**
- Centrally based in Nelson, most of our service area is accessible within 60 minutes.
- We are 100% funded by public donations, grants, and sponsorships from organizations, businesses, and local government agents.

Recognizing a **need for additional emergency medical support in our rural region**, and after responding in his personal vehicle for two years, **Dr. Sparrow founded KERPA in 2016, obtaining charity status in 2018.**



Mission

To save lives and help the most critically ill and injured patients in our community. We do this by supporting and equipping emergency response physicians to respond to the most critical 911 calls to assist patients and the emergency services.

Vision

The most critically ill and injured patients in our community have access to the most advanced pre-hospital care possible. The health outcomes are improved and critical injuries are reduced.

Key Values

These guide KERPA's day-to-day operations and represent what we believe to be important in our personal and professional lives:

Accountability

We are responsible for carrying out the duties of our position to meet the mission and vision of KERPA.

Commitment

We are dedicated to meeting the high expectations held for us by the people we serve and will constantly devote our time, ability, and efforts towards accomplishing KERPA's goals and objectives.

Excellence

We strive for personal and professional excellence and will continually work to deliver the most advanced pre-hospital care services related to KERPA's mission.

Integrity

We carry out our objectives in a truthful and honest manner with open communication, remaining consistent in our beliefs & actions.

Teamwork

We believe that in order to be effective in our community, we need to work in cooperation with other emergency services in the pursuit of our common goals and objectives. We strive to understand and share responsibility, seek help and cooperation of others, and offer the same to them.

Emergency Response Physician Program

KERPA Physicians are trained and equipped to provide rapid life-saving diagnostics and treatments on scene, and when necessary, continue to provide care during transport to hospital.

Our response vehicle is outfitted with over \$100,000 in medical equipment including:

- advanced cardiac monitoring and cardiac arrest treatments
- portable ultrasound
- video laryngoscopy and intubation equipment to protect the airway in critical patients
- necessary equipment to perform on-scene surgical procedures, suturing, and more

KERPA brings pre-hospital care to the roadside, rural environments, or homes of patients. Emergency pre-hospital care has the potential to reduce mortality in severe trauma.



KERPA provides life-saving services to patients **for free.**

Types of calls KERPA responds to include:

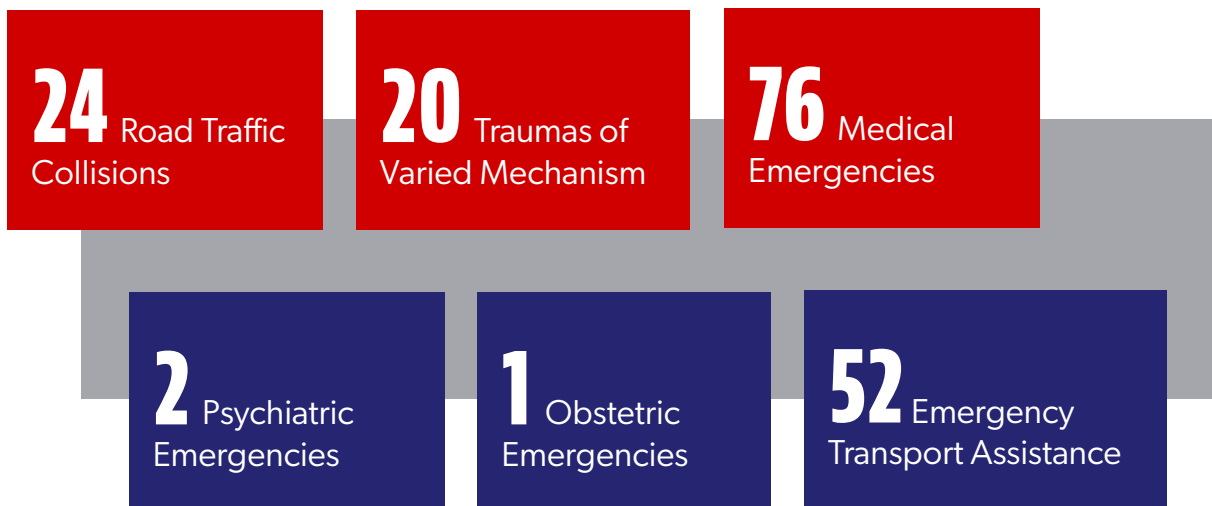
- High mechanism traffic incidents
- Seizure
- Cardiac arrest
- Overdose
- Major trauma
- Unconscious/fainting

Since KERPA's inception, we have responded to over 800 calls, at an average of 100 primary missions per year. We are currently in our 9th year and approaching 1000 calls.

In the spring of 2022, BC Emergency Health Services began dispatching KERPA regionally, resulting in a 300% increase in call volumes. This upward trend continues.

Historically, our physician response program has operated on an annual budget of \$56,000. As our call volumes increase, so too will the costs to maintain our vehicle, medical equipment, and medications.

In 2022 we attended...



Training Academy

Supporting the growth of KERPA and our commitment to excellence and teamwork, we have been developing and implementing several training initiatives, including:

- An education curriculum to train incoming physicians to meet all of KERPA's required certifications and accreditation standards.
- Offering KERPA's critical skills training courses to other emergency services personnel.
- Educational & information-based social media posts to the public.

In collaboration with University of British Columbia's Medical Residency Program, KERPA has developed a short-term elective program:

- KERPA has hosted two (2) residents through this program and received feedback that the education received was invaluable.
- A 3rd resident is scheduled for early 2023.
- Training for an Emergency Response Physician carries additional certification costs (\$4,000) as well as personal protective equipment (reflective gear and apparel, safety helmet, life preserver, stethoscope, flashlight, radio, etc.), all necessary for their safety in the field (\$5,000).



Our physicians are required to complete and maintain the following credentials:

- Fully licensed and in good standing with the College of Physicians & Surgeons of BC
- Basic Life Support
- Advanced Cardiac Life Support
- Neonatal Resuscitation Program
- Pediatric Life Support
- Pre-hospital Trauma Life Support
- Incident Command ICS 100 Certificate
- Emergency Vehicle Operations Course
- Ongoing medical education and quarterly critical skills training



Our Goals

- **Build relationships** and secure funding with corporate/community sponsors so we can continue to provide our life-saving emergency response services to the communities we serve.
- **Increase our emergency response capacity:**
 - Recruit and train additional ERPs.
 - Acquire and equip a secondary response vehicle with necessary medical equipment and medication.
 - Acquire a ventilator and I-Stat machines.
- Offer our critical life-saving services **24 hours a day, 7 days a week.**
- Establish our **KERPA Training Academy** as a preeminent provider of education and skills training in pre-hospital emergency care. This includes:
 - Providing critical skills training to UBC medical residents.
 - Teaching most of the required training to respond as a volunteer ERP in-house.
 - Support existing emergency services by increasing training and education opportunities.

How You Can Help: Corporate Sponsor

Sponsorship Level 1 - Bronze - \$5000

- Logo recognition on website
- Dedicated sponsorship appreciation post on social media

Sponsorship Level 2 - Silver - \$10,000

- Logo recognition on website
- Logo in quarterly newsletter
- Dedicated sponsorship appreciation post on social media

Sponsorship Level 3 - Gold - \$15,000

- Logo recognition on website
- Logo in quarterly newsletter
- Logo and acknowledgement in our Annual Report
- Dedicated sponsorship appreciation posts on social media

Sponsorship Level 4 - Platinum - \$20,000

- Decals placed on designated equipment
- Logo recognition on website
- Logo in quarterly newsletter
- Logo and acknowledgement in our Annual Report
- A dedicated sponsorship appreciation post on social media
- Q&A with ERP member
- Site Visit with our response vehicle



Meet our KERPA Team



Dr. Nicholas Sparrow

President, Medical Director,
ERP



Miriam Ramsden

Secretary



Myla Jillings

Treasurer



Sgt. Corey Hoy

Safety Officer, Emergency
Services Liaison



Lindsay MacPhee

Office Coordinator



Kai Schirp

Vice President, Equipment &
Maintenance



Jason Lin

HEMS Nurse, Clinical Instructor



Chris Hillary

HEMS Nurse, Clinical Advisor,
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Contact Us

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**Thank you for supporting
our Critical Emergency
Care Service!**

