

ECCU Las Vegas 2008 Newsletter - Issue #2



ECCU2008 
Emergency Cardiovascular Care Update

INTERNATIONAL EDUCATIONAL CONFERENCE & EXPOSITION
JUNE 13-15, 2008 • BALLY'S • LAS VEGAS, NEVADA

PRECONFERENCES: JUNE 12, 2008



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Dear Deborah,

The momentum for ECCU 2008 is growing, with early registrations at record levels and lots of industry buzz about the extraordinary program we've put together.

We've arranged very special rates at Bally's in the heart of the Las Vegas strip, starting at only \$120 per night. Be sure to reserve early, because at these rates we expect to sell out fast.

We're all looking forward to seeing you in June!



Tom P. Aufderheide, MD
President, Citizen CPR Foundation

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Bally's Las Vegas

Elegant style. Timeless glamour. Located in the heart of the famous Las Vegas Strip and connected to Paris Las Vegas, Bally's is in the center of the city that doesn't sleep. With its excellent service, outstanding dining and signature style, Bally's attracts people from around the world.

We've arranged for special room rates for ECCU participants, but make your reservations early to ensure availability!
Single/Double Occupancy: \$120 Sunday through Thursday night, \$150 Friday and Saturday. These rates will be valid through May 9, 2008. For further hotel information and to register, [click here](#) or call 877-603-4390.



What's Happening in Las Vegas June 12-15, 2008

There are over 100 shows and events happening in Las Vegas during the ECCU 2008 conference. Shows such as Elton John - Red Piano, Cirque du Soleil, US Wrestling Olympic Team Trials, Blue Man Group, Jersey Boys and so much more. Extend your stay and visit Hoover Dam, Red Rock Canyon National Conservation Area, Valley of Fire State Park, Death Valley or Grand Canyon National Park. For more information on shows and things to do during your stay, be sure to visit www.visitlasvegas.com.

Three Sessions You Don't Want to Miss

ECCU 2008 offers more than 50 workshops or sessions. Here are three sessions that you don't want to miss this year:

- **Placing Your Bets: What is Hot Off the Press**

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Since 2005?

June 13, 10:15am - 11:00am
P. Morley, MBBS; P. Pepe, MD, MPH

These leaders in resuscitation medicine discuss their opinions about the most important developments in resuscitation since the 2005 International Consensus Conference on CPR and Emergency Cardiovascular Care.

- **Teaching Isn't a Crap-Shoot! Cutting the Risk of Learning Loss, While Increasing the Odds of Learning Success**

June 13, 2:30pm - 3:15pm
T. Williams, PhD

By the end of this session, you'll be able to look at any learning challenge, quickly assess it, and organize it on the fly, into high quality learning. You'll also understand how to facilitate learning for any audience, whether they're a gaggle of novices or a pod of experts.

- **Formula ONE for Survival: The Ferrari Racing Team Approach to Resuscitation Team Training**

June 14, 9:00am - 9:45am
A. Goldman, FRCS

The cardiovascular surgical team from the Great Ormond Street Hospital for Sick Children adapted Italy's Formula One Ferrari racing car pit stop team training to the medical care environment with amazing results. Dr. Goldman will tell the story and discuss how all EMS and health care providers can benefit from team training and common communication tools.

For further information on these and other sessions, [download the ECCU conference brochure](#).

Keynote Address

Improving the Odds of Cardiac Arrest Survival -A Formula for Success

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June 13, 9:00am - 9:45am

T. Rea, MD, MPH; M. Eisenberg, MD, PhD

You don't want to miss this important Keynote Address given by two icons of epidemiology that have been "sleepless in Seattle" and relentless in their pursuit of the very best survival outcomes following sudden cardiac arrest. Combining forces, they will relate the past, present and future of the Chain of Survival. Using an evidence-based analysis, they will unveil their "formula for success" to the ECCU audience, including the critical factors of science, education and implementation that can systematically improve survival now and in the future.

Grand Opening Reception

Join us Thursday, June 12th from 7:00pm - 9:00pm for the grand opening reception in the exhibit hall as we celebrate our 15th ECCU Conference and enjoy our special selection of appetizers. See the latest in resuscitation and training products and services. Catch up with old friends as you make new ones. Network with attendees and faculty from around the world.

Conference Tracks for Every Interest

This year, we've organized topics along areas of interest. Look for these track headings in the concurrent sessions listings:

- ***Eagles*** (Research & Operations): These sessions examine key clinical research and operational questions with a "who's who" of medical directors making up each panel. Bring your questions and be prepared for lively discussions
- ***Education & Simulation***: Leading experts in resuscitation education and the use of simulation will share their experiences and expertise to help you teach basic and advanced life support skills
- ***School & Community-Based CPR/AED Programs***: Survivors and rescuers will share their inspiring "lifesaving" stories and experts will discuss the challenging and controversial issues about sudden cardiac arrest in children

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- **CPR Measurement & Quality:** Hear from "bookmakers" about data available from registries and how to use the data, dispatcher instruction and technology to improve survival from cardiac arrest in your clinical setting
- **Military Training Network: Director:** These sessions will include designing effective courses, mentoring and developing instructors and lessons learned from the recent changes/updates to the AHA programs
- **Military Training Network: Administrator:** These sessions will give the MTN Program Managers an opportunity to discuss the administrative aspects of their individual resuscitative medicine programs
- **New & Emerging Concepts** (Selected Abstracts): This is your opportunity to learn from colleagues about innovative strategies and systems and novel approaches to some of the most challenging resuscitation issues.

For further information on these sessions and the general sessions, please [download the ECCU Conference Brochure](#).

Continuing Education

CE Credits

Courses are approved by the Center for Healthcare Education for Continuing Education credit for EMTs, paramedics and nurses. Center for Healthcare Education, Inc. is a nationally recognized provider of high-quality continuing education courses. Participants will receive hour for hour continuing education credit for each course attended.

CME Credits

Courses are approved by the Florida Emergency Medicine Foundation for up to 19.25 hours of Category 1 credit toward the AMA Physician's Recognition Award. The Florida Emergency Medicine Foundation is accredited by the ACCME to provide Continuing Medical

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Education for physicians. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

For further information, please [download the ECCU Conference Brochure](#).

Register now and save \$50

If you register by May 1st, you will qualify for a full \$50.00 off your normal registration fees. Register online at <http://www.citizencpr.org/>, or [download the ECCU conference brochure](#) and email, fax or mail the completed registration form (see page 15). Call 1-913-895-4608 if you have questions or need assistance with registration.

History of ECCU

ECCU was originally called the Conference on Citizen CPR. It was first sponsored in 1980 by the Advanced Coronary Treatment (ACT) Foundation at Baylor College of Medicine in Houston. The goal of the conference in 1980 rings just as true today: to provide an inspirational forum for CPR instructors to share their experiences, insights and vision. Since that first conference nearly three decades ago, the original mission has been expanded to include insight into other aspects of resuscitation and the Chain of Survival.