

Submission

Invoice # 1434

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## 2023 CAASE Award Submission

### CAASE Awards Submission

**Submission Category:**

Innovation in EMS

**Submission Title:**

Law Enforcement Applicant Development

**Contact Name:**

Aster Martinek

**Organization:**

LifeLine Ambulance

**Email:****Preferred**

amartinek@lifeline-ems.com

**Number of Annual Service Requests:**

88000

**Number of Ambulances:**

75

**Business Type (check all that apply):**

Business

Privately Held Corporation

**Project Participants (Names, Job Titles & Email Addresses of individuals involved in the project):**

Aster Martinek, Special Programs and Projects Manager (amartinek@lifeline-ems.com) Dillon Brock, LifeLine-EMS VP of Operations (dbrock@lifeline-ems.com) Danielle Thomas, LifeLine-EMS COO (dthomas@lifeline-ems.com) Max Gorin, LifeLine-EMS CEO (mgorin@lifeline-ems.com) Captain Robin Petillo, LAPD Lieutenant Errin Burns-Johnson, LAPD Senior Lead Officer Roseann Adams, LAPD Monica Hernandez, EMT Steven Hernandez, EMT Christian Thomas, EMT

**Situational Analysis (Background of Project):**

In September 2022, the Bureau of Labor Statistics predicted a significant increase in annual job openings for police and detectives in the coming decade. Seizing this opportunity, LifeLine-EMS, an innovative EMS agency in Southern California, embarked on a mission to support law enforcement personnel in building a resilient workforce. With a focus on career progression, LifeLine-EMS developed a unique pathway for individuals seeking to transition from EMS to a law enforcement career. Recognizing the crucial role of EMS in law enforcement response, LifeLine-EMS in collaboration with the Los Angeles Police Department (LAPD) created the Law Enforcement Applicant Development (LEAD) program. LEAD was designed to provide aspiring law enforcement officers with valuable experience and a competitive advantage. By allowing participants to join an EMS team during the application process, LEAD offers a unique opportunity for hands-on involvement. LEAD is a groundbreaking program that equips participants with essential skills, comprehensive training, and practical EMS experience, all of which significantly enhance their prospects in law enforcement. Joining LifeLine-EMS through the LEAD program gives participants an exclusive employment pipeline, offering a competitive edge during LAPD's 7-step hiring process. This collaboration ensures a smooth transition for LEAD EMTs into the LAPD workforce. The LEAD program places a strong emphasis on comprehensive training in tactical EMS. Participants receive specialized instruction in areas including: 1. Tactical Emergency Casualty Care (NAEMT Certification) 2. Command and Control 3. FEMA ICS 100,200,700,800 4. Firearms Safety Range Training 5. Mass Casualty Response 6. Pre-Mission Planning 7. Situational Awareness 8. New Mexico Tech – Incident Response to Terrorist Bombings 9. DHS CBRNE Program Moreover, LEAD provides applicants with an opportunity to develop leadership skills, improve communication abilities, and gain hands-on experience in a fast-paced and dynamic environment. By bridging the gap between emergency medical services and law enforcement, LEAD aims to create a more cohesive and effective response to emergencies in the community.

**Project Goals:**

To recruit candidates who have already begun their LAPD career application process and remain unhired and in the process pipeline Establish a program that offers educational courses and structure to assist with the LAPD hiring process To successfully convert more EMTs into Law Enforcement careers with leadership abilities, critical thinking skills and medical knowledge To reduce and prevent loss of candidates while in the extensive background process with LAPD To provide a parallel career opportunity while in the application process with LAPD. To increase the number of candidates interested in emergency work through added exposure to EMS systems To allow those candidates who do not yet meet the age or background requirements of LAPD to have income and relevant training experiences

**Planning & Implementation (describe process from the planning phase, including research, through implementation phase. Include the overall length of your project in weeks/months):**

The planning process for the Law Enforcement Applicant Development (LEAD) program spanned nearly a year, diligently preparing it for a successful launch. This comprehensive endeavor involved a collaborative partnership between the LAPD and LifeLine-EMS, whereby the approval of all program-related documents required the endorsement of both participants. Once the program received the necessary approval, an extensive marketing campaign was strategically devised to effectively publicize information about this groundbreaking initiative throughout the community.

Simultaneously, within the LifeLine-EMS organization, recruitment efforts were initiated to attract existing healthcare providers to participate in the LEAD program. Furthermore, a thorough interview process was conducted to identify and engage external candidates, ensuring a robust participant pool for the program's inaugural launch. These measures were implemented with the intention of

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garnering substantial interest and support, thereby paving the way for the sustained success of the program. As the marketing campaign gained momentum, the focus shifted towards establishing a well-structured framework and scheduling system. This meticulous approach aimed to optimize the training and benefit from momentous developments.

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**Results (Did you achieve your goals? How did you measure results?):**

As of July 2023, we have successfully launched the LEAD program and will keep this inaugural cohort no less than six months and plan to transition these candidates to the LAPD workforce around the nine-month mark. As we embark on this exciting journey of launching our innovative program, LEAD, we acknowledge that we are currently in the early stages and have not yet amassed sufficient data to definitively demonstrate the program's resounding success. Nevertheless, the initial feedback we have garnered from our employees fills us with tremendous optimism and promises a bright future ahead. The sentiments expressed by our team members and the invaluable feedback they have provided offer encouraging indicators of the program's potential triumph. We are humbled to witness a burgeoning sense of belief in the efficacy of LEAD, bolstered by the uplifting trend in morale and a newfound sense of care among our workforce. This reinvigorated enthusiasm stems from the realization that our organization genuinely cares about nurturing their career aspirations and personal growth.

**Impact (What impact has this project had on your service? Information can be given as narrative. However, if possible, please provide qualitative and quantitative information.):**

At the heart of LEAD's distinctiveness lies its holistic approach, a pioneering method that strives to create a transformative experience for individuals seeking to pursue a fulfilling career in Law Enforcement after gaining valuable expertise in the field of EMS. The synergistic blend of EMS and Law Enforcement training offered by LEAD opens up remarkable opportunities for participants, empowering them to become well-rounded professionals capable of tackling the dynamic challenges of the modern world. As we forge ahead with the program's expansion and data collection efforts, we eagerly anticipate the accumulation of more concrete evidence of its positive impact on individuals' goals and our organization as a whole. The profound belief in the potential of LEAD, as reflected in the early feedback, propels us with a renewed determination to empower our employees and set new benchmarks in the realm of career development and employee support. Together, we envision a future where LEAD becomes a precedent for our organizational success, fostering a workforce of compassionate, skilled, and dedicated professionals committed to making a significant difference in our communities.

**Budget (Did you have a budget? Budget numbers can be provided as a percentage of overall operating or departmental budget.):**

\$25,000 ~Website Design Marketing Social Media Campaign Recruitment Efforts

**Supporting Documents #1:**

4.pdf

**Supporting Documents #2:**

5.pdf

**Supporting Documents #3:**

LifeLine LEAD Website.jpeg

**Supporting Documents #4:**

LEAD Press Release - Revised 6.12 (2).docx

**Supporting Documents #5:**

**Supporting Documents #6:**

**Comments:**

**CAASE Awards Submission Fee:**

CAASE Awards Submission - \$100.00

**General Section**






# **LIFELINE-EMS**

**AMBULANCE SERVICE**

**START YOUR CAREER IN  
EMERGENCY MEDICAL SERVICES  
AND PAVE THE WAY TO A FUTURE IN LAW ENFORCEMENT.**



A photograph of two police officers in dark blue uniforms standing in profile against a blurred city skyline. The officer on the right is a woman with her hair in a bun, wearing a name tag that says "ADAMS" and a sergeant's rank insignia (three chevrons and a star). The officer on the left is a man, and a "LIFELINE Ambulance" patch is visible on his sleeve. The text is overlaid on the lower half of the image.

**COMBINE YOUR PASSION FOR  
EMERGENCY MEDICAL SERVICES WITH**

**A CAREER IN LAW  
ENFORCEMENT.**

**APPLY ONLINE: [WWW.LIFELINE-EMS.COM](http://WWW.LIFELINE-EMS.COM)**

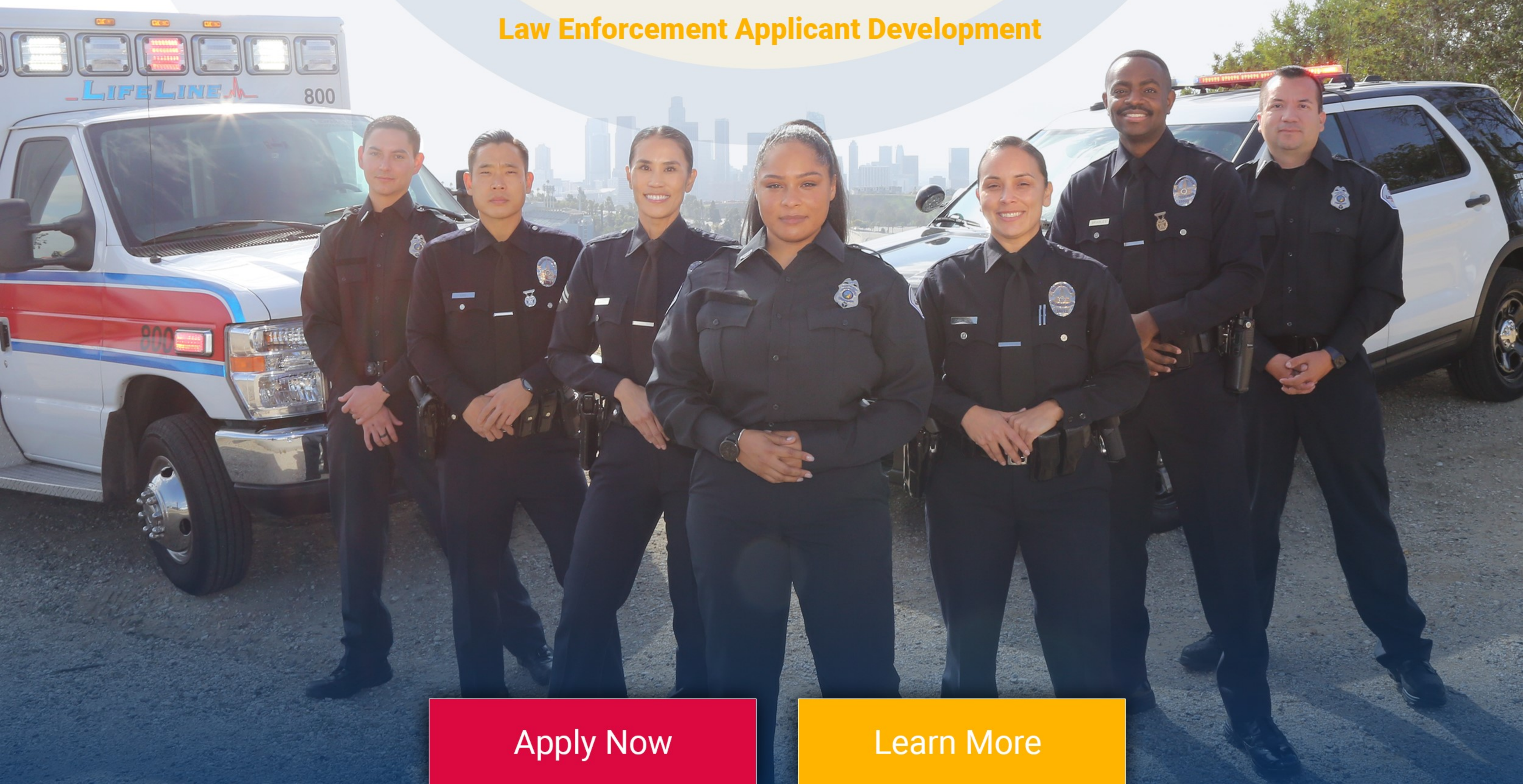




A first in the nation partnership

# LEARN TO LEAD

Law Enforcement Applicant Development



Apply Now

Learn More



Applicants are provided transng by LAPD and LifeLine Instructors.  
Examples of the exclusive L.E.A.D. experience provided:

## EMS to Law Enforcement

The emergency response system relies on first responders, such as police officers, to protect and preserve life in the early stages of an incident. Employment as an EMT or Paramedic offers a parallel, yet different perspective on the responsibilities of a "first responder."

## Be Well Rounded

This novel program aims to bridge these perspectives to make its participants well-rounded law enforcement candidates for a career protecting and serving the Los Angeles community.

## Partner Up

his partnership between LAPD, LifeLine-EMS, and you, the potential police officer and EMS provider, builds a solid foundation to expedite your law enforcement career goals with candidate process support, tactical medicine training, and preferential applicant status with the LAPD.

## Preferred Placement

Support guided by sworn LAPD professionals to mimic the selection process. This can include, but is not limited to:

- Multiple-Choice Test Preparation
- Personal History Statement / Background Investigation / Selection Process FAQs
- Physical Fitness Qualifier Practice Sessions

## Tactical Medicine

An introduction to Tactical Emergency Medical Services (TEMS) Training including:

- Tactical Emergency Casualty Care(TECC) Certification- an NAEMT-accredited course teaching prehospital providers how to respond and care for patients in a civilian tactical environment.

This certified training is perfect for applicants interested in developing their law enforcement careers through routes such as SWAT medic.

## Training Like No Other

Other offered classes include:

- Command and Control
- FEMA ICS 100, 200, 700, 800
- Firearms Safety Range Training
- Mass Casualty Response
- Pre-Mission Planning
- Situational Awareness

Apply Now

Still have questions? [Contact us](#) to learn more about this once in a lifetime opportunity





FOR IMMEDIATE RELEASE

Commerce, California –

LifeLine-EMS, a leading emergency medical services and non-emergent transportation service provider, has launched a first-of-its-kind program called **LEAD** (Law Enforcement Applicant Development) in collaboration with Los Angeles Police Department (LAPD). This program will encourage individuals interested in starting a career in law enforcement to gain valuable experience and competitive advantage by joining an EMS (Emergency Medical Services) team while in the application process. The emergency response system relies on first responders, such as police officers, to protect and preserve life in the initial stages of an incident. Employment as an EMT (Emergency Medical Technician) or Paramedic offers a parallel yet distinct perspective on the responsibilities of a "first responder." **LEAD** is a unique program designed to provide aspiring law enforcement officers with several necessary skills, training, and offers EMS experience that can be used to excel in their prospective careers. By joining LifeLine-EMS, individuals will gain a competitive advantage when entering LAPD's 7-step hiring process through this unique employment pipeline. LifeLine EMS and the LAPD will work collaboratively to transition **LEAD** EMTs into the workforce. The LAPD offers competitive compensation, unparalleled health benefits, and significant opportunities for advancement and specialization to expand their vision for a modern and diverse Police Department that better reflects and serves the community. With **LEAD** participation and training/education in tactical EMS such as Tactical Emergency Casualty Care, Command Control, Firearms Safety Range Training, Mass Casualty Response, and Situational Awareness will be at the forefront of their programming.

Additionally, this program will allow applicants to develop their leadership skills, enhance their communication abilities, and gain hands-on experience in a fast-paced and dynamic environment. "We are excited to launch this innovative program, which forms a bridge between emergency medical services and law enforcement," said Danielle Thomas, COO of LifeLine-EMS. "By providing our EMS professionals with the skills and knowledge necessary to progress into a career in law enforcement, we are creating a more cohesive and effective response to emergencies in our community."

The **LEAD** program is set to launch in July and is expected to attract many EMTs interested in starting a law enforcement career. With its focus on specialized training and development, the collaboration between LifeLine-EMS and the LAPD is poised to become a model for similar initiatives across the country. LifeLine-EMS is committed to providing a diverse and inclusive workplace and encourages individuals from all backgrounds to apply.

Capt. Robin Petillo adds, "We are thrilled to be partnering with LifeLine EMS to provide a pathway for those interested in Law Enforcement. This novel program will ensure meaningful and exciting opportunities to serve the community."

Max Gorin, CEO, LifeLine EMS is pleased to share, "By working together, we can create a stronger, more effective public safety system that serves the needs of our community. We are excited to welcome the LEAD applicants into our ranks and to provide them with this opportunity and support to thrive in this challenging and rewarding field."

#### **About LAPD:**

The fundamental mission, vision, and values of the Los Angeles Police Department align in parallel with LifeLine-EMS Ambulance Service (e.g., service to our communities, integrity in all we say and do, respect for people, and quality through continuous improvement). LAPD officers mirror the diversity of the

communities in which they serve and are tasked with promoting public safety through the enforcement of the law and community policing practices. Reverence for human life is the primary consideration for LAPD's development of tactics and strategies in pursuit of their motto: "To Protect and To Serve."

**About LifeLine- EMS:**

LifeLine-EMS was founded in 2002 and has had a long and sustained history as a private ambulance company in Southern California. Since opening, over two thousand EMTs have been employed with many transferring to careers in the fire department, advanced healthcare careers, and law enforcement. With its headquarters in Commerce, LifeLine-EMS offers a central location (hub) to encompass a significant percentage of the greater Los Angeles communities and the future EMTs within them. To provide the best service to our communities, the education of the field providers takes precedence. LifeLine-EMS onboards all candidates with extensive training, including micro-lectures, hands-on experience with simulation mannequins, and assessment-based management tools. As our organization grows, we have accommodated the clinical demand by offering more training opportunities. Furthermore, LifeLine-EMS has a proven commitment to the development of its team members. In the summer of 2022, the ambulance service received a California Ambulance Association Service of Excellence Award for Employee Programs. This award highlighted the Focus in EMS Leadership Development (FIELD) program, which provides a promotional pathway to hardworking EMTs by allowing cohorts to become conversant with aspects of EMS leadership while building on pre-existing skills beneficial to the organization. Additionally, to help those who intend to pursue an EMS career with higher education, LifeLine-EMS has enacted a paramedic program to encourage this transition through guaranteed program placement and financial support.

For more information on the LEAD program, visit [Law Enforcement Applicant Development](#)