

May 21, 2018

Association of Air Medical Services
909 N. Washington Street, Suite 410
Alexandria, VA 22314

ATTN: Dave Evans, Past Chairman
Chair of the Nominations Committee

Dear Dave,

I wish to share my desire to run for election as AAMS Board Director for Region 3. AAMS has steadily pursued its pledge of advancing the medical transport community, and I am committed to supporting this effort as we work to balance regulatory and reimbursement challenges with the need for ongoing and improved patient and provider safety.

Consistent with the AAMS vision of being the leading representative organization of the international air medical and critical care ground transport industry, AAMS is well-positioned to bring forward creativity, enthusiasm, and commitment in meeting these challenges. As Board Director for Region 3, I am ready to join AAMS to identify shared concerns, coordinate action, and drive effort to ensure long-term success on behalf of AAMS members, our fellow medical transport providers, and the patients we serve.

As a flight nurse I worked in a large children's hospital which included critical care ground, rotor wing and fixed wing transports. Each mode has nuances that I was able to understand and carry with me throughout my career. This experience allowed me to become a consultant working with some of the leading health systems and air operators to improve the delivery and flow of communication between crew members and specialty team members. With PHI Air Medical I have had the opportunity to advocate on behalf of our not-for-profit as well as for-profit partners. The varied challenges and perspectives require dedication, listening and problem-solving which I was able to successfully lead.

With the support of PHI Air Medical, I have participated in various air medical community groups on medical transport concerns, building consensus, and taking positive steps to address shared concerns. I recognize and appreciate that our patients' needs (and those of the communities we serve) are best met through a balanced approach to medical transport that embraces various business models and the strengths of each, while collaborating where possible and when it is appropriate to do so.

I look forward to deploying my experience and perspective as the next AAMS Board Director for Region 3. We have work that needs to be done, and I welcome the chance to work with AAMS members to ensure our providers have the resources and support needed to maintain the highest dedication to safety, clinical expertise, and compassionate customer service.

Sincerely,

Sherri Dean
Regional Director for Strategic Growth

Sherrri Dean

6359 Millridge St * Shawnee, KS 66218 * (816) 308-2713 * sdean@phiairmedical.com

Operational, Clinical and Leadership Professional

Successful clinical and management career with demonstrated performance providing collaborative, strategic execution of organizational initiatives through improved standards, productivity, customer service, quality and financial performance. Development, relationship building and problem-solving skills. Solid clinical and management competencies with particular expertise in coaching, teamwork and organizational change. **Core competencies include:**

- * Coaching & Mentoring
- * Recruitment Development & Training
- * Relationship Building & Teamwork
- * Budget development & Administration
- * Strategic Planning & Implementation
- * Communication & Negotiation
- * Project Management
- * Customer Service & Retention

Goals if Elected

- * Help influence decisions that allow us to safely treat & transport patients entrusted to our care.
- * Provide objective, balanced approach to decision-making representing Region Three and the industry as a whole.

Professional Experience

Regional Director, Traditional Programs, 2012-2017/ Strategic Growth 2017-Present

PHI Air Medical, L.L.C. Phoenix, AZ

Member of the Senior Leadership team focusing on safety, efficiency, quality & customer service for both internal and external customers. Oversee contract compliance, business development, operations, personnel, leadership development, succession planning, international partnerships. Responsible for all aspects of financial performance and operational efficiency.

Selected Accomplishments:

- Experienced 100% contract renewal of Traditional Programs during leadership term
- Responsible for five bases which received Destination Zero Safety recognition
- Lead the corporate Peer Support & Critical Incident Team
- P&L responsibility for 18 cost centers
- Facilitated expansion of service capability for four customers leading to increased ability to serve their communities

Vice President of Clinical Services, 2009 - 2012

LifeFlight Eagle, Kansas City, MO

Member of the Executive Team focusing on quality, safety & operations, and strategic planning. Responsible for all aspects of clinical service line and personnel. Oversee business development, marketing, quality assurance, aircraft licensure, state compliance/accreditation, equipment & supply management, budget, leadership & mentoring, education planning.

Selected Accomplishments:

- Responsible for multi-faceted business development/marketing efforts at strategic and implementation level which directly influenced a 12.8% increase in transports year-over-year from 2010 to 2011
- Managed clinical budget to within 2% below goals for 2010 and to date in 2011
- Elevated clinical performance standards to exceed benchmarks 90% of the time
- Employee engagement increased in overall satisfaction when measured on 4-point scale from 2.70 to 3.17 during first year which was maintained when re-measured after 2 years

Clinical Manager, Neonatal Intensive Care Unit, 2006 – 2009

Shawnee Mission Medical Center, Shawnee Mission, KS

Carried out all facets of responsibility for staff of fifty (50+) registered nurses including human resource, clinical care, quality improvement, budget development & accountability, daily operations and multi-disciplinary collaborative approach to intensive care delivery.

Neonatal/Pediatric Critical Care Transport Nurse, 1996 – 2006

Children's Mercy Hospital, Kansas City, MO

Provide critical care services by ground, rotor & fixed wing aircraft and education to patients, families, and referring staff in service area. Advanced skills and training in pediatric and neonatal resuscitation and stabilization. High emphasis and experience in one-on-one communication with physicians, staff, and parents.

Education, Associations & Accreditations

Masters of Healthcare Administration, 2006
Webster University, Kansas City, MO

Bachelor of Science in Nursing, 1994
MidAmerica Nazarene University, Olathe, KS

Professional Associations:

Association of Air Medical Services (corporate)
Air & Surface Transport Nurse Association (ASTNA)
American College of Healthcare Executives

Previous Professional Accreditations:

Advanced Cardiac Life Support (ACLS) Provider (Instructor 2007-2010)
Pediatric Advanced Life Support (PALS) Provider (Instructor 1995-2007)
Neonatal Resuscitation Provider (NRP)/Instructor
Transport Nurse Advanced Trauma Curriculum (TNATC)/Instructor
Critical Care Registered Nurse - CCRN (1998-2009)
Certified Flight Registered Nurse – CFRN

Professional Activities:

The Jordan Award (2004) presented by Air & Surface Transport Nurse Association
ASTNA CE/CECH Chair 2004-2006, Neonatal SIG Chair 2002-2004
Numerous presentations for AMTC, CCTMC & other industry meetings 1998-2011
Author/reviewer for numerous industry publications



May 24, 2018

Association of Air Medical Services
909 N. Washington Street, Suite 410
Alexandria, VA 22314

ATTN: Dave Evans, Past Chair, AAMS Board
Chair of the Nominations Committee

Dear Dave,

PHI Air Medical LLC would like to express our full support for Sherri Dean, Regional Director of Strategic Growth for PHI Air Medical, for AAMS Board Director for Region 3. As a leader in the air medical community, Sherri is held in high regard for her ability to work proactively with fellow air medical providers to create consensus and resolve challenges. In doing so, Sherri draws on experience gained from a career defined by bridging gaps and creating balanced solutions.

Sherri's career includes working for various business models, to include both non-profit and for-profit entities. Sherri's previous clinical experience as a Flight Nurse complements her current approach as a business leader working with a variety of business models, both domestically and internationally. Sherri has our full support as AAMS Board Director for Region 3. We believe she will earn the support of AAMS Region 3 members through her communication, collaboration, and leadership.

Sincerely,

A handwritten signature in blue ink, appearing to read 'DMotzkin', is written over a light blue horizontal line.

David Motzkin
President
PHI Air Medical, L.L.C.



Ascension



Association of Air Medical Services
909 N. Washington Street, Suite 410
Alexandria, VA 22314

ATTN: Dave Evans, Past Chairman
Chair of the Nominations Committee

Dear Mr. Evans:

I would like to express my support for Sherri Dean, Regional Director for PHI Air Medical, L.L.C., for the Region 3 Association of Air Medical Services (AAMS) Board of Directors position. In speaking with Sherri, I am confident in her ability to work proactively with a variety of air medical providers, representing all interests. Sherri's approach draws on a career shaped by leadership roles in not for profit and profit air medical providers as well as direct management over a large and well-known pediatric healthcare system.

Sherri demonstrates a commitment to ensuring that her actions and decisions are representative of all AAMS members. In my decision to not run for re-election, Sherri has my endorsement in her nomination for AAMS Board of Director for Region 3. I am confident she will continue my work to be a voice for AAMS Region 3 members.

Sincerely,

Ted Ryan
System Director
Ascension Wisconsin Spirit Medical Transport

Ascension Wisconsin
Spirit Medical Transport
3400 Ministry Parkway
Weston, WI 54476

800-320-4949
ascension.org/wisconsin