



THE CITY OF SAN DIEGO
REPORT TO THE CITY COUNCIL

DATE ISSUED: October 7, 2009 REPORT NO: 09-143

ATTENTION: Public Safety and Neighborhood Services Committee
Agenda of October 14, 2009

SUBJECT: City Emergency Medical Services (EMS) Medical Director Contract
Award

REFERENCE: RFP Proposal No. 9627-09-V, Medical Director for Emergency Medical
Services and Medical Transportation Services

REQUESTED ACTIONS:

1. Authorize the Mayor to execute a contract for City EMS Medical Director with Dunford Medical Consultation, for a period of five (5) years from the date of the fully executed contract with an option to renew for an additional five (5) year period.
2. Direct the City Attorney to draft the documents required to award the contract to Dunford Medical Consultation.

STAFF RECOMMENDATION:

Execute a contract with Dunford Medical Consultation for a period of five (5) years from the date of the fully executed contract with an option to renew for an additional five (5) year period; and direct the City Attorney to draft the required documents.

SUMMARY:

The State of California Health and Safety Code (Section 1797.224) delegates to each individual County's local EMS agency the responsibility to define an EMS plan. Within the County of San Diego's EMS Plan, the County has delegated to the City of San Diego the responsibility to provide emergency medical services (EMS) within the City's geographic boundaries or "exclusive operating area" (EOA).

Prior to 1996, the City contracted on an "ad hoc" basis for the services of a medical doctor to oversee various aspects of the City's EMS system. There were separate contracts for clinical oversight of the following areas:

1. Medical Dispatch (1987) – To help set up 911 call screening (triage protocols) and pre-arrival instructions.

2. Emergency Medical Technician Defibrillator (EMT-D) Program (1988)
3. Fire Department First-Responder Program (1993)

Though these services were provided under separate contract, each was with the same entity, University of California San Diego Medical Center, Department of Emergency Medicine, and the services were performed by Dr. James Dunford, a UCSD-Emergency physician.

In 1996, the City conducted a comprehensive review and re-design of its EMS system in conjunction with the drafting of a Request for Proposal for a new EMS and Medical Transportation Services contract. The review identified a need to create a system for medical control and oversight by contracting for the services of an “EMS Medical Director.” This allowed for greater continuity and efficiency in clinical oversight of the contracted medical transport provider, Fire paramedics, and communications personnel. To ensure continuity, the City EMS Medical Director would be contracted by the City and would monitor the clinical components and caregivers in accordance with the standards outlined by the State of California and the San Diego County EMS Agency. On August 28, 1996 the City Council approved the EMS system design. The City conducted a competitive procurement process and Dr. James Dunford of UCSD was selected as EMS Medical Director.

The initial contract between the City and UCSD for Medical Director services was for five years, commencing on July 1, 1997 and provided for two three-year extensions. Both extensions were exercised and the contract expired June 30, 2008. This coincided with the procurement process for a new Medical Transportation Provider contract. Per the Municipal Code, the City is required to conduct a competitive procurement process when a consultant contract has expired, however, it was decided to continue with the existing Medical Director while the EMS system was being reviewed to allow for feedback on potential system changes and possible transition to a new EMS Provider. The Medical Director contract was extended under the sole source provision. The EMS Provider RFP was delayed and the decision was made to move forward with the Medical Director RFP concurrently.

Proposal No. 9627-09-V – Medical Director for Emergency Medical Services and Medical Transportation Services was released February 27, 2009. The RFP was designed for maximum efficiencies allowing for an individual or institution to apply. The RFP was posted on the City’s Purchasing & Contracting (P&C) website, advertised in the San Diego Daily Transcript, posted on various EMS trade websites (including the State of California EMSA website), and sent to approximately 75 interested parties (hospitals and doctors). Proposals were due April 29, 2009.

Purchasing & Contracting received one proposal with copies provided to the Technical Review & Evaluation Committee (comprised of SDFD Assistant Fire Chief, the Orange County Medical Director, and an industry expert) for individual evaluation and scoring. The Committee met May 22, 2009 to discuss individual ratings and achieve consensus. Consensus was achieved and upon receipt of reference check results and the pricing proposal, the Committee recommended that the sole proposer, Dunford Medical Consultation, be awarded the EMS Medical Director contract. Dunford Medical Consultation was rated “Exceptional” in all categories. The proposal included all aspects of oversight and quality assurance and quality improvement (QA/QI) to ensure the City’s EMS system complies with State and County regulations.

Dr. Dunford has provided Medical Director services to the City for over 20 years and is the current provider . During this time, the benefits of the City having its own Medical Director have been apparent:

1. Efficiency in obtaining medications for pre-hospital and Urban Search and Rescue (USAR) as a licensed physician must sign for medicines.
2. Allows the City to have specialized programs (in-house quality assurance, Project Heartbeat, Serial Inebriate Program, Resource Access Program, etc).

Dr. Dunford, like many larger-cities' Medical Directors, spends a lot of time, in addition to his administrative duties, on the operational aspects of the City's EMS system including:

1. Hands-on involvement with training, testing and continuing education for the Fire Department First Responder Program as well as the City's contracted EMS provider.
2. Meeting with operational staff on an almost daily basis
3. Reviewing and mitigating quality assurance and medical practice issues
4. Coordinating with the County EMS staff, police/fire/EMS/tactical teams, copter crews, etc.
5. Responding to mass casualty incidents and other major incidents
6. Serving on, and deploying with, the San Diego Fire-Rescue Urban Search and Rescue Team
7. Setting up and staffing evacuation sites and medical care facilities at Qualcomm and other locations during firestorms
8. Conducting research and assisting in improving the city's TapChart and data management system
9. Implementing new therapeutic modalities such as CPAP (airway assistance device)

Over the years, he has added value to a variety of City Programs including his work with the San Diego Police Department's Homeless Outreach Team (HOT), Serial Inebriate Program (SIP), and Clean Needle Exchange Program. He was been the driving force in the establishment of the Resource Access Program (RAP) which SDMSE implemented and funded as a way to provide case management to 911 system frequent users. This program coordinates with the San Diego Police Department, County Health & Human Services, as well as hospitals and provides better care to patients while reducing costs to the overall 911 system. These efforts and innovations are aligned with the countywide Plan to End Chronic Homelessness (PTECH) initiative. These programs are looked upon by other EMS systems as national models to be emulated.

FISCAL CONSIDERATIONS:

The base compensation for the Medical Director services is \$216,078 (annualized) for the first year and includes an annual adjustment at the start of each Fiscal Year based on the "All Urban San Diego Consumer Price Index." This CPI adjustment may be downward or upward, however, it is capped at 3% per annum. The cost of the Medical Director services is funded partially by the City's General Fund (approximately \$64,000) with the remainder funded by San Diego Medical Services Enterprise (approximately \$152,000).


It should be noted that although the bid received by Dunford Medical Consultation was the sole bid and was recommended based on technical and pricing by the TEC, Dr. Dunford, in light of the current fiscal challenges the City is facing, resubmitted a pricing proposal reducing his base compensation by \$10,000. This will assist with the City's General Fund portion of the compensation and testifies to Dr. Dunford's commitment to the City and to being the City's EMS Medical Director.

Respectfully submitted,



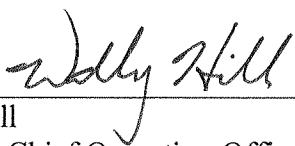
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Concur:



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Approved:



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