

JENNIFER ASHCRAFT

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EDUCATION

- 2013 - 2014 *Texas A & M – Corpus Christi, Corpus Christi, TX*
Masters in Nursing Education
GPA 4.0
- 2001 *University of Arkansas Fort Smith (formerly Westark College) Fort Smith, AR*
Certificate – Emergency Medical Technician
- 1995 – 1996 *Arkansas Tech University, Russellville, AR*
Bachelors of Science in Nursing,
- 1989 – 1992 *University of Arkansas Fort Smith (formerly Westark College) Fort Smith, AR*
Associates Degree in Nursing

EXPERIENCE

- 2008 – Present *American Heart Association (AHA), Dallas, TX*
- Sr. Product Manager for Healthcare—Strategic Alliance
- Responsible for the development of all AHA courses and products created through a strategic alliance relationship with Laerdal Medical Corporation. This includes HeartCode BLS, HeartCode ACLS, HeartCode PALS, Resuscitation Quality Improvement, Adult/Child CPR Anytime Kits, Infant Anytime Kits, CPR in Schools, and several projects that are currently under design and development. Manage 9 capitalized budgets totaling over 1 million. Management of direct reports and liaison with the development team for Laerdal Medical.
- Sr. Product Manager for Healthcare - Pediatrics
- Responsible for the development of the AHA Handbook for Emergency Cardiovascular Care (ECC) and all pediatric ECC related products produced by the AHA. Serve as the product liaison with the American Academy of Pediatrics and review all co-branded products. Manage 6 capitalized budgets totaling over 1 million. Oversight of volunteers, consultants, vendors and internal staff working on the development of pediatric related products. Conduct planning meetings, oversee video shoots and editing, creation of provider/instructor/ancillary materials for products, and coordinate betas and pilots. Apply for CME/CE credits for AHA ECC courses. Product leader for the development of instructor training programs for AHA ECC courses. Development of written provider exams. Work with legal to negotiate contracts with vendors, consultants, and hospitals. Management of direct report staff.
- Sr. National Training Consultant
- Training Center Coordinator for the AHA National Center Training Center of approximately 30 instructors. Conducted Instructor and Provider courses for AHA staff. Assisted in the conversion of instructors in large corporations from their existing training programs to AHA instructors. Served as the training consultant to the Product Development Pediatric team. Attended betas and pilots with the product development team to provide training input concerning the potential impact of training programs on the training network.

2003 – 2008

Air Evac Lifeteam, West Plains, MO

Clinical Training Coordinator

Operated the AHA Training Site while completing the process to become an AHA Training Center for BLS, ACLS and PALS. Once approved as an AHA Training Center, managed the day to day operations of the Training Center. Responsible for oversight of 250 BLS, ACLS, and PALS instructors in 13 states. Provided oversight and quality assurance for all outreach education provided by the company.

Clinical Educator

Provided new employee orientation for medical flight crews, maintained educational and licensing records for flight crews, developed ongoing continuing education programs in PowerPoint format for staff development, provided continuing education to local hospitals and EMS services, conducted quality assurance reviews, and developed remedial training as identified through quality assurance review.

Flight Nurse

Provided patient care for critically ill or injured patients on scene flights and hospital-to-hospital transports. Performed advanced medical procedures as trained. Triageed critical patients to determine transport priorities. Monitored patients during flight and made decisions on most appropriate facilities for transport based on patient condition and determined destination locations based on patient need.

2005 – 2008

Washington Regional Medical Center, Fayetteville, AR

Emergency Department Staff Nurse

Staff Nurse Level II Trauma Center Emergency Department. Responsible for direct patient care of assigned patients, assisted other staff as needed, worked with ED and admitting physicians to determine appropriate plan of care of patients, and triaged patients to determine treatment priorities.

2005 – 2008

Summit Medical Center (formerly Crawford Memorial Hospital), Van Buren, AR

House Supervisor

Responsible for staffing of nursing personnel for 103 bed acute care facility. Assured that patient care met the hospital's standard of care. Assisted personnel with patient care as needed. Addressed physician issues and patient/family concerns when administrative personnel were not available.

ER/ICU Pool Staff

Staff nurse for the emergency department and intensive care units. Responsible for patient care, reporting any changes in patient condition, communicating with patient families, and working with physicians to develop appropriate plan of care for patients. Functioned as a charge nurse – responsible for all patient assignments and ensured quality care provided by all staff.

1997 – 2008

CPR Center, Fort Smith, AR

Executive Director

Responsible for day-to-day operations of health and safety training company including budgeting, instructor/staff supervision, marketing and delivery of courses. Safety program review and consulting for industries. Marketing of new training courses, equipment, and AED's to industries across state. Negotiated training agreements with small and large local corporations including Whirlpool Corporation, MacSteel, TRANE, Rheem, Arkansas Best Corporation, Gerber, and Planters. Developed specialized training programs to meet educational needs of customers. Developed a 24-hour basic arrhythmia course for nurses.

Training Center Coordinator

American Heart Association Training Center Coordinator for BLS, ACLS, and PALS. Responsible for the oversight of 117 instructors and 4 training sites.

- 1996 – 2001 *Arkansas Valley Technical Institute, Ozark, AR*
 Adjunct Faculty – Paramedic Program
 Instructor for Medical Terminology, Anatomy and Physiology, Pharmacology, Rhythm Analysis, ACLS, PALS, and Pre-Hospital Trauma Life Support. Scheduled and supervised student clinicals for EMT Basic and Paramedic level training.
 Assisted with the operation and management of the American Heart Association Training Center for BLS, ACLS and PALS with 150 affiliated instructors. Processed rosters, monitored courses and resolved instructor issues according to American Heart Association Program Administration Manual.
- 1992 – 1999 *Summit Medical Center (formerly Crawford Memorial Hospital), Van Buren, AR*
 Registered Nurse
 · 1997 – 1999 Quality Control/Risk Management
 · 1996 – 1997 House supervisor
 · 1994 – 1997 Float Staff nurse ER, ICU, Recovery Room, out-patient surgery, and med/surg
 · 1993 – 1997 Nursing Education - BLS courses and staff development – including development of 32-hour IV therapy course
 1992 – 1994 Staff nurse and charge nurse in med/surg
- 1986 – 1991 *St. Mary's Regional Medical Center, Russellville, AR*
 Outpatient Coordinator
 Assisted in the development and implementation of a new out-patient registration program at the hospital.
 BLS Instructor
 Conducted AHA BLS Training courses for internal staff and community outreach education. Conducted approximately 75 BLS classes each year.
 Administrative Assistant
 Administrative Assistant for Director of Nursing. Responsible for staffing and scheduling for 102 bed acute care hospital, processed payroll for the entire hospital nursing staff. Scheduled all employee educational training.
 Nursing Assistant
 Emergency room admissions clerk. Nursing assistant and unit secretary in ER, ICU, and med/surg.

CERTIFICATIONS AND HONORS

Instructor Status:

- Basic Life Support Instructor and Training Center Faculty (Instructor Trainer): 27 Years
- Advanced Cardiovascular Life Support Instructor and Training Center Faculty (Instructor Trainer): 18 years
- Advanced Cardiovascular Life Support - Experienced Provider Instructor and Training Center Faculty (Instructor Trainer): 2 Year
- Pediatric Advanced Life Support Instructor and Training Center Faculty (Instructor Trainer): 16 years
- Neonatal Resuscitation Program Instructor: 7 years

Provider Status:

- Basic Life Support for Health Care Providers
- Advanced Cardiovascular Life Support
- Advanced Cardiovascular Life Support for Experienced Providers
- Pediatric Advanced Life Support
- Neonatal Resuscitation Program

Honors:

- Outstanding Graduate Student – Graduating Class December 2014 awarded by Texas A&M Corpus Christi Nursing Faculty
- AHA Time, Feeling, and Focus Award for work on Atrial Fibrillation Guidelines
- Sigma Theta Tau International Nursing Honor Society – Eta Omicron Chapter
- AHA Time, Feeling, and Focus Award for work on 2010 AHA and ECC Guidelines

CONFERENCE PRESENTATIONS

- 2012 Emergency Cardiovascular Care Update Conference – Orlando, FL
Implementing Pediatric Emergency Assessment Recognition and Stabilization
- 2011 Area Health and Education Centers – Fort Smith, AR
AHA Guidelines 2010 Science Overview
- 2010 Emergency Cardiovascular Care Update Conference – San Diego, CA
AHA Guidelines 2010 Pediatric Science Overview
- 2010 AHA Instructor Update – Chicago, IL
AHA Guidelines 2010 Science Overview
- 2010 AHA National Faculty – Chicago, IL
AHA Guidelines 2010 Science Overview
- 2008 Tennessee EMS Conference – Chattanooga, TN
Coping with Death
- 2007 Arkansas EMS Conference – Hot Springs, AR
Coping With Death
- 2006 Indian Nation EMS Conference – Gore, OK
Environmental Emergencies