

Rural EMS Leadership Development The Study of Leadership and Management

Aarron Reinert, MA, NRP

SafeTech Solutions

August 18, 2026

Joan Field, EMT-I, CP-C, CHW

OREGON OFFICE OF RURAL HEALTH, RURAL EMS

The mission of the Oregon Office of Rural Health is to improve the quality, availability and accessibility of health care for rural Oregonians.

The Oregon Office of Rural Health's vision is to serve as a state leader in providing resources, developing innovative strategies and cultivating collaborative partnerships to support Oregon rural communities in achieving optimal health and well-being.

Just a reminder: these educational webinars are offered through the
ORH Rural EMS Supplement (FLEX) Grant | Visit our [website](#)

Webinar Logistics

- Audio will be muted for all attendees at the beginning of the webinar.
- **However**, this is meant to be an interactive session with discussion, so feel free to raise your hand and unmute, and you can also post your question or comment in the chat.
- We encourage you to leave your camera on; it helps us feel connected!
- Presentation slides and recordings will be posted shortly after the session at:
<https://www.ohsu.edu/oregon-office-of-rural-health/emergency-medical-services-programs>.



Aarron Reinert, MA, NRP

- Nationally known facilitator and master teacher
- Expert in EMS leadership and management
- Consultant with expertise in
 - EMS financial viability
 - System Design
 - Rural EMS applied best practices
 - The unique challenges facing rural EMS

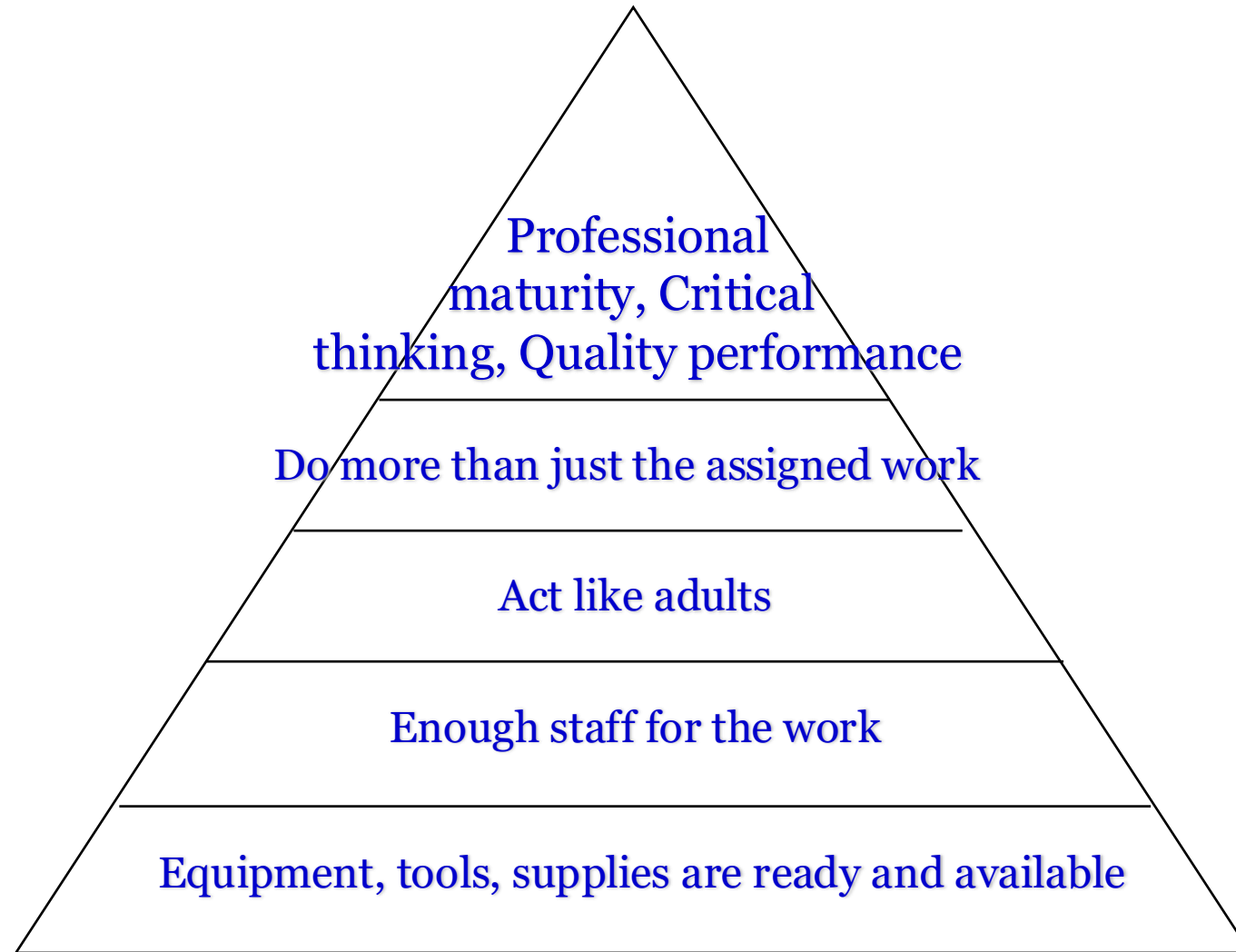


The study of leadership and management

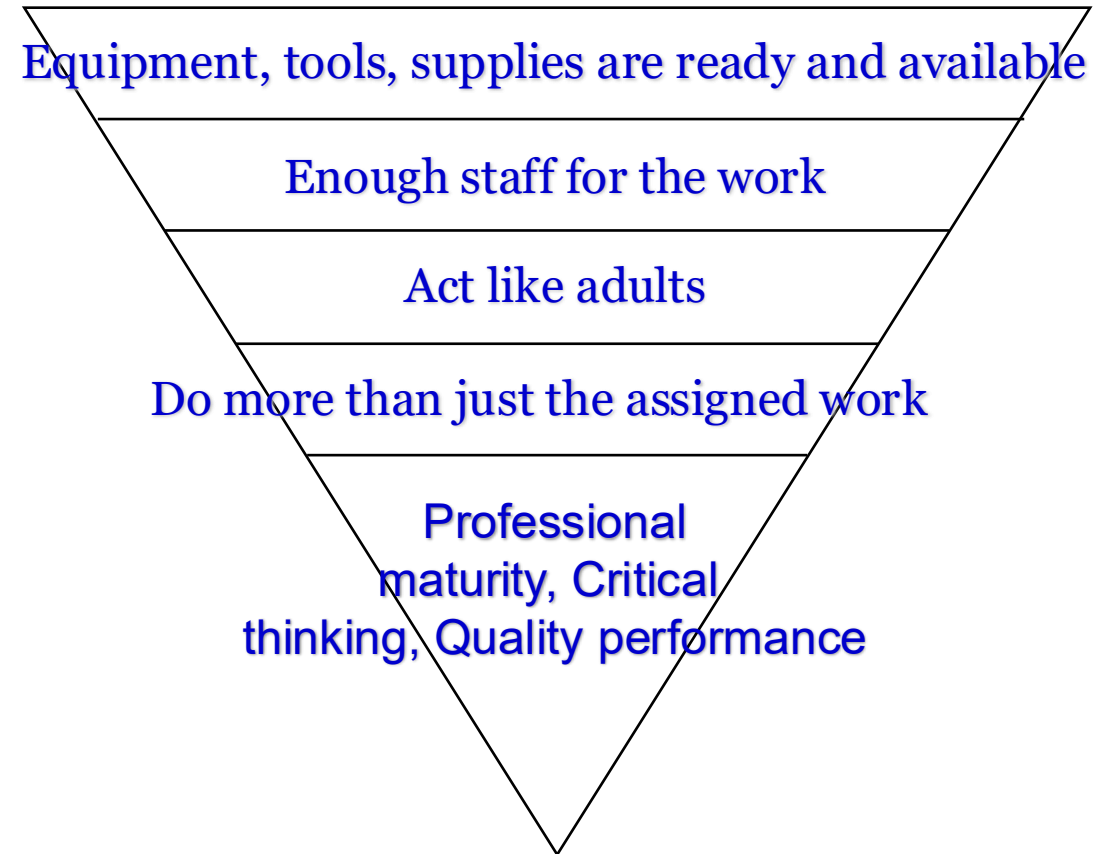
A few questions to stir the pot...

- Is leading all organization's the same?
- Do you really matter?
- Is something better than nothing?
- Is becoming a leader different than becoming a manager?
- Do you consider yourself influential?
- Do you listen to hear or to respond?

Organizational focus of today?



Proactivity



The truth about the current organizational paradigm

- Most organization are expertly operated
- Many leaders are more comfortable making tactical / daily decisions
- You and your organization may survive forever using the current paradigm

What about Leadership and Management?

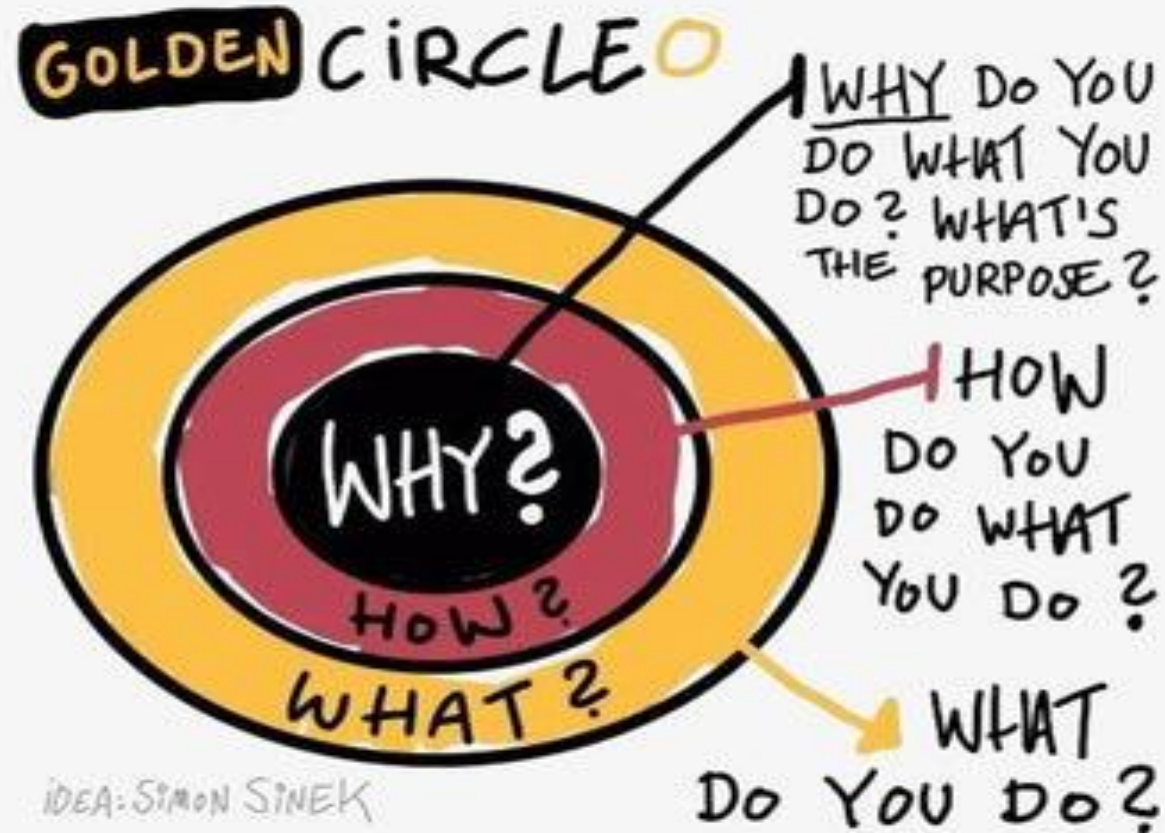
- Is there a difference?
 - This question is asking about the skills, talents, actions and behaviors associated with the words, not a person, or titles, or ranks
- Answer these four questions:
 - Define leadership, “Leadership is...”
 - Describe the differences between leadership and management?
 - Which is more common in EMS organizations and why?

Beautiful Lake





Theory into practice



Proactivity



How you invest your time

	Urgent	Not Urgent
Important	Quad I	Quad II
Not Important	Quad III	Quad IV

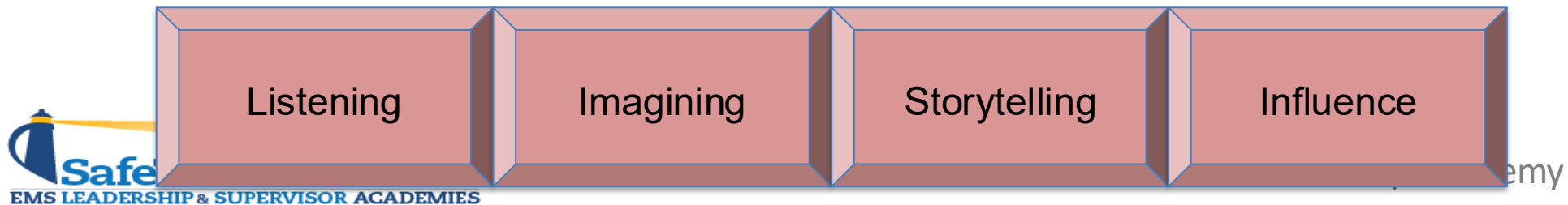
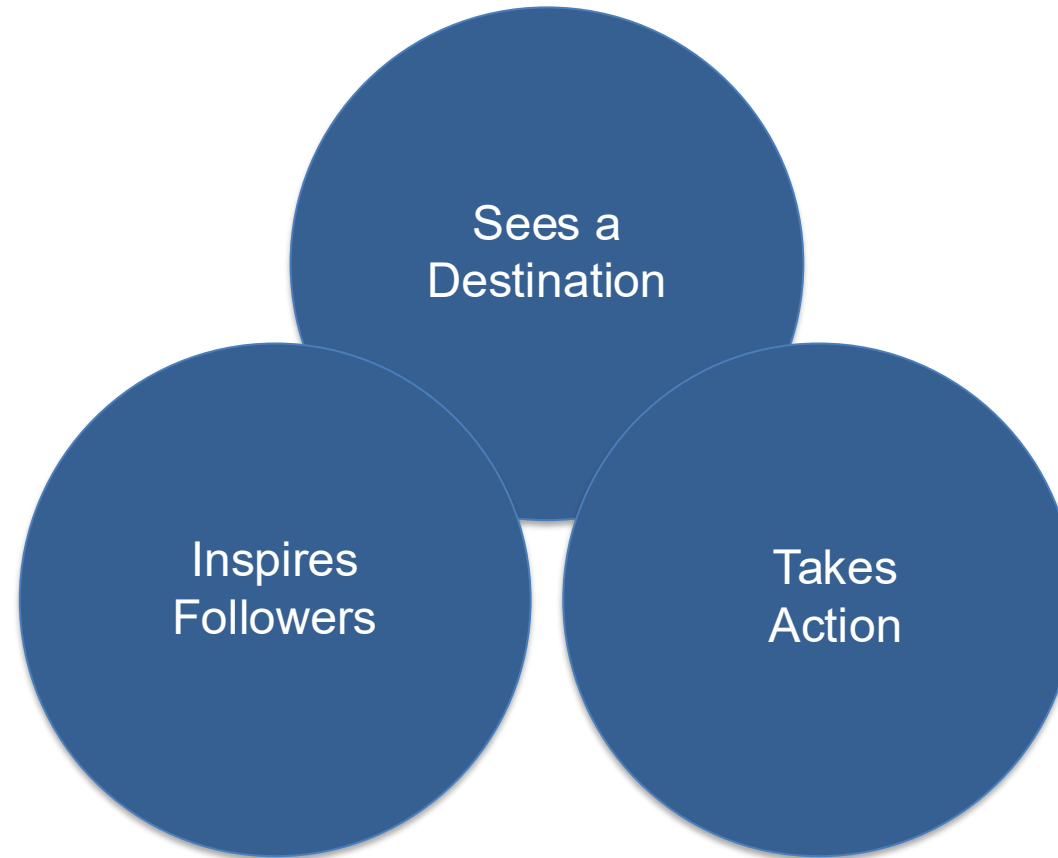
What is management?

Leadership Produces change and movement	Management Produces order and consistency
1. Establishes direction ▪ Creates a vision ▪ Clarifies the big picture ▪ Sets strategies 2. Aligns people ▪ Communicates goals ▪ Seeks commitment ▪ Builds teams, coalitions and alliances 3. Motivates and inspires ▪ Energizes ▪ Empowers subordinates & colleagues ▪ Satisfies unmet needs	1. Planning and budgeting ▪ Establishes agendas ▪ Sets timetable ▪ Allocates resources 2. Organizing and staffing ▪ Provide structure ▪ Make job placements ▪ Establish rules and procedures 3. Controlling and problem solving ▪ Develop incentives ▪ Generate creative solutions ▪ Take corrective action

Management

- The day-to-day actions
- Critical for sustainability, reliability, and long-term viability
- The here and now
- Often what we are most comfortable with
- The first four items from our “what matters” conversation

What do leaders actually do?



What are the more specific actions and behaviors of leaders

- Share an influential leader in your life:
 - Who it was
 - The three actions or behaviors that made them influential

Let's test your themes

Video examples

Braveheart



Kingdom of Heaven



3 Styles

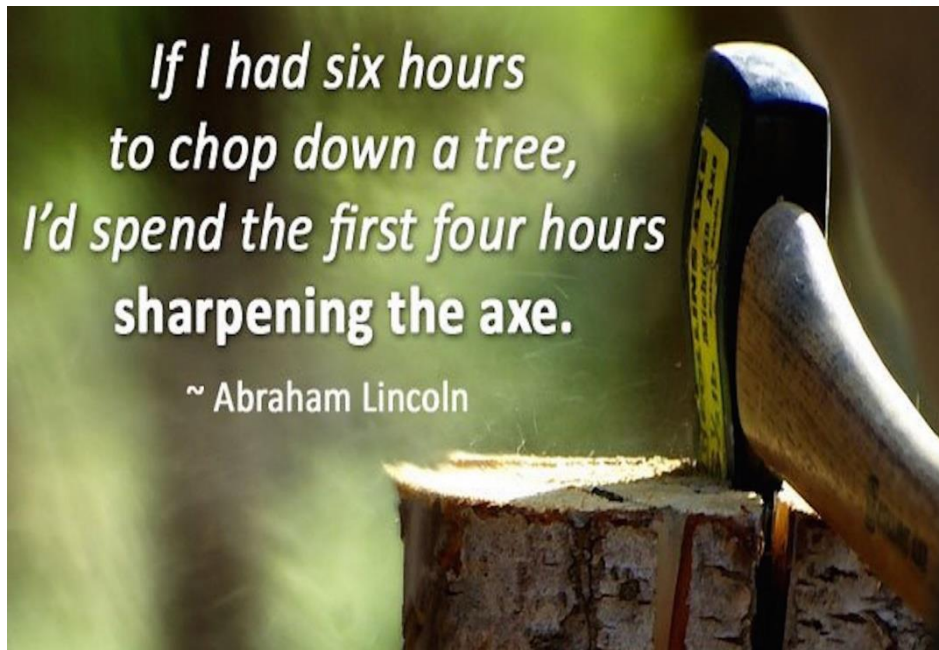
- Transactional
- Transformational
- Servant

5 Attributes

- Toxic
- Influence
- Relationships
- Executive Presence
- Lead and Manage Fear

Leading and managing ourselves

- Being vulnerable with yourself
 - Sharpen the saw



*Sharpen the Saw means
preserving and
enhancing the greatest
asset you have - you.*

Stephen R Covey

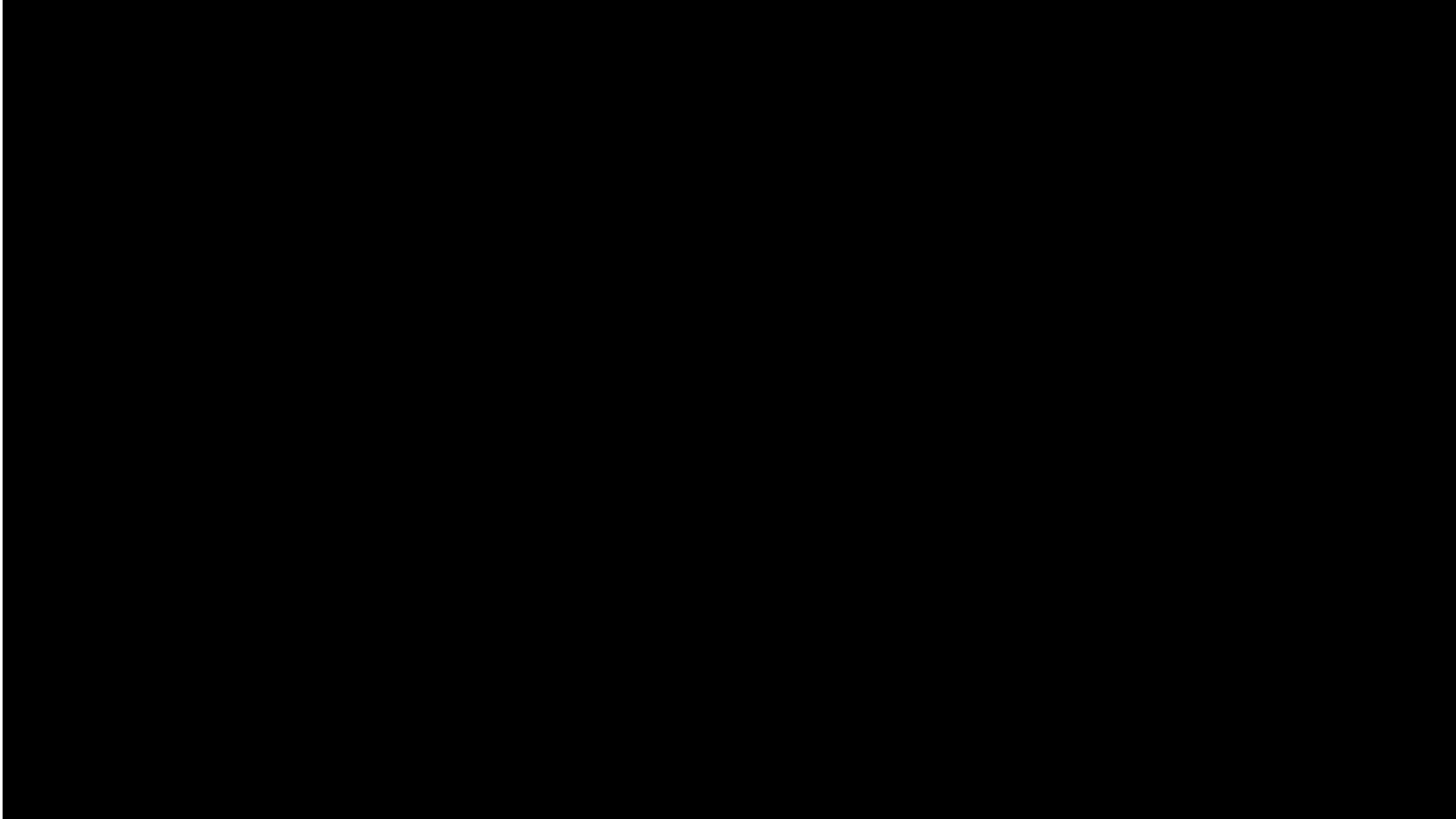




Responding from a position of empowerment

- The four truths of leadership
 - Leadership is a choice
 - Leadership is a practice
 - Leadership is a sacrifice
 - Leadership rejects victimhood

Closing thought



Questions?

What else do you need to help you navigate this journey?



ORH Announcements

ORH Rural **EMS Leadership** series, and **EMS Billing/Coding** educational webinar series

Links to past webinars can be [found here](#)

Links to **upcoming** webinars are in this **ORH News** release, [found here](#)

New Rural EMS Webinar: **Topic: The EMS Buprenorphine Roadmap and Rural EMS Agencies**
[Oregon Public Health Institute](#) and the **[Bridge Center](#)** | September 11 | 10:00 a.m.
([Register here](#))

Next ORH Community Conversation | September 17 | 12:00 p.m.
Topic: How CHWs at Rural Hospitals and Clinics Are Improving Health Outcomes
([More information here](#))

October 7-9, Bend, OR | 43rd Annual Oregon Rural Health Conference
([More information here](#))

Rural EMS Scholarship Program | Applications accepted on a rolling basis
([More information here](#))

Oregon Rural Health Excellence Award | Nomination application
deadline August 31st ([More information here](#))

- ❖ Oregon Rural EMS and MIH meeting place and resource site dedicated to addressing your workforce recruitment & retention needs. It's a closed site.
[Request access here](#). *(Brief delay as your email must be added for login privileges.)*
- ❖ Additionally, to be kept updated on specific ORH EMS offerings, complete the [SharePoint form](#) and select your particular areas of interest.
- ❖ Please email any other topics or questions you would like to see addressed in future webinar sessions to Joan at fieldj@ohsu.edu

Thank you!

Joan Field
Rural EMS Program Coordinator
fieldj@ohsu.edu