

CONTENTS

APRIL 1987, Vol. 12, NO 4

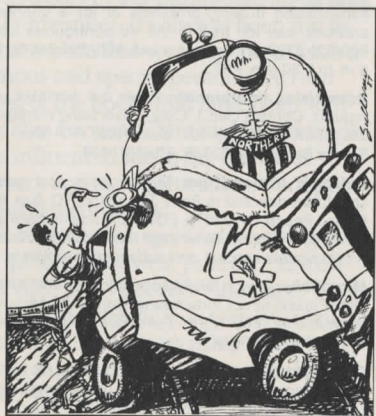
FEATURES



62



6



75

Cover by Bob Ivins

- 30 **AIDS in the Workplace** BY H. HUNTER HANDSFIELD, MD AND ARTHUR L. KELLERMANN, MD, MPH. Procedural guidelines are given to assist the EMT in dealing with potential AIDS victims.
- 36 **ALS for the Cancer Patient** BY JANET P. TAYLOR, RN, MSN AND JOE E. TAYLOR, RN, MSN. Intubation procedures specific to the cancer patient are addressed.
- 38 **Level of Care** BY MARK A. McKNEW, PHD, ET AL. Is a patient better off with on scene treatment or immediate transportation? EMS providers polled in a survey offer contrasting views on perceived level of care.
- 47 **Marketing EMS** BY MICHAEL A. DELANEY, MHSL AND KEITH PIPES, MHSL. Identifying your audience and winning them over will benefit your system.
- 49 **Designing the Professional Brochure** BY KEITH PIPES, MHSL. How to make the good word even better.
- 51 **Index to 1986 Articles.**
- 62 **Shock** BY JOE WEEKS, ADV, EMT, ORT. A field-level look at the signs and symptoms of shock in the not-so-obvious victim.

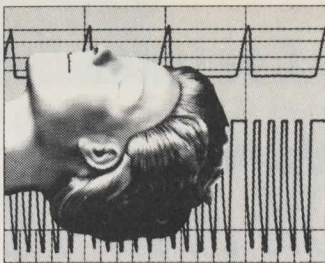
DEPARTMENTS

- 6 **Guest Comment** - Prime Time EMS by Gary Urbanowicz.
- 9 **Letters** - Preface to CPR; The CPR Challenge; Hotline Highlights; "Most Populous Cities"; A View from the Street; Get No Respect; A+ for "Clinical Q&A," No-Neck Collar.
- 14 **Inside EMS** - NAEMT Signs Management Contract; Brown University Use Computer Database; Texas City Expands EMS System; Belgium Ferry Disaster.
- 24 **Calendar**
- 65 **Review** - Emergency Care, Fourth Ed. Reviewed by Bill Garcia.
- 70 **Classifieds**
- 82 **Inroads**
- 84 **In the Industry** by Rick Miner
- 85 **Advertiser Directory**
- 86 **Last Word** - Practice Can Make Perfect; EMS Hospitality Down Under

COLUMNS

- 5 **Publisher's Page** - *Blurred Vision* by Jim Page
- 22 **Around the Nation** by Ron St. Germain - Commuter Plane Crashes in Detroit; Safety-Belt Use Law Tested by Court; Delaware Proposes \$5.4 Million Statewide Paramedic Service.
- 26 **Current Research** by Bruce Goldfarb - Bicycle Accidents; AMI and Aeromedical Transport; Stun Gun Injuries; Ipecac and Activated Charcoal.
- 28 **Tricks of the Trade** by Thom Dick - The Viking's Secret.
- 66 **Innovations** by Thom Dick - What's Really New for '87.
- 75 **Legal File** by Carol J. Shanaberger - Running Hot.
- 78 **Clinical Q&A** by Scott Bourn - Inside the Head.

MANIKIN REPAIR COMPANY, INC.



A SUBSIDIARY OF **GEBLER ASSOCIATES, INC.**
COMMERCE ROAD • VESTAL, NEW YORK 13850 • 607/729-0614

LAERDAL SALES AND SERVICE CENTER SALES, PARTS, AND SERVICE FOR ALL RESUSCITATION TRAINING AIDS

CALL OR WRITE FOR IMMEDIATE
INFORMATION AND BROCHURE

For More Information Circle #41 on Reader Service Card

jems
JOURNAL OF EMERGENCY MEDICAL SERVICES

James O. Page, Publisher
Keith Griffiths, Executive Editor
Cleve Trimble, MD, Medical Editor
Rick Miner, Managing Editor
Dana A. Jarvis, Production Editor
Gary R. Williams, Director of Marketing
Thom Dick, Associate Editor
Ron St. Germain, Senior Editor
Betty Till, Senior Editor
David M. Beck, Assistant Editor
Vivian Griffiths, Assistant Editor
Tara Regan, Editorial Intern
Lisa J. Cota, Advertising Manager
Susan Seymour, Account Executive
Pamela Stevenson, Circulation Manager
Gail Westmoreland, Copy Editor
Robyn Linderman, Corporate Accountant
Contributing Editors: Garry Briese, Norm Dinerman, MD, Mike Frank, MD, Gary Morris, Mary Newman, William Roush, MD
Kathleen Wohlwend, Art Director
Victoria Osorio, Graphic Artist
Karen Snow, Accounting Assistant

Jems Publishing Company, Inc.

James O. Page, Chairman of the Board
Gary R. Williams, President
Keith Griffiths, Secretary-Treasurer

Jems, *Journal of Emergency Medical Services*, (ISSN 0197-2510; Fed. ID #22-2357324) is published monthly by Jems Publishing Co., 215 South Highway 101, Suite 100, P.O. Box 1026, Solana Beach, CA 92075.

Subscription information: Send \$17.95 for one year (12 issues), \$29.95 for two years (24 issues) or \$39.95 for three years (36 issues) to P.O. Box 27966, San Diego, CA 92128. Add \$6 per year for Canadian subscriptions, \$12 per year for foreign subscriptions. For subscription orders, problems or for a change of address, call toll free in the 48 contiguous states: 800/321-3333 (in California call 800/354-8400), 8:30 a.m. to 5:30 p.m. PST.

Advertising information: Rates are available upon request. Contact Lisa J. Cota, advertising manager at 215 South Highway 101, Suite 100, P.O. Box 1026, Solana Beach, CA 92075; 619/481-1128.

Editorial information: Manuscripts and queries should be directed to Betty Till, editor, P.O. Box 1026, Solana Beach, CA 92075. Editorial guidelines are available upon request. Submitted manuscripts should be typed, double-spaced, and submitted in triplicate.

Microfiche: *jems* is available on microfiche and microfilm. Please direct inquiries to University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106; 800/521-3044.

Copyright 1987 Jems Publishing Co., Inc. No material can be reproduced without the express permission of the publisher. ISSN 0197-2510; (Fed. I.D. #22-2357324).

Postmaster: Return Form 3579 to *jems*, P.O. Box 27966, San Diego, CA 92128.

Second-class circulation postage paid at Solana Beach, California and at additional mailing offices.

BE PREPARED

- Compact
- Versatile
- Lightweight

With the increase in AIDS, Hepatitis B, and other contagious diseases, EMS personnel are taking every available precaution to guard against infection.

Be ready for every emergency situation with the **PM Plus**. Holds all your lifesaving essentials plus a pocket mask and gloves.

PM Plus can be suited to your individual needs. Pick out what you really need. A variety of scissors, hemostats, penlights, seat belt cutters, etc., are available.

PM Plus can also be ordered without any equipment. There is also **PM Pouch** made strictly for your pocket mask and a pair of gloves. Contact us today for more information on **PM Plus** and **PM Pouch**.



PM PLUS™ and PM Pouch™
CALL TODAY
(619) 481-2711

ESP Emergency Specialty Products

943 Daisy Avenue, Carlsbad, CA 92008

For More Information Circle #26 on Reader Service Card