



# MedStar Emergency Medical Services

*Area Metropolitan Ambulance Authority*

## By the Numbers:

Number of 9-1-1 calls per year MedStar responds to:	100,000
Number of ambulances in the MedStar fleet:	47
Square miles MedStar serves:	421
Number of residents MedStar serves:	860,000
Number of cities MedStar serves:	15
Year MedStar began service:	1986

## MedStar Paramedics must be certified in:

- CPR
- Advanced Cardiac Life Support (ACLS)
- Pre-hospital Trauma Life Support (PHTLS)
- Emergency Pediatric Care (EPC)

## WAM! We Are MedStar



The Area Metropolitan Ambulance Authority, known as MedStar, is the exclusive emergency and non-emergency ambulance service provider to 15 Tarrant County cities including Blue Mound, Burleson, Edgecliff Village, Forest Hill, Fort Worth, Haltom City, Haslet, Lakeside, Lake Worth, River Oaks, Saginaw, Sansom Park, Westover Hills, Westworth Village, and White Settlement.

MedStar provides advanced life support ambulance service to 421 square miles and more than 860,000 residents in Tarrant County and responds to more than 100,000 emergency calls a year with a fleet of 47 ambulances.

We aspire to be a premier EMS service for both our customers and employees and set standards for others to follow. Our mission is to provide high quality patient care in an

efficient and cost effective manner with accountability.

MedStar is a high performance Emergency Medical Services (HPEMS) system, providing advanced clinical care with high economic efficiency.

### Background

The Area Metropolitan Ambulance Authority was established in 1986. For nearly 20 years, MedStar contracted with private-for-profit contractors to provide day-to-day operational management through competitive-based contracting. The Authority administered the contract, managed accounts receivable, and managed the system infrastructure including the primary facilities and communications center. In the spring of 2005, the Authority terminated its contract with its most recent operations contractor after consecutive months of failing to meet performance expectations. The Authority immediately stepped in and

*(Con't on page 2)*

## MedStar: There When You Need Us

MedStar paramedics possess some of the highest qualifications for emergency medical personnel to be found anywhere in the nation. In addition to the State of Texas certification, our paramedics must be certified in CPR, Advanced Cardiac Life Support (ACLS), Pre-hospital Trauma Life Support (PHTLS) and Emergency Pediatric Care (EPC).

All primary paramedics in the MedStar

system have been tested and approved by the system medical director, Dr. John Griswell or his designee, before working as a Lead Paramedic on a MedStar ambulance.

### Emergency Communications

Patient care begins when the telephone rings. When a resident dials 9-1-1, the call is initially answered at a primary Public Safety Answering Point (PSAP) in

*(Con't on page 4)*

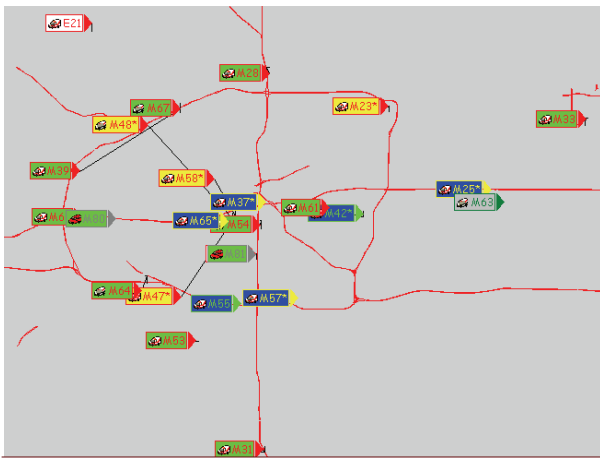


## We Are MedStar *(con't from page 1)*

assumed all responsibility for day-to-day operations of the MedStar system.

### System Design

From the patient's perspective, when calling 9-1-1 for an ambulance they want it to arrive quickly and render aid that provides relief. A key



*MedStar utilizes state-of-the-art System Status Management, which better meets the dynamically changing needs of the residents within our coverage area.*

responsibility of any EMS system is to ensure that requests for service are handled promptly and ambulances reliably respond to any call. To do so, EMS systems must continually focus on meeting two objectives: effectively covering the geographic coverage area and adjusting the

location and number of resources to compensate for the ebbs and flow of call demand.

MedStar does not maintain regular ambulance quarters, like a fire station, but rather moves frequently throughout our shifts. MedStar utilizes state-of-the-art System Status Management, which better meets the dynamically changing needs of the residents within our coverage area. This is accomplished by mobile deployment of ambulances in response to demand, which fluctuates throughout the day. A variety of 12- 16- and 24-hour shifts are scheduled to meet this demand.

Our system offers all advance life support services (ALS) and mobile intensive care units (MICU). With all ALS, the patient receives the highest level of



care available upon arrival of the first responding ambulance. Further, this "single-tier" system has proven to be the most cost-effective and cost-efficient

**High Performance EMS systems share key features of system design rarely associated with less cost-effective systems:**

**Sole provider:** Exclusive market rights to provide emergency and non-emergency ambulance service are granted to a sole, and often competitively selected, provider.

**Control center operations:** The ambulance provider has control of the dispatch center.

**Accountability:** HPEMS systems have performance requirements that can result in financial penalties or replacement of the provider when not met. HPEMS systems regularly collect and use data to meet these performance requirements.

**Revenue maximization:** HPEMS systems incorporate the business function into their operations, resulting in a better understanding of the billing requirements and maximization of revenues from Medicare, Medicaid, and other third-party payers.

**Flexible production strategy:** HPEMS systems employ a single fleet of ALS units capable of handling any type of service request, resulting in all patients receiving the highest level of care and higher productivity levels.

**System Status Management (SSM):** HPEMS systems use the flexible deployment technique, SSM, to move ambulances in anticipation of where that ambulance will be needed.

## Quality Care While Cost-Efficient

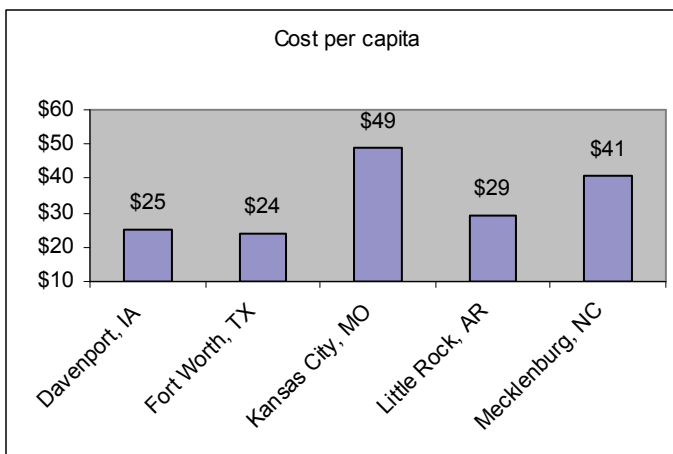
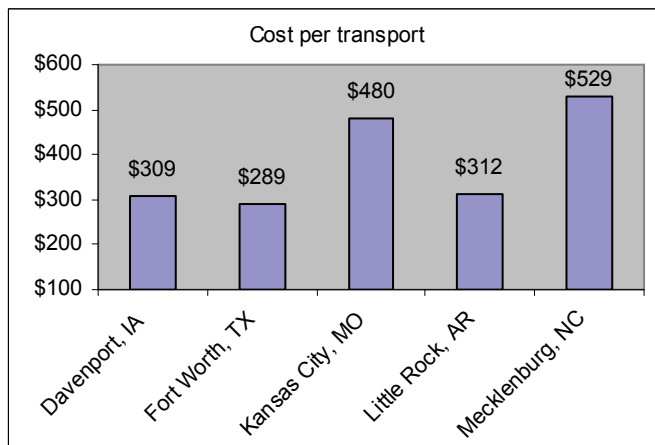
While delivering one of the highest levels of patient care found anywhere in the nation, the MedStar system also remains one of the nation's most cost-efficient systems.

When compared to other major metropolitan systems, the support required from taxpayers for our system is extremely low. In fact, less than \$3 per capita is required in public tax support to assist the delivery of EMS services.

Fewer than a dozen systems in the United States, which provide all the emergency and non-emergency services for the cities they serve, operate at such a high level of economic efficiency.

Emergency calls represent about 94% of MedStar's activities. The system's volume of activity has been growing 4 - 6% annually.

*The CAEMS Market Study regularly examines clinical, response-time and economic data across diverse EMS systems.*



## MedStar StarSaver Membership: Invest Now...Save Later

It's unfortunate, but medical emergencies and accidents do happen. When they do, MedStar Emergency Medical Services will be there for you and your family. We provide professional emergency service with trained medical staff and the very latest medical equipment.

Did you know the average cost for an emergency transport is more than \$1000? Do you have insurance that will cover this?

A StarSaver membership

protects your entire household with unlimited emergency transports for only \$55 per year.

Even with insurance coverage, there are deductible and co-payments to consider. Medicare denies coverage to more than 40 percent of claims for ambulance service. After denial from Medicare, a StarSaver member pays no costs for an emergency transport.

Don't waste precious time hesitating to call 9-1-1 because

you're worried about an ambulance bill. Give your family the gift of security and peace of mind through a StarSaver membership.



**A StarSaver membership is available to all residents in the MedStar coverage area. Call 817-632-0535 for more information.**

## Heroes (con't from page 1)

*Advanced Life Support units are capable of handling any type of service request, resulting in all patients receiving the highest level of care and higher productivity levels.*



the community where the call is initiated. Once the nature of the emergency is determined to be medical, the caller is transferred to the MedStar PSAP for protocol-based interrogation and ambulance dispatch.

At MedStar, Emergency Medical Dispatchers are trained to deliver dispatch life support through the use of pre-arrival instructions that can, and do, make the difference. Requests for emergency and non-emergency ambulance service are received, triaged,

and dispatched by the MedStar communications center. Dispatchers utilize a state-of-the-art computer aided dispatch system and GPS technology. The center also may be accessed for scheduled non-emergency calls through a 7-digit direct number. The MedStar Communications Center is accredited by the National Academy of Emergency Dispatch.

### EMS Academy

The MedStar EMS Academy was developed in 2008, in partnership with Tarrant County College. Select EMTs



chosen for the academy attend the 8-month program five days a week for eight hours a day. EMTs chosen for this program continue to receive their current rate of pay as well as tuition, books and fees paid by MedStar. In turn, these employees agree to a three-year commitment

## We're Accountable

### Medical Oversight

The Emergency Physicians Advisory Board (EPAB) provides fully independent and external medical oversight for the MedStar System

Medical oversight, required by state law, is performed by a full-time Medical Director, who is a physician trained in emergency medicine. The Medical Director reports to a 14-member Emergency Physicians Advisory Board (EPAB) comprised of the medical directors of the emergency departments of

all of the hospitals within the MedStar service area, plus additional physicians who serve on an at-large basis.

The Medical Director and EPAB monitor the system's performance and set standards for equipment, training and clinical procedures. They develop and approve all medical protocols and standing orders for the paramedics and EMTs. EPAB is also responsible for conducting medical audits on any question concerning patient care. The Medical Director,

the patient, or anyone who has a question or complaint on how a case was handled may request an audit.

### Governing Board

The MedStar system is governed by the six members of the board of directors of the Area Metropolitan Ambulance Authority. The six-member board of directors includes the Medical Director of EPAB, four members representing the City of Fort Worth and one member representing the remaining member cities.