3.5 million miles...
1,000,000 lives... 77,000 transports...
6,000 square miles... 500 employees...
100 ambulances... 10 counties... 2 accreditations...
1 amazing organization
Dear Community Member:

Mobile Medical Response has an ambitious mission – to provide our communities unrivaled access to medical care. Reviewing the accomplishments of fiscal year 2013, we take great “PRIDE” in how our organization continues to evolve and redefine the meaning of unrivaled access to medical care. As a high performance EMS system we simultaneously achieve clinical sophistication, response time reliability and economic efficiency while maintaining a compassionate patient centered approach to our care.

MMR has the largest geographic service area of any EMS provider in the state of Michigan. This large footprint and our relentless pursuit of excellence positions our organization well for the future as we prepare for the changes that will be necessary as a result of health care reform. Maintaining the viability and vitality of our organization for the communities we serve and those who rely on us when they are most vulnerable is of paramount importance.

In this report you will see how our professional, competent and caring employees collaborate within our communities to provide unrivaled access to medical care and make a difference in the lives of our patients, their families’ and the communities we serve. I think you will find the information and stories impressive.

Fiscal year 2013 was an exciting year with tremendous accomplishments toward achieving our mission. We are grateful for the guidance of our Board of Directors and continue to be inspired by the dedication of our employees as they provide professional, timely and compassionate medical services in your communities.

Sincerely,

Mark Thompson
MMR President

MMR Mission
To provide our communities with unrivaled access to medical care

MMR Values
Professionalism
Respect
Integrity
Dedication
Excellence

MMR Vision
We are a strong, agile, values-driven and collaborative EMS organization, recognized nationally for excellence while committing ourselves to the following pillars of success:

Growth & Creativity, Organizational Excellence, Human Resources & Community Service
Mobile Medical Response has an ambitious mission – to provide our communities unrivaled access to medical care. To do that, we provide the following services:

- Basic Life Support, Advanced Life Support and Critical Care Transport
- Emergency Medical Dispatching
- Medical Standby Services
- Disaster Assistance
- Carevan Wheelchair Transportation
- EMS Training Centers
- Community First Aid and CPR Instruction

Overall MMR Facts

- Employees: 501
- Payroll: $17.4 million
- Counties Served: 10
- Square Miles: About 6,000
- Population Served: Over 1 million lives
- Patient Satisfaction FY13: 91.78%
- Annual Transports: 77,311
- Annual Call Volume to Medcom: 95,141
- Miles Driven Annually: 3.5 million
- Charity & Uncompensated Care: $5,786,100
“Very courteous and know their jobs well”
– Thomas B., Standish

“Excellent! Staff helped me and my family. They made a difficult time a little easier”
– James D., Alger

“Your dispatcher showed concern and kept me calm”
– Margrit H., Corunna

“100% total professionalism by both crew members”
– Kay C., Harrison

“Very prompt, courteous, and compassionate”
– Annette C., Bay City

“This was our first experience with MMR and we couldn’t ask for more”
– Lorraine W., Oakley
“Thanks for caring and your professionalism”
– Robert L., Isabella County

“I felt very safe and confident that I was being well taken care of”
– Josephine H., Chesaning

“My first time ever in an ambulance. Thank you so much for caring!”
– Kayla B., Caro

“I would recommend this service to everyone I know”
– Ramona A., Genesee County

“Very, very caring to my needs”
– Earl M., Saginaw

MMR also manages Iosco County and is a one-half owner of Alliance Mobile Health in Oakland County.
Above and Beyond….

Demonstrating Excellence Through Accreditation

Anyone at MMR will tell you that we have an outstanding organization. But what truly sets us apart is validation of our quality from third party accreditation organizations. At MMR, we hold not one but two accreditations – which means we follow the highest standards set in our industry, proven with written or documented procedures, systems and reports.

Commission on the Accreditation of Ambulance Services (CAAS)

MMR has been accredited by CAAS since 1997. In February 2014, we will go through an onsite visit from the CAAS re-accreditation team for yet another three-year designation. We hold our CAAS accreditation status as one our most prized accomplishments and live by its standards every day.

CAAS was established more than 20 years ago to begin the process of accrediting ambulance services against a set of high standards created by the best EMS thinkers and practitioners. There are over 100 comprehensive standards covering all aspects of ambulance operations including:

- agency management
- financial management, budgeting and strategic planning
- relations with outside agencies
- mutual aid and disaster coordination
- community education and relations
- human resources and personnel management
- hiring, credentialing, training, problem resolution, and performance evaluations
- clinical standards
- quality improvement
- safe operations and risk management
- vehicles, equipment, and facilities
- communications/dispatch

National/International Academies of Emergency Dispatch ACE Accreditation

In 2011 MMR received Accredited Center of Excellence (ACE) accreditation status, which designates that our Medical Communications Center is compliant with the Academy’s Medical Priority Dispatch System (MPDS) and the “20 Points of Excellence.” MMR was the first agency in the State of Michigan to achieve this designation. Accreditation requires proper oversight, medical control and quality improvement programs, careful MPDS compliance and Emergency Medical Dispatcher (EMD) certification for all emergency call-takers and medical dispatchers.

Of note, as a private, non-profit agency, MMR receives no tax dollars or 911 surcharge dollars for the Medical Communications Center.
Technology Enhances Readiness and Response

MMR recently invested in additional dispatching technology as part of our commitment to quality and service. MARVLIS is a software module that uses historical call data from our database to forecast call locations. It also uses vehicle locator technology to highlight the need to reposition ambulances in anticipation of the next call for service.

A “hot spot” on a map is generated, visually describing the likelihood of calls from any location given the time of day, day of week and season of year based on past calls in the MMR database. With the use of this technology, our medical dispatchers have critical information at their fingertips, allowing us to provide the best possible response during an emergency. Sometimes the closest ambulance isn’t the quickest based on route, speed limits and traffic patterns throughout the day. MARVLIS allows for the timely dispatching and positioning of ambulances and has created significant enhancements in response times.

According to MMR’s MedCom staff, the predictability software is “eerily correct.” The MARVLIS system recommends that ambulances be re-positioned to a particular area based on the historical call data. Frequently, within five to 15 minutes, we receive a request for service in the exact area.
Patient Care, Our First Priority

To assure that we are meeting the needs and the expectations of our patients and our communities, MMR invests in a patient satisfaction survey process using EMS Survey Team, based in East Lansing, Michigan. MMR is one of over 50 EMS agencies across the United States committed to assessing and improving satisfaction rates in the ambulance industry. Each year, MMR sends out 32,000 surveys to patients we have transported.

In fiscal year 2013 MMR’s satisfaction rate increased to 91.78. Our scores showed an increase in every one of the 24 questions on the survey. Survey questions are broken down into five categories: Dispatch, Ambulance, Medic, Billing and Overall Impression. We find this information essential when evaluating our service, our procedures and the performance of our EMS professional staff. Status reports are shared with all departments and employees, our Leadership Team and MMR’s Board of Directors – who hold us to a very high standard.

Our scores are excellent because our employees strive to do the very best for our patients and their families. We recognize and salute our staff for the dedication to constant professionalism and service to others.

Top Five Scores

93.73  Degree to which medic took problem seriously
93.71  Medics cared for me as a person
93.71  Care shown by the medics who arrived on scene
93.63  Skill of the medic
93.36  Extent to which medic listened to me and my family
Training Our Care Providers

The Mobile Medical Response Education Department instructs hundreds of students each year offering courses such as: Emergency Medical Responder, Emergency Medical Technician, Paramedic, Pediatric Advanced Life Support, and Advanced Cardiac Life Support. In addition, MMR also offers specialized programs in trauma, geriatrics, 12 Lead EKG and EMS Scene Safety.

Within our Education Department, success is not measured by the numbers of students attending, but instead it is measured in what type of health care providers we are producing. Our mission is to generate competent, compassionate, empowered and accountable care providers. We understand that caring for someone is a mixture of clinical skills along with compassion for the patient, family, and their loved ones.

Whether students attend one of our initial education courses, continuing education, or specialty care programs, our instructors consistently deliver education and training promoting clinical excellence and thoughtful care.

Through educating hundreds of students with our consistent message of competent, confident, and compassionate patient care in the communities they serve we are proud to play a role in continuous quality improvement for EMS providers around the state.
PulsePoint

Smartphone App Empowers Citizen Responders

MMR and the Pulse3 Foundation (formerly known as MCVI Foundation) worked together closely to launch the PulsePoint smartphone app this year. In doing so, Saginaw County became the 12th community in the United States to offer this life-saving technology.

More than 3,500 individuals have already downloaded the free app, which uses GPS technology to alert citizen responders when a cardiac emergency is happening near them – and where the nearest automated external defibrillator (AED) is located. While the dispatchers at MMR are sending an ambulance, a custom interface with PulsePoint triggers the alerts to bystanders.

The goal of the app is to have trained bystanders begin CPR and deploy an AED before the ambulance arrives, significantly increasing the victim’s chances of survival.

Initially piloted in Saginaw County, MMR has expanded PulsePoint to Isabella County with more MMR service areas scheduled to “go live” this year.

MMR’s commitment to this initiative stems from our dedication to our communities. Research shows that the quicker chest compressions are initiated, the better chance the victim has to survive. Patients who have had bystander care respond better to the advanced life support treatments and procedures our EMS professional can provide.

There have been several PulsePoint activations since the onset of this program. PulsePoint, MMR and Pulse3 Foundation continue to analyze data and will share statistics as they become available.
CPR Needed

There is an active CPR incident near your current location.

OK

Location: MOBILE MEDICAL RESPONSE...
834 S WASHINGTON AVE, SAGINAW

Nearest AED: Mobile Medical Response...
FRONT LOBBY

CPR How-To
MMR Management Team

Mark Thompson – President
Mike Barrow – Vice President Operations
Michelle McGill – Vice President Finance
Matt Holcram – Director of Operations Arenac & Crawford
Jason MacDonald – Director of Operations West, Genesee & Shiawassee
John Kustuch – Director of Operations Saginaw, Bay, Tuscola

Lynn Schutter – Director of Community Relations & Strategic Planning
Jill Westall – Director of Human Resources
Jay Cooper – Director of Ancillary Services
Dr. Ken Hanson – Medical Director Board Certified Emergency Medicine

John Brophy – Director of Quality
Steve Myers – Director of Patient Access
Lynn Schutter – Director of Community Relations & Strategic Planning
Jill Westall – Director of Human Resources
Jay Cooper – Director of Ancillary Services
Dr. Ken Hanson – Medical Director Board Certified Emergency Medicine

MMR Board of Directors

Jim VanTiflin – Chair, Retired Citizens Bank
John Graham – President, St. Mary’s of Michigan
Spence Maidlow – President, Covenant Healthcare
Ed Bruff – Chief Operating Officer, Covenant Healthcare
Mike McCloskey – Community Member
Randy Bierlein – President, Schaefer Bierlein Chrysler Dodge Ram Jeep
Ed Holcamp – Community Member

John Kustuch – Director of Operations Saginaw, Bay, Tuscola

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