



**For Immediate Release**

**July 1, 2020**

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## **American Medflight is Now REACH Air Medical Services**

*American Medflight Unveils New Name and Plans to Achieve CAMTS Accreditation*

(ELY, Nev.) — Today, American Medflight, a leading provider of air medical services in Nevada, announced it has completed an extensive rebranding effort. At the heart of this rebranding is a change of the program name to REACH Air Medical Services - matching that of its parent company, which acquired the brand in 2018 – and planned accreditation by the Commission on Accreditation of Medical Transport Systems (CAMTS).

"We are thrilled to announce our rebranding efforts in Ely and Reno," said Vicky Spediacci, Air Chief Operating Officer for Global Medical Response. "The teams of American Medflight have been providing outstanding care to Nevada residents for several years, alongside their colleagues at REACH. It is inspiring to now be able to unite these teams under the same brand and achieve the highest accreditation possible in the air medical industry."

Teams from American Medflight's Ely and Reno bases will transition to REACH beginning July 1. They may undergo an accreditation site visit by the Commission on Accreditation of Medical Transport Systems (CAMTS), which is the highest standard for patient care and safety in the medical transport industry.

Brett North, Fire Chief and Interim Emergency Manager for White Pine County, said "I fully support this change as they will still be providing the same great care and service to our community that they have always given."

The Ely and Reno air medical bases are staffed by flight crews consisting of highly trained and experienced pilots, clinicians, and aviation maintenance technicians. Both bases operate Pilatus PC-12 aircraft, which are medically configured with the latest avionics and safety features. They are capable of transporting two patients and the attending crew and have a range of about 2,500 miles.

REACH operates throughout Nevada with two additional air medical bases located in Elko, NV. The proximity of bases in northeast Nevada allows for additional air transport coverage for the community when an asset is already in service on another call.

REACH is a participating provider in the AirMedCare Network (AMCN), the nation's largest air medical transport membership program with more than 320 air medical locations across 38 states. Members flown for a life- or limb-threatening injury or illness by an AMCN participating provider have no out-of-pocket costs for the flight. Whatever the member's insurance – or third-party insurance – pays is considered payment in full. Annual memberships start at \$65.

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## **About REACH Air Medical Services**

REACH Air Medical Services, headquartered in Sacramento, CA, provides critical care air and ground transport service to communities throughout California, Oregon, Nevada, Alaska, Texas, Colorado and Hawaii. REACH employs hundreds of highly trained nurses, paramedics, pilots and aircraft maintenance technicians to provide service to patients using their fleet of medically equipped helicopters, airplanes and ground ambulances. REACH is accredited by the Commission on Accreditation of Medical Transport Systems (CAMTS), which is the gold standard for patient care and safety in the medical transport industry. For more information, visit [www.REACHAir.com](http://www.REACHAir.com).

REACH is part of the Global Medical Response family of companies. Global Medical Response, Inc. is the industry-leading air, ground, specialty and residential fire services, and managed medical transportation organization. With more than 38,000 employees, GMR delivers compassionate, quality medical care, primarily in the areas of emergency and patient relocation services in the United States and around the world. For more information, visit [www.globalmedicalresponse.com](http://www.globalmedicalresponse.com).