Called to Care

News from REACH Medical Holdings, LLC

MAY 2018

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To Our Valued Associates,

For more than 30 years, our organization has followed the guiding principle, “In every situation do what is right for the patient.” This statement is the solid foundation upon which our company has been built.

We believe this to be true, not only of our company, but of all the EMS and hospital partners we have the good fortune to work with. Today, and every day, we honor all of you who have chosen to serve in this field. Your dedication and compassion for others is what sets you apart and makes you very special. Because of each of you, our world is a better place.

Whether you are flying a patient to needed care, tending to a patient in the ICU, or helping an unfortunate soul in the back of an ambulance, day in and day out you are there to selflessly serve others. Your kindness and caring is a hallmark of your character. The impact of your actions can have far reaching effects for generations to come.

Without you, a family might lose someone they love forever, a father might not walk his daughter down the aisle on her wedding day, or a mother might not see her precious child grow up. Your actions impact the lives of not only our patients, but also of all those who love them. The positive impact you have on the lives of others is the most beautiful gift you give.

We offer our humble thanks and appreciation for all you do.

Sincerely,

Sean Russell
President
REACH Medical Holdings, LLC
Critical Care Education that goes Above & Beyond

Our Education Services department has been busy this year. In the first four months of 2018 we offered 37 events which provided 61 hours of continuing education for 1,227 attendees. And, we have more great conferences coming your way.

For more than two decades, REACH has been providing exceptional education courses on the latest trends in critical care for patients. This year marks our 20th annual conference dedicated specifically to the needs of pediatric patients. Topics include pre-hospital pediatric trauma management, pediatric airway management, pediatric DKA, pediatric neuro trauma and pediatric case studies. Attendees who complete this event will receive six continuing education credits. Register at www.REACHAir.com.

If you are interested in hosting an educational event at your hospital or facility, please contact Margaret Franklin, Director of Education Services. Margaret offers outstanding presenters on a variety of subjects, and if requested, she can include speakers from your facility. Courses are tailored to meet the needs of both hospital and/or EMS personnel and the subject matter can be based on your specific needs or it can center on a general topic such as pediatric emergency care. Whatever the need, you can count on Margaret to provide a top-notch education experience for all.

This half-day conference will cover TXA and hemorrhage control, geriatric trauma and hip fractures. Completion of these classes will provide four continuing education credits. Registration information will be on our website soon.

For more information on all our conferences, please visit www.REACHAir.com.

CONFERENCES THAT FIT YOUR NEEDS

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WE OFFER COURSES ON MANY HEALTH-RELATED TOPICS SUCH AS:

- Acute Respiratory Distress Syndrome
- Airway Management
- Burns
- ECG Interpretation
- Emergency Landing Zone Selection & Preparation
- Helicopter and Helipad Safety Training
- Neurologic Trauma
- OB Trauma
- Orthopedic Trauma
- Pediatric Trauma
- Rapid Sequence Intubation
- Sepsis
- Shock
- Ventilator Management

And many more!

TO REQUEST A CONFERENCE, PLEASE CONTACT

Margaret Franklin
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Margaret.Franklin@CALSTAR.org
(916) 921-4066.

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DO YOU HAVE SOMETHING TO SHARE?
If you have news, events, ideas, or photos for future editions of our newsletter, please contact Annette.Arnold@REACHAir.com • (707) 703-9218.

Big News! AMGH Partners with AMR

REACH’s parent company, American Medical Group Holdings (AMGH) has a new partner American Medical Response (AMR). Together, they form a new company, Global Medical Response, which will manage patient care from the ground to the air.

Many know AMR as a ground ambulance provider. In fact, they are the nation’s leading medical transportation company serving communities in 40 states and transporting more than four million patients each year. In addition to emergency response, AMR also provides dispatch services, medical services for events, managed transportation services, paramedic and EMT training, as well as being FEMA’s national disaster response provider.

AMGH is the largest provider of emergent air medical services in the world. The company has six brands—REACH Medical Holdings (which includes REACH, Cal-Ore, CALSTAR, Sierra Lifeflight, CareConnect and Women’s Air Care), Air Evac Lifeteam, Med-Trans, AirMed International, Guardian Flight and Lifeguard—operating from more than 350 locations across the United States. They serve patients with a fleet of medically-equipped helicopters, airplanes and ground ambulances.

AirMedCare Network, a division of AMGH has the largest air medical membership program in the United States. The Network has more than 3,000,000 members who pay a small yearly fee to be covered for all out-of-pocket costs related to an emergency flight by any of AMGH’s providers.

Our combined resources and capabilities will have a tremendous impact on patient care. An example of this was during the devastating events that occurred over the last 12 months—Hurricane Harvey, the wildfires in California, and the tragic shooting event that took place in Las Vegas. Our coordinated efforts supported countless patients and residents who needed emergency care. As we move forward with this exciting venture, we will continue to do what has made us leaders in our field: treating patients with expertise, compassion and care.
Changes at REACH Medical Holdings

We are making some changes within our company to be more effective in delivering service to our associates, communities, and patients. With all our recent growth, we found areas where we could improve efficiencies and outcomes. Our goal is to align all brands, policies, practices and processes under REACH Medical Holdings.

We now have seven regions that have similar structures for clinical, maintenance, flight, program operations and service delivery. Clinical Base Manager roles have expanded to include both technical and day-to-day operations. Program Directors are now responsible for department performance and service delivery. Each region is managed by a Regional Director. In addition, each region is empowered through a new approval process to find solutions that work on the regional and local level. Regardless of brand, each base will fall under one region.

REACH headquarters have officially moved from the Santa Rosa to McClellan, CA. The new address is 4933 Bailey Loop, McClellan, CA 95652 – (916) 921-4000. The Santa Rosa administrative office has relocated to 2360 Becker Boulevard, Santa Rosa, CA 95403 – (707) 324-2400. Please update your records.

Our Sierra Lifeflight base in Bishop, CA has transitioned to a new airframe. They will now be flying patients in a Pilatus PC-12. This reliable aircraft offers a larger cabin with easier loading access as well as short field capabilities that work well for this location.

Our REACH base in Redding, CA has received an Airbus H125 helicopter. This aircraft was chosen because its high reliability rate, high-altitude performance capability, and safety features including night vision goggles, autopilot systems, and advanced terrain awareness warning systems. “The Airbus H125 has found great success in the air medical industry because of its reliability and performance,” said Vicky Spediacci, Vice President of Aviation Operations for REACH. “It is truly a remarkable aircraft and we are confident that it will deliver safe and reliable service to the communities we serve.”

UCHealth in Colorado Springs, CO chose REACH to provide the aircraft, pilot and maintenance technician for the hospital’s LifeLine flight program. This is the second UCHealth base for which REACH supplies aviation services; the first was UCHealth’s Loveland, CO air ambulance base which started working with REACH in 2016.

As part of our partnership with Guardian Flight, REACH is now providing aviation services to the Hawaii Life Flight program in Kona, HI.

Base Updates

REGION 1:
PROVIDERS:
REACH, CALSTAR
BASES:

REGION 2:
PROVIDERS:
REACH, CALSTAR
BASES:
CA: Concord, Gilroy, Madera, Merced, Modesto, Salinas, Santa Maria, Stockton.

REGION 3:
PROVIDERS:
REACH, CALSTAR
BASES:
CA: Auburn, Marysville, McClellan, Redding, Sacramento, South Lake Tahoe. NV: Reno.

REGION 4:
PROVIDERS:
REACH
BASES:
CA: Alpine, Brawley, Burbank, Imperial, Murieta, Oceanside, Victorville.

REGION 5:
PROVIDERS:
REACH, CalConnect, Woman’s Air Care
BASES:
OR: Klamath Falls, North Bend, Roseburg. MT: Bozeman, Helena. CO: Buena Vista, Colorado Springs, La Junta, Loveland. TX: Houston.

REGION 6:
PROVIDERS:
Sierra Lifeflight
BASE:
CA: Bishop

REGION 7:
PROVIDERS:
CALStar LifeFlight
BASE:
CA: Crescent City, Eureka. OR: Brookings, Gold Beach.

For a listing of Program Directors for each base, please visit the Contact Us page on REACHAir.com.
On May 1, REACH helicopter pilot Mark Young of our Willis, CA base, aka Lt. Col. Mark Young of the Civil Air Patrol, received a Congressional Tribute for a Lifetime of Exemplary Service & Courage from Colorado Congressman Scott Tipton. The award will become a permanent part of the congressional record of the United States of America.

Mark has a long history of service to others. He first became an Emergency Medical Technician 35 years ago. He, along with others, started a local volunteer ambulance service to address the needs of one of Colorado’s poorest counties. And, because that wasn’t enough, in the early eighties he started flying fixed wing aircraft and by 2001 he was flying helicopters. A large part of his flying was for search and rescue missions. To this day, he still flies...and he’s still helping others as a lifetime member of the Montrose County Sheriff’s Posse.

Congressman Tipton noted Search & Rescue operations are a true lifeline for Western Colorado’s rural communities. “What these folks do, putting themselves at risk to help others, is something we all appreciate,” Tipton said. “And Mark has been so active for such an extended period of time.”

In January of 2017, Young, serving as Incident Commander for the Civil Air Patrol, helped locate and rescue a Colorado Springs couple whose small plane crash landed on a snow packed cliff in rural Colorado. The temperature was 18° below zero. While most plane crashes do not end well, efforts by Mark, local law and fire departments and others, resulted in a win. “It was an extremely high-risk mission from a lot of standpoints, but it all just played out extremely well.” Mark gives full credit to regional search and rescue teams, many of whom are volunteers. “Firefighters and EMT’s are deserving of greater appreciation. They put their lives on the line every day, to serve and protect.”
protect.” He also praised the hard work of dispatch crews. “We could not do the things we do without these people and their support. They get the calls, and they help someone on the other end of the line,” he said. “They are not often recognized for what they do, but it is critical.”

Mark Young received a Congressional Tribute, which in part reads, “His service to others began during the blizzard of 1982 where he spent all night in his truck with his CB radio answering calls to help stranded motorists. Lt. Col. Young spent years as a volunteer paramedic, using his knowledge to help thousands of his fellow citizens. In addition, he assisted his community in the creation of a volunteer ambulance service. In 1996, Lt. Col. Young joined the Montrose County Sheriff Posse as a volunteer search and rescue firefighter. For the next 20 years he went on numerous rescue missions, each time providing vital helicopter support at no charge. He has always been eager to serve his fellow Americans. Lt. Col. Young was recognized for all his generosity and service to his community.”

Mark doesn’t look at himself as a hero, just someone who challenges himself and others to find the courage to bestow a little kindness on others each day. “I have learned life truly is an adventure that has no boundaries except those we impose on ourselves. If we focus on living life to the fullest and being kind to others, we need not worry about the destination. It will take care of itself.”

Today, Mark Young is still helping others as he flies for REACH Air Medical Services in Willits, California. “Mark is a shining example of the contributions one person can make when he chooses to serve others. We are very proud to have him on our team,” noted REACH Chief Pilot Mark Cicali.

Despite his many achievements, Young, 54, is just happy to be doing what he loves best, giving service to others... and flying. We at REACH are very happy he shares his calling with those in need.
my Henry, Chief Flight Nurse at the base, was at home in Santa Rosa when the fires started there. Within hours, her neighborhood received mandatory evacuation orders, and she went to stay with friends.

With Highway 101 closed due to the fires, Amy was not able to get to work. Sitting around was not something she was accustomed to doing. When she heard that CALSTAR Flight Nurse Jennifer Caposella's 91 years young cousin, Yvette, was missing from the area, she decided to help out. "I talked to Jenn and said, 'I have time on my hands, I'm going stir crazy, how about I hit the shelters and try to track her down?'"

As Amy made the rounds of the local shelters, she had mixed emotions. It was heartbreaking to see so many people who had lost everything or didn't know whether or not they still had a home. She was also humbled and amazed by the outpouring of support people were giving to complete strangers.

Despite Amy's search, she could not find Jenn's cousin. It turns out, she was staying with friends. When Yvette heard about the efforts on her behalf, she shared the following note:

During the confusion of that first night and the days following, I am humbled and grateful for all you did on my behalf.

I later learned of your efforts searching for me and summoning rescuers to check on the wellbeing of me and my home. I also learned a San Francisco police officer came to my home and fed my two cats that were left behind.

After several days, I finally got the wonderful news that my home had survived. Of 127 homes on the Bennett Ridge, mine was one of 41 that remained. I returned on October 27th to begin to restore my residence to its pre-fire semblance.

I cannot begin to find the words with which to thank you enough for what you and your team did for me. Please know that this message includes my prayerful best wishes for a triumphal 2018.

YVETTE F., 91 YEARS YOUNG

Amy was happy and relieved to hear the good news that Jenn's cousin was safe.

Jenn has nothing but appreciation for all Amy did. "I cannot tell you what a wonderful person Amy is. Even with her own home in danger, she personally drove around to shelters looking for my cousin. I am beyond thankful for the generosity of all my peers at CALSTAR and REACH. They are All-Star Human Beings."

In thinking back on the events, Amy noted that she has never experienced anything like this before. "I will never forget this. Seeing the sheer number of people crammed into small spaces, and yet the attitude of everyone was very uplifting." Amy is also very proud of the people she works with, adding, "I have the greatest job. Every day I get to be with some of the most intelligent and caring people I've ever encountered in my nursing career—and I've been a nurse for 24 years."
While watching the disaster unfold on the news, he learned that Santa Rosa Memorial Hospital was requesting volunteers. When he arrived later that morning, they already had so much help they directed him to Petaluma, a town south of Santa Rosa, which was setting up a makeshift clinic at the fairgrounds with volunteer medical professionals. They were in need of all the help they could get and put him to work triaging patients, sorting and organizing donated medical supplies, and providing patient care as needed.

David planned on returning to the clinic the following day but was informed that Petaluma Valley Hospital was in need of additional nursing staff. The hospital’s emergency room was receiving an overwhelming influx of patients because Santa Rosa’s Kaiser Permanente and Sutter Health hospitals were both closed due to the fires. David called his fellow CALSTAR Flight Nurse Kale Roseen to alert him to the need and they were both on their way. “I really wanted to help out, just like a lot of people did. This seemed like the best way. They asked both of us to come in and we were put to work,” Kale recalls. “I definitely think everyone wants to help out when something like this happens, and I was happy I could be of use.”

It was a chaotic situation when David and Kale arrived, but the ER staff were very appreciative they were there. One thing that made the whole experience even more memorable for the both of them was the opportunity to work alongside each other outside of CALSTAR. “I love the work I do, and to be part of the community response at that time was very special,” says David.

Editor’s note: David’s wife gave birth two weeks later. Their daughter, Penelope Rose, was the third birth at Kaiser Hospital after it reopened following the fires.
Some people don't know when to stop. Three REACH team members from northern California, Stacy McCarthy, REACH Flight Nurse-Stockton, Greg Morgan, Flight Paramedic-Sacramento, and Heather Shannon, Flight Nurse-Marysville, are all federal Disaster Medical Assistance Team (DMAT) members.
There are 55 DMAT teams in the U.S. prepared to provide rapid response medical care when natural or other disasters strike. Each DMAT team is made up of doctors, nurses, paramedics, EMTs, respiratory therapists, pharmacists and other logistical members. And when times get tough, DMAT teams get going. In a year with too many disasters, our DMAT team members were called upon to help at three different hurricanes: Harvey, Irma, and Maria.

Hurricane Harvey blasted southern Texas with unprecedented rainfall, massive flooding, and destruction. Hospitals were closed, roads were under water, and most the power was out. Both Stacy and Heather were deployed to Texas. After arriving in Dallas, Heather was sent by bus to the small rural community of Silsbee. The trip which normally would be an hour and a half took nearly eight hours due to the road closures, downed trees and power lines, and flooding. Stacy was sent to Port Arthur. Once they arrived at their destinations, they set up mobile field hospitals, providing urgent care to communities impacted by the hurricane. During the next week they tended to hundreds and hundreds of patients.

When Stacy arrived at her destination, the town was completely flooded. The power was out. Everything was shut down in town. Her team set up tents next to a Red Cross shelter at the local middle school. “When we first arrived that evening, we had to set up everything in the dark. The only lights working at the time were from the school’s football stadium. We had brought generators, but they hadn’t been set up yet,” Stacy recalls. Over the next week, they established their make shift clinic and tended to more than 100 people each day, treating a variety of ailments.

Stacy has been a member of the DMAT team since 2011. She appreciates the experience allows her to learn a whole new side of EMS. “The people I work with are simply the best. It’s an honor to work with them and be part of a team whose only goal is to help others. I am so thankful I can use my nursing skills to be of service to others.”

Heather continued her deployment from Texas to Orlando, Florida for Hurricane Irma where she helped provide support to medical missions for several days. On her third mission of the year, Heather went to Puerto Rico after Hurricane Maria hit. “From what I saw,” Heather says, “compared to Hurricane Harvey and Irma, calling Maria devastating seems like an understatement. Hospitals and clinics were severely impacted—running on generators for days. We were dealing with flooding, broken glass, mold, you name it. Outside, downed trees and power lines were all around. Homes and buildings were destroyed. Debris was scattered everywhere. Power was only available in government centers and big hotels. We had no cell phone service. And, to top it off, the temperature and humidity were in the high 90s. It was chaos.”

At a local high school, Heather’s team set up tents and a mini ER urgent care center for the community. They tended to patients who came by ambulance or on foot. Care ranged from minor wounds and trauma injuries, to fatigue, stress, and cardiac issues. Due to a bridge collapse, their location was cut off from the major trauma center. If they could not stabilize a patient, they had to be air evacuated to another facility. During her time there, Heather saw an average of 200 patients each day. In such dire circumstances, Heather notes, “It was heartwarming and uplifting to see the spirit of the community come together. The ingenuity and survival skills of the people we met was truly amazing. They banded together to help one another, sharing the limited resources to make something out of nothing. You could feel their strong determination that despite everything, they were going to make it through this.”

Heather is grateful for her REACH crew too. “They cover for us when we are deployed, keeping the base in service. We couldn’t do it without them. I really appreciate working for a company that supports us in doing this work. To be able to serve others in a time like this was a highlight in my nursing career.”

When Hurricane Irma hit the U.S. Virgin Islands, Greg Morgan was sent to Puerto Rico where he and his DMAT team boarded a ferry to St. Thomas. Arriving in the dark of night, they were the first medical team to land on the island after the hurricane. When the ferry’s ramp dropped down, Greg saw hundreds of people at the dock waiting to evacuate. “All these people were waiting to get on the ferry as we were unloading all our equipment. It was the strangest feeling.”

The team drove by caravan with the National Guard to a barely functioning hospital. There, they worked side by side with the hospital employees who had been doing their best under dismal circumstances. Resources were stretched thin. While there, Greg helped 127 dialysis patients get flown by military helicopter to needed care. Because of his experience with REACH, Greg was assigned to lead the evacuations on the helpad.

With Hurricane Maria set to arrive, Greg and his team were flown back to the mainland. It was hard to leave knowing another hurricane was on the way; but Greg is grateful for what they were able to accomplish while they were there. “Everyone we met were so appreciative that we were there. I was awed by the people we met—their strength and dignity. They were amazing. It was an experience I will never forget.”
We honor and hold ourselves and each other accountable to our commitments. We strive in every situation to do what is right for our patients, our associates and the communities we serve. This includes safety and risk mitigation in all endeavors.

Results Through Teamwork
Our associates are committed to working together as a team, resulting in successful solutions and outcomes. We respect our individual differences, recognizing they are part of our strength as a team. Holding each other accountable to high standards, we share ideas and challenge the norm to learn from one another, inspiring us to perform to our individual and collective greatest potential.

Loyalty
We are dedicated and passionate about serving our communities. Recognizing with every interaction, each of us earns the privilege to play a critical role as a member of the team. In return we will take care of each other and those we serve through listening carefully and supporting each other, without doubt or question.

Experience of Excellence
Those that we serve will experience high quality service. We do this through understanding our processes, identifying problems quickly, systematically, and an unrelenting pursuit to eliminate complacency. We will end unnecessary bureaucracies, allowing engaged associates to take ownership of problems that affect their work and ultimately those we serve.