



**Rural/Metro<sup>®</sup>  
Ambulance**

Official Newsletter of Rural/Metro Ambulance  
of Santa Clara County

## Human Resources

### Natalie Humble, HR Generalist

Rural/Metro Santa Clara County welcomes new positions into our operation for the 3rd and 4th quarter: System Status Coordinators, Supply Supervisor, Billing QA Representatives, and Business Analyst. These additional positions will help support our operation to continue to provide the utmost patient care and exemplary customer service.

### Biometric Screening

Rural/Metro is kicking off a Biometric Screening Program to better support healthy living! Twice annually, our employees can choose to visit a LabCorp location to complete their Biometric Screening. In addition, our employees are able to visit <http://summithra.com/> to complete an online assessment to receive valuable information on healthy living.

### DOOR Program

Rural/Metro Santa Clara County currently has a Diversity Outreach Opportunity and Recruitment (DOOR) program.

It is Rural/Metro's policy to provide equal opportunity employment to all employees and applicants for employment. The company will recruit, hire, train, and promote persons in all job classifications without regard to race, color, religion, sex, national origin, disability, veteran status or any other non-job related characteristics.



## Operations

### Message from Mark Norman, Division General Manager

We are quickly coming up to our one-year anniversary in Santa Clara County. Throughout the past year, we have made great strides to making the system better for all stakeholders, including, but not limited to our patients, employees, hospitals, fire departments, and the citizens of Santa Clara County.

I would like to personally thank each and every one of you for your hard work and dedication. Without you, we would not be successful.

As we look forward to the upcoming year, our focus remains on creating a better system aimed at providing the best possible patient care for all people. With your help, Rural/Metro and all of its stakeholders will continue to succeed. Keep up the great work and as always, let us know if there is anything we can do to help support you.

## Crew Reunites with a Stroke Victim



To celebrate National Stroke Awareness Month, a recent stroke patient had the chance to thank the Rural/Metro crew who helped treat and transport her. As a surprise gesture, the patient made an appearance at a stroke education training class sponsored by the San Jose Fire Department, and there she personally thanked the first responders for their quick actions the day she collapsed in her home.

Congratulations to Medic 30 (Paramedic James Howard and Emergency Medical Technician Luke Lott) for their exceptional patient care and expertise in responding to the call. Within a week of the transport, the patient was back at home tending to her garden without any residual deficits or complications.

## In The Community

By Monica Gomez, Public Relations Manager



*More than a Job...A Calling. That was the theme of National Emergency Medical Services Week May 21-25. Here locally, our crews participated in a whole host of activities, including: Dog Day at the Park, a Pancake Breakfast, EMS Conference, a BBQ, and even a volunteer activity at Sacred Heart Community Services Agency.*



*Several employees took their four-legged pets out to the Dog Park and enjoyed a day in the sun. On Monday, May 21, the day kicked off with a pancake breakfast, complete with sausage, eggs, pancakes, and fruit. Special thanks to the Supervisors for taking the lead in cooking and making employees feel appreciated! Supervisors and staff also treated the crews at El Camino Hospital to ice cream sundaes on Monday and Tuesday.*



*The week then ended with an opportunity to give back to the community with about 12 employees who volunteered at Sacred Heart Community Services Agency in San Jose. The crews and staff sorted clothes, bagged groceries, and even helped clients get food to their cars. Rural/Metro then treated employees to a huge BBQ at the main and each employee received a duffel bag for their hard work and dedication to Rural/Metro.*



*In honor of EMS Week, Rural/Metro invited the Santa Clara County Board of Supervisors and their staff to a free Hands-Only training.*

*Supervisor George Shirakawa's staff participated in a simple training led by Clinical Manager Chad Henry and Paramedic Supervisor Christine Gonzales on May 24.*

*On May 30, Supervisor Mike Wasserman and his staff learned hands-Only CPR. Trainings such as these and others are a part of Rural/Metro Santa Clara County's commitment to Community Education and will take place at least once a quarter.*

**If you or your organization is interested in setting up CPR Training, please contact Monica Gomez at [monica.gomez@rmetro.com](mailto:monica.gomez@rmetro.com) or call 408-645-7310.**

## Hands-Only CPR... It Saves Lives

By Chad Henry, Clinical Manager

Healthcare professionals around the county treat nearly 400,000 Americans who suffer cardiac arrest outside of a hospital each year. Of those, nearly 90 percent die because of a lack of immediate CPR. Studies have shown that immediate and continuous CPR significantly increases a patient's chance of survival.

The American Heart Association has developed community based Hands-Only™ CPR, a training program designed to teach almost anyone how to perform CPR on teens and adults.

**If you see a teen or young adult collapse, call 9-1-1 and push hard and fast in the center of the chest to the beat of the Bee Gees' classic disco song "Stayin' Alive." Doing Hands-Only™ CPR compressions at this beat can more than double or triple a person's chance of survival.**

-The American Heart Association

### TWO STEPS TO SAVE A LIFE

1

**Call 911**

2

**Push hard & fast in the center of the chest**

Rural/Metro Ambulance is committed to ensuring that the residents of Santa Clara County have an opportunity to learn this life saving technique. **If you, your community group, or civic organization is interested in more information on hosting a Hands-Only™ CPR training class, please contact Monica Gomez at (408) 645-7310 or [Monica.Gomez@rmetro.com](mailto:Monica.Gomez@rmetro.com)**

# Santa Clara County EMS Releases its Semi-Annual Report

## Rural/Metro is one of the most dynamic and significant changes in 30 years

It's been one year since Rural/Metro officially started its service as the County's 911 ambulance provider. As Santa Clara County EMS states in its Semi-Annual Report, "the exclusive 911 ambulance contract between Santa Clara County and Rural Metro is widely regarded as the most comprehensive and progressive EMS contract in the State."

Under the new contract, ambulances are arriving on scene of emergency and non-emergency calls quicker than before July 1.

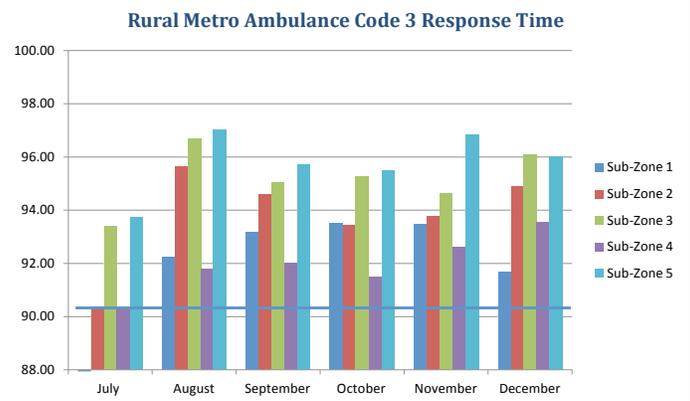
In addition to faster response times, the EMS System presents other significant improvements:

- **Improved medical support to law enforcement and fire services across the county. Rural Metro will provide at no cost, standby ambulances and supervisors for critical public safety events, such as large fires, and police SWAT operations.**
- **Increased disaster response capability, including the ability to dispatch a "strike team" of five ambulances and a field supervisor in less than 8 minutes of receiving a request.**
- **Improved field supervision, coordination, and training through 24/7 staffing of EMS Duty Chiefs.**
- **Improved public information and community education programs.**
- **Implementing a comprehensive electronic data system. This system will provide critical information about system clinical care, operational efficiency, and cost effectiveness. When completed, all EMS System providers, including communications centers, fire and ambulance providers, and hospitals will contribute data. This will allow the EMS System to make evidence-based decisions and better evaluate the medical care we provide. Santa Clara County will be the largest EMS System in the nation to have this level and sophistication of data integration.**

## 911 Ambulance Response Times

### Ambulance Response Times to Emergency Calls

The chart below identifies the ambulance response times to Code 3 (emergency red light and siren) calls by month from July 2011 through December 2011 in each of the five ambulance subzones within Santa Clara County. The response time standard is 90% or greater, and is represented by the blue horizontal line on this graphic. Note the response time for Sub-Zone One for July was 83.46%, and is not shown on this graphic.



	July	August	September	October	November	December
Sub-Zone 1	83.46	92.25	93.17	93.50	93.49	91.68
Sub-Zone 2	90.36	95.64	94.58	93.45	93.77	94.91
Sub-Zone 3	93.40	96.69	95.03	95.28	94.63	96.10
Sub-Zone 4	90.30	91.80	92.03	91.48	92.60	93.56
Sub-Zone 5	93.73	97.01	95.73	95.51	96.85	96.03

\*The response time in sub-zone 1 was 83.46 percent. This number does not show on the chart, due to Excel's scaling characteristics.

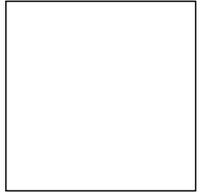
*"The EMS Agency and the County of Santa Clara sincerely appreciate the laudable effort by Rural Metro and their employees to provide the highest quality emergency medical services. We look forward to working with you in the years ahead to refine our EMS system; assuring it is cost effective, provides high quality patient care, and has high rates of satisfaction from all stakeholders."*

*-Michael Petrie, EMS Director*





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# THE Dispatch

## Foundation is Officially Formed

The Santa Clara County EMS Foundation has now been formed. The focus of the foundation is to facilitate contributions from the community for enhanced equipment, technology, training, and education for the Santa Clara County EMS System. The founding board members are: Trey Abshier, COO of Regional Medical Center; John Blain, EMS Specialist, County of Santa Clara; Maya Esparza, Director, 211 of Santa Clara County United Way; Ken Kehmna, Fire Chief, Santa Clara County Fire Department; and Michael Simonsen, Director of Public Affairs, Rural/Metro.

# THE Dispatch

