



Association of Air Medical Services

Strategic Plan

2017-2022

June 7, 2016

INDUSTRY OVERVIEW AND ANALYSIS

When struck by a serious illness or injury, patients require rapid access to specific specialized or critical-care services providing the highest levels of medical care available in our modern healthcare system. When immediate access to such services is not available, because of circumstance and/or geography, patients experience delayed access to those vital services, often resulting in increased mortality, morbidity, longer hospital stays, and other negative and expensive outcomes.

Air Medical and Critical Care Ground Transport services speed, optimize, and integrate the critical care received by patients from the start of their emergency through their treatment at the appropriate hospital. The processes of diagnosis, decision-making, transportation, emergency stabilization, and critical care are no longer sequential, but occur simultaneously—faster and more effectively. When high-quality critical care and rapid transport are available close to the point of injury, or onset of illness, the most favorable outcomes generally result. Air Medical and Critical Care Ground Transportation are highly-effective medical interventions that deliver clinical expertise and rapid transport to definitive care in a timely manner. This can be the difference between being released home after treatment or remaining in expensive, extended care for a long period of time.

There was a time when most community hospitals had critical care units and related services. However, between 1990 and 2005, 339 trauma centers in the United States closed, and between 1991 and 2011, 22% of America's rural hospitals closed. Critical care services and specialists have largely disappeared from rural settings and are typically found only in urban and suburban centers. This new reality creates a disparity between rural and urban settings for patients who require critical care services for time-dependent conditions.

In rural areas with only basic life support (BLS) or advanced life support (ALS) ground ambulance services, patients in remote areas may experience delays in accessing emergency medical system care, with longer response times due to the greater distances. An ALS or BLS ambulance travels to the patient and then transports them to a local hospital for their initial care. The local hospital staff performs basic diagnostics and initial stabilization, but they may not be able to administer the time-dependent specialty care needed. These facilities must arrange for the patient to be transferred to a specialty care center, transfer resources are mustered often at the expense of other hospital services; e.g., an on-duty nurse is taken from another department to travel with the patient. The patient is eventually transferred by ground ambulance, over long distances, and arrives at a specialty center where critical care is finally provided.

The challenge for Air Medical and Critical Care Ground Transport Services is to reduce the impacts of the urban/rural disparity and they have proven to be a game-changer in this regard. Air Medical Transport Services bring critical care intervention to patients in the field and in smaller hospitals, in addition to providing rapid, safe transport to critical care that minimizes delay. Critical Care Ground Transport Services provide higher-level care than ambulance services and reduce the disparity by bringing critical care specialists to the patient, providing that care faster and more efficiently.

In many developing and under-developed countries, Air Medical Services have become routine considerations in healthcare system planning for new hospital construction. Improvements in planning, operational coordination between competing regional healthcare systems, complex reimbursement processes, safety issues, and legal/regulatory issues are contemporary issues that caused Air Medical and Critical Care Ground Transport Service providers to adapt to a changing landscape. The Association of Air Medical Services (AAMS) and the MedEvac Foundation International are dedicated to achieving resolution of those contemporary issues, making Air Medical and Critical Care Ground Transport Services safe and sustainable so that all healthcare systems and patients can benefit from their critical life-saving capabilities.

STRATEGIC PLAN

Established in 1980, the Association of Air Medical Services (AAMS), “the Association,” is an international trade association headquartered in Alexandria, VA. AAMS is a non-profit 501(c)(6) trade association that represents and advocates on behalf of our membership to enhance their ability to deliver high quality, safe, and effective medical care and medical transportation for every patient-in-need.

AAMS is a dedicated team, committed to representing and advocating for the Air Medical and the Critical Care Ground Transport Industry and supporting our members who proudly serve their communities throughout the United States and around the world. AAMS provides numerous professional development opportunities for our members at a variety of local, national, and international events.

- A. Vision. To be the leading representative organization of the international air medical and critical care ground transport industry.
- B. Mission. The Association of Air Medical Services supports our members, their employees, their families, and the patients they serve by:
 - Providing professional education, safety and information programs, and member support to enhance our members' ability to provide high quality medical care and provide safe and effective air medical and critical care ground transportation;
 - Representing and advocating for the Air Medical and Critical Care Ground Transport Industry and their life-saving contributions to our communities around the world; and
 - Educating and informing the general public and our industry stakeholders on the value of Air Medical and Critical Care Ground Transport Industry.

C. Guiding Principles. The Association is committed to these values:

- Excellence
- Inclusiveness
- Innovation
- Integrity
- Professionalism
- Responsiveness
- Transparency

D. Our Customers and Stakeholders (within the United States and abroad) are:

- Providers of air medical and critical care ground transportation, their employees, and their families;
- AAMS Members and Chapters;
- Healthcare professionals and potential requestors of air medical and critical care ground transportation services;
- Potential patients in need of air medical and critical care ground transportation; and
- The following types of organizations with an interest in, or a stake in, the Air Medical and Critical Care Ground Transport Industry and our communities.
 - Academia, Industry Partners, and Partner Associations (e.g., AMTC Contributing Sponsors, Cairns Accord Members, et alia);
 - AAMS and MedEvac Foundation International donors, employees and families;
 - All national and federal legislative bodies, regulatory agencies, and other government institutions;
 - All state, provincial, and local legislative bodies, regulatory agencies, and other government institutions; and
 - Insurance and healthcare organizations.