

# Pride In Performance

# THE HallMark

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The Muroc Healthcare District Board presents Mr. Hall with the keys to Paramedic Unit 412 that will serve the rural desert town of Boron.

## A Model Solution for Rural EMS

# Pride in Performance

by Harvey L. Hall, Founder & President

Seeing the items of litter stashed under vehicle seats, and left scattered throughout several of the ambulances this past month stimulated me to write this article to discuss the role that you, as employees, can play in building our organizational performance and pride.

I founded Hall Ambulance Service, Inc., more than 40 years ago on my solemn belief that pride in the routine of my day-to-day responsibilities and superiority in the overall operations of this enterprise would guarantee exceptional customer service, and that this mindset would change the world for someone in medical need or in an emergency crisis. Not to mention the ability to keep the ambulance bay doors open financially to survive the economic roller coaster and competitive edge of recent years.

My compass has always been set on pride. I would like to encourage you to take up this same mantle of pride in the ongoing performance of your job responsibilities and duties. Capture pride's value and potential for you as an individual, as a role model for your team mates, for the wellbeing of the patients you serve, and for the durability of the corporation as a whole. Let our pride be visible immediately to our customers, to our community onlookers, and to those who regulate our business.

The longevity and legacy of Hall Ambulance has been built on the solid

rock of pride of ownership. Be a pride builder and deploy pride's power in your daily job responsibilities. Above

your division, and our entire operation. Make Hall Ambulance's pride, your genuine pride.

No task or assignment is too big or too small--foster a sense of leadership and satisfaction in everything you do. Pride in your performance will energize your workplace; it will nurture a strong team spirit and inspire innovation like none other. Be in a position to spot roadblocks and join forces with your managers to find creative ways to work around these roadblocks in our systems and processes to meet your performance goals.

Whether you serve the medical needs of our patients, assist in maintaining the premises, detailing or servicing the ambulances, answering the phones, dispatching, hiring and training staff, ordering supplies, collecting data, or billing for services, forge a personal connection with your job, your fellow teammates, and your customers as a source for ideas and solutions and use them to inspire behavioral changes.

Pride is the capstone and foundation of Hall Ambulance. I ask that each and every employee go the extra mile in attendance, attire, and most importantly, in attitude.

Pride will enable us to accomplish feats that were otherwise thought impossible.\*



**"My compass has always been set on pride. I would like to encourage you to take up this same mantle of pride in the ongoing performance of your job responsibilities and duties."**

**-Harvey L. Hall, Founder & President**

all, develop an intimate knowledge of your performance objectives that will aid you in collaborating and multiplying the benefits of superior performance with your co-workers and management team. Watch its trickle effect throughout your department,



# Customer Comments Are Taken Seriously

*81.23% Rank Hall Ambulance as “Exemplary” Across the Five Measurements of Success.*

by David Konieczny, Assistant Manager, Ambulance Division

All of us have come across a customer service survey at one point or another in a restaurant, hotel, shopping website, etc., and most of us brush off completing the survey for a variety of reasons. Some might feel that the responses will be overlooked or not important to the business management. Some might not want to take the extra time to complete the information despite the service they received being good or not-so-good.

Receiving feedback, good or not-so-good, is essential for any business to continually strive for improvement. Feedback and comments help identify areas that can be improved upon as well as confirm that the customer was happy with the service provided. Hall Ambulance Service has built into its business model sending out a quality survey to each patient who was transported by its employees. One of the main reasons for this is the core belief that the patient is more than a patient—they are a customer. The expectation is that customers will be provided with exceptional service every time they conduct business with Hall Ambulance.

Upon completion of service, every customer is mailed a quality survey which includes five questions. One question asks, “Were you treated with compassion by our paramedics and/or EMTs?” These quality surveys are not just an afterthought, but rather another example of how important customer



Hall Commercial Vehicle Service Manager John Tokash, and Mechanic Fred Bernal, investigate a customer concern about a rough ride during their trip to the hospital. Each quality survey is personally reviewed by Mr. Hall, to ensure his expectations are met—with every patient, on every request for medical aid.

care is to our Company and to the owner, Harvey L. Hall. Mr. Hall personally reads every survey that is returned and takes note of every response provided. If a customer replies that they felt the ride was a little too bumpy, the vehicle that was used is immediately sent to Hall Commercial Vehicle Service for a full inspection by highly trained mechanics. If a customer responds with complimentary comments about the personnel and the service they received, the employee is notified and a compliment is placed into their personnel file.

Any concern voiced in writing, in person, or over the phone is taken seriously and fully investigated. The expectation is for all employees to provide exceptional care and service to every customer, every day. The quality

surveys allow for each customer to have an opportunity to provide feedback on their service, and it lets the Company strengthen a weakness and acknowledge the excellent work being done on a daily basis by its employees.

The results of Hall Ambulance’s Quality Survey program has been nothing short of spectacular. Since 2006, more than 41,000 surveys have been received, with 81.23% of our customers stating that Hall Ambulance provided “exemplary” service across the five measurements of our success. In addition, another 12.75% of our customers commented that their overall experience was, “above average,” resulting in a combined, total customer satisfaction rating of 93.98%.\*

# A Model Solution for Rural EMS

## *Relationship Ensures Timely Ambulance Response in Boron*

by Mark Corum, Director of Media Services

Muroc Healthcare District continues to look out for the health and safety needs of residents living in the remote desert community of Boron, through a unique program that ensures timely ambulance service when they need it most. Under an agreement that was established in 1994, Muroc Healthcare District funds the cost of a paramedic ambulance, while Hall Ambulance is responsible for the maintenance, staffing, and operations of the ambulance service.

Muroc Healthcare District presented the keys to the sixth paramedic ambulance it has funded during a community presentation on August 9th. Several residents joined the celebration—eager to get a glimpse of the new AALS/Paramedic Unit.

Several business leaders and dignitaries made remarks during the presentation, including Kern County EMS Director Ross Elliott, and Boron Chamber of Commerce President Randy Smith. Board Member James Welling then presented Hall with the keys to Paramedic Unit 412.

The new ambulance replaces Unit 377 which was placed into service in 2009, and served the community well, having logged 200,000



Community pride- The young ladies from the Boron Chamber's Miss Boron program helped welcome the new ambulance. Pictured with (from l-r) Hall Ambulance Field Supervisor Marlin Coffia, Paramedic Donnie Self, EMT Manuel Martinez, Founder & President Harvey L. Hall, Field Supervisor Chris Cook, Assistant Manager Darrell Stapley, Paramedic Charlie Brown.

miles of service on it.

It is a Ford F350 Type II ambulance, which boasts several new patient comfort and safety enhancements. Most notably visible are the large reflective chevrons adorning the back of the ambulance and on the interior of the rear doors. This safety feature makes the ambulance highly visible,



Harvey L. Hall talks about the positive relationship between Muroc Healthcare District and his Company, which dates back to 1994.

particularly at night. It is powered by a V-10 gasoline engine, which is a change from the earlier diesel engine configuration. In addition,

the emergency lighting package on the ambulance was upgraded to add heightened visibility to the emergency response vehicle while responding to requests for medical aid.

Post 17 is staffed by a paramedic and an EMT who work 48-hour shifts, with additional resources available as needed.\*



# Power Cots Have Arrived at Hall Ambulance

by John Surface, Manager, Ambulance Division

EMTs and paramedics lift hundreds, if not thousands of pounds, of patient weight every day. They move them from the ground to the cot, lift the cot, load the cot, unload the cot, and off-load the patient. Each time an EMT or paramedic has to lift weight, they are at risk. Experiential data shows that the accumulative toll on the body adds up and shortens or ends EMS careers prematurely. It is not a single lift that injures someone. It is 30 to 40 lifts in a day with each lift taking a little away from someone's total available lifting capacity that creates opportunities for injuries.

In 2005, Mr. Hall made the commitment to look for equipment improvements and added stair chairs to each ambulance. The stair chair allows a crew to safely move a patient up and down stairs or in space-limited environments. Crews tested the two available models and selected the Stryker Stair Pro Chair.

In 2012, Mr. Hall made the decision that he wanted to add powered cots to his ambulances. Again, Mr. Hall turned to his crews for their opinion. Hall Ambulance crews evaluated the available power cot solutions and chose the Stryker Power Pro.

The transition to power will start with ten Stryker powered cots, as ten Stryker Power Pro cots were purchased in conjunction with the annual purchase of new ambulances. The first of the new ambulances and powered cots will be placed into service in late August with all ten deployed by the first of November.

The Stryker Power Pro cot has been



The new power cots aim to reduce the amount of strain a paramedic and EMT must endure over the course of a single shift. Stryker Power Pro will become standard issue on each new Hall ambulance, with a plan for total, fleet implementation in the future.

on the market for several years and is the solution of choice in many EMS systems nationwide. The cot is powered by an electric motor operating a hydraulic system. The cot has no cables to wear out and can be power washed as needed.

The new cots allow an EMT and paramedic to lift the cot from ground-level to travel-level with the push of a button. When loading and unloading, the crews will use power to extend and retract the undercarriage. On a busy day, two work-flow changes could save thousands of pounds from being lifted by the crew. By decreasing the overall

cumulative weight in a day or week, the chance of injury is decreased.

Stryker staff was on site August 13 to train Hall Commercial mechanics on proper installation, cleaning, and minor maintenance procedures. Later in the day, they met with Operations staff for a train-the-trainer session.

Mr. Hall's decision to start the transition to power was all about the employees. He made it clear during the evaluation phase and purchase negotiations that he felt obligated to make the move to power. The transition will continue in 2014 with a goal of a 100% powered fleet in the future.\*

## Congratulations and Administrative Staff Expansion



Hall CCT's Nathan Kennedy has passed the Flight Paramedic Certification Exam, administered by The Board for Critical

Care Transport Certification. He is the Company's first medic to complete the voluntary process, which is designed to validate the essential knowledge and judgement required for safe and competent practice as a critical care paramedic.

Mark Moyes has joined Hall Ambulance as M.I.S. Assistant. Moyes worked as an operations analyst for Tar-



get and as an associate information systems analyst at Kern Valley State Prison. Moyes' interest in working for Hall was peaked when Mr. Hall addressed his M.B.A. program. Impressed by the level of dedication and effort Hall has put in to make his business a success, he knew this is where he wanted to work.

Mark Corum has rejoined Hall Ambulance Service, Inc. as Director of Media Services. He previously served 12 years (1996-2008) as the Company's public and media relations director where he received nationwide recognition for his passion to tell the story of emergency medical services.\*



## Patient Expresses Gratitude to EMS Responders

by Mark Corum, Director of Media Services



An example of Kern County's EMS System coming together, one patient at a time: (pictured l-r) Flight RN Heidi Carrington, Paramedic Rafael Prieto, Judy Rose, Muriel Moore, Monte Moore, EMT Matthew Millwee, Flight Medic Shawn Perryman, Hall Air Pilot Tim Anderson, Kern County Firefighter Andrew Freeborn, and Captain Paddrick Young.

So often, as EMS providers, we respond, provide medical aid, and transport to the ER, without ever knowing the outcome of a particular patient once we leave the hospital. When the opportunity occurs, it reaffirms why we do, what we do, each and every day.

Such is the case for Hall Ambulance Paramedic Rafael Prieto, EMT Matthew Millwee and the Hall Air Flight Crew of Paramedic Shawn Perryman, RN Heidi Carrington, and Pilot Tim Anderson who were reunited with a cardiac arrest patient they cared for just two months earlier.

On May 23, Monte and Muriel Moore had just finished their lunch, when Muriel took the leftovers out to their car. When she returned a few moments later, she found Monte was choking. When her own efforts proved ineffective, a patron ran next door to

Hall Ambulance Post 57 to alert the on-duty crew. EMT Millwee quickly responded and performed the Heimlich maneuver. Paramedic Prieto arrived less than a minute later; however, Monte had already slipped into cardiac arrest. The medic promptly initiated advanced life support care.

Due to his condition and potential time-savings, Hall Air was requested to launch to KCFD Station 56. Shortly thereafter, firefighters arrived to assist the Hall paramedic crew during transport to the landing zone, where care was transferred to the Hall Air Flight Team.

Having survived such an ordeal, the Moore's wanted to meet and express their gratitude to the EMS responders who played a role in Monte's positive outcome.

Speaking on behalf of her husband,

Continued on next page

## A PERSONNEL NOTE

by Sonia Reyes, Human Resources Specialist

### Long-Term Service Anniversaries

#### 10 Years

10/13/2003 Blanca Llamas, Claims Specialist

#### 5 Years

09/15/2008 Matthew Frields, Paramedic

10/13/2008 Jose Luis Hernandez,  
Ambulance Detailer

### Welcome New Employees

07/01/2013 Mark Moyes, M.I.S. Assistant

07/08/2013 Mack Hannah, Ambulance Detailer

07/09/2013 Sarah O'Tool, EMT Student

07/09/2013 Brittany Grove, EMT Student

07/09/2013 Gregory Chapman, EMT Student

07/09/2013 Amy Carley, EMT Student

07/09/2013 Amanda Young, EMT Student

07/09/2013 Joshua Scott, EMT Student

07/09/2013 Denise Anaya, EMT Student

07/09/2013 Lora Rogers, EMT Student

07/30/2013 Maria Gonzalez, EMT

07/30/2013 Douglas Croisette, EMT

07/30/2013 Parker Harman, EMT

07/30/2013 Daniel Dubois, EMT

07/30/2013 Angela Atkins, RN Part Time

08/06/2013 Christian Mollere, RN

09/03 Richard Quiling

09/04 James Simpson

09/05 Michael Cotton

09/05 Bryan Cook

09/08 Tim Wren

09/08 Rodrigo Castillo

09/08 Andy Calderon

09/08 Angela Salazar

09/08 Mary Martinez

09/08 Gabriel Trujillo

09/09 Heather Lee

09/09 Michael Hilliard

09/12 Tyler Irish

09/12 Jennifer Hurler-Billings

09/13 Mrs. Hall

09/13 Jamie Strader

09/13 Stuart Smith

09/14 Phillip Smith

09/16 Brian Dumont

09/18 Makenzie Stevens

09/18 Anthony Rodriguez

09/19 Esther Silva

09/21 Jaime Robles

09/21 Jeffrey Bunn

09/22 Amanda Rivera

09/22 Mark Elliott

09/23 Blanca Llamas

09/23 William Cassidy

09/24 Rena Vargas

09/28 Steven Powers

09/30 Heidi Carrington

10/01 Lora Rogers

10/03 Pete Sturn

10/03 Francis DeLos Reyes

10/04 Alberto Flores

10/04 Nathan Vlach

10/05 Felipe Hernandez

10/06 Douglas Croisette

10/07 Brenda Robinson

10/09 Manuel Martinez

10/10 Rudy Garcia

10/12 Robert Brengartner

10/13 Mary Hernandez

10/14 Andrew Dean

10/14 Scott Beaudette

10/14 Kerry Monk

10/19 Larry Roberts

10/19 Eileen Navarro

10/19 Scott Walters

10/19 Tom Conlin

10/20 Alberto Alvarez

10/21 Allen Hodge

10/22 Sarah Dresser

10/24 Erika Bryan

10/25 Sharon Tousseau

10/28 Andrew Najera

10/30 David Puckett

10/30 Fred Bernal

10/31 Sharon Scoggins

10/31 Kristina Harrison

### Patient Reunited with Crew

Continued from page 6

Muriel shared her emotions of that day. She then stated that Monte had a thank you card that he wanted to present to EMT Millwee. As Millwee approached him, to everyone's surprise, Monte stood from his wheelchair, and clearly said, "Thank you," to the EMT. Taken

back by his kind gesture, Millwee proceeded to read the inscription which opened with: "How does one find the words to express their thanks when people have literally worked together to help save one's life? There aren't enough adequate words!"

The message also stated their appreciation for Mr. Hall expanding his

ambulance service to the Mountain Communities, "We are SO grateful that Mr. Harvey Hall placed his paramedic office right here in Frazier Park."

During the reunion, the Moores shared that they look forward to celebrating 51 years of marriage in September!\*



by Dave Taylor, EMT, Public Relations

# THE HallMark

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The HallMark is published for the staff, friends, and family of Hall Ambulance Service, Inc. Comments, questions, or suggestions should be directed to Mark Corum, director of media services at: corumm@hallamb.com.

Established in 1971, Hall Ambulance Service is the major 9-1-1 paramedic provider for Kern County, California. The Company serves the communities of Bakersfield, Arvin, Lamont, Frazier Park, Tehachapi, Rosamond, Mojave, California City, Boron, Taft and Shafter.



# HALL AMBULANCE



### A Doggone Good Time

Siren, the Rescue Dog, has fun with some children at the Days at the Kern County Museum program.\*



### A Visit to Planz Summer School

Hall Ambulance community relations staff shows participants in the Planz Summer School Program the advanced life support equipment that a paramedic uses to help someone in need of medical aid.\*



## TECH 9- Our Last Cadillac...

by Steve Prater, Paramedic Field Supervisor



Professional cars like TECH 9 played an important role in the early days of EMS.

This vintage photo from the late 70's shows the very last professional car placed in service by Hall Ambulance. This 1975 Cadillac/Superior ambulance sported 54 inches of headroom in the patient compartment, a full compliment of emergency warning lights and a mechanical "Federal Q" siren for clearing the way through traffic. Most

of all, it provided the patients with a smooth and comfortable ride that still has no equal today.

The large Cadillac Professional Chassis this ambulance was built on stopped being produced in 1976 due to new federal vehicle regulations by the government. All future ambulances would have to be built on a van/truck chassis to meet the new federal ambulance design standards.

We are very fortunate to still have two vintage Cadillac ambulances (Tech 1 & Tech 8) in the Company fleet to serve as a reminder of a different era in our EMS history.\*

*Editor's note: The paramedic identified in the last "Blast from the Past" photo was incorrectly identified. The correct name should have been Ron Borgsdorf.*