



REACHSM
Air Medical Services

Above & Beyond



These are the stories of REACH. Each day and night new chapters unfold, in every type of location—from cities, to mountains, to the wild and remote coast.

Vision

Behind every endeavor at REACH are the words of founder Dr. John L. McDonald:

“Do what is right for the patient.”

With Dr. John McDonald’s clear vision always in mind, everyone at REACH demonstrates willingness to go above and beyond. Energy, drive and passion weave through the entire organization.

Our signature red aircraft are synonymous with innovation and excellence in emergency medical transport, providing exceptional service and compassionate care.

Our people-centered mission extends from meticulous aircraft maintenance and safety to unprecedented training and education for not only our own employees, but the broader medical community.

1987

First patient transport

1995

5,000 patient transports

20th Anniversary

36,000 patient transports

The Future

Innovation and excellence take REACH to new heights

Going above & beyond.

Those waiting below breathe a sigh of relief as the distinctive red REACH helicopter lands nearby, flown by a skillful pilot. In an instant, the nurse and paramedic onboard are in action.

As a team they work closely with their emergency medical services partners at the scene, assessing the situation and communicating clearly. With skill and speed they tend to the needs of a critically injured person as the aircraft lifts off for a life-saving flight to a regional trauma center.



I am hope.



24/7/365 Each hour of every day the people of REACH are alert for the call that can mean saving a life.

2:35 a.m. Armed with knowledge, experience and skill, a REACH communication specialist answers a call. A premature baby requires immediate transport to a neonatal intensive care unit at a specialty children's hospital over one hundred miles from her home.

2:36 a.m. Word reaches the on-duty flight crew, standing by, ready to fly. The pilot, nurse and paramedic head toward the aircraft and are in the air within moments.

3:56 a.m. Upon arrival at the outlying hospital, the tiny infant is carefully loaded into a transport incubator and onto the aircraft for the flight.

5:55 a.m. The critically ill child arrives safely at Children's Hospital & Research Center Oakland to receive the treatment she needs.

Next day. The tiny infant's mother, unable to accompany her daughter on the original flight, needs and wants to be there. REACH flies her to be with her baby. It's the right thing to do.

Photo inset above: Flight nurse, Debbie Biederwolf, with a REACH neonatal portable ICU, loves her work with the tiniest of patients—newborns and children.



"Because of REACH, I am alive today. I wouldn't be here had I gone by ground ambulance. In fact, that day I had my time of death declared three times. Because I'm still alive, I see things very differently now. Some would say that was a bad day—I think it was good."
— Jim Wilson, known as "The Miracle Man"

People

Whoever the person, wherever the need, no matter the injury or illness, night or day, the people of REACH are on the way, ready to go above and beyond.

The Miracle Man

They call Jim Wilson "The Miracle Man" for good reason. The long-time Truckee resident was riding his motorcycle on northern California's scenic Highway 29 in Lake County, when a driver in a van going the opposite direction crossed into his lane. With no time to react, Jim was hit, flew over the handlebars and smashed into the windshield of the van.

Although Jim was wearing his helmet, which helped him avoid serious head injury, he suffered extensive damage to his internal organs, pelvis and extremities. While being transported by REACH, he suffered cardiac arrest and CPR was administered. With such extensive injuries, doctors were and continue to be, amazed at Jim's ability and will to live, as well as the amazing progress he has made in his healing journey. Jim gives much of the credit to his strong personal faith and that of his family and community.

One year later the first Miracle Man Blood Drive was held at the main REACH base and maintenance facility. The big event, sponsored by Blood Bank of the Redwoods and REACH, drew crowds who donated 151 units of blood in honor of Jim. He and his wife, Lindy, thanked the REACH team for their hard work and dedication. They spoke from their hearts about the importance of the REACH mission for Jim in particular, and the community in general. Jim's doctors and surgeons from the regional trauma team were there, lending their support and encouragement—and donating blood.



Jim and Lindy Wilson with Jim's life-saving REACH crew.



Education and training are a part of the REACH culture, extending knowledge into the communities we serve, through working with our emergency medical services partners.

“We rely on REACH in many ways. Their highly trained people are a welcome sight on the scene of accidents. They genuinely care for patients and community. They are experts, always willing to provide great insight. REACH classes brought our intubation success rates up within weeks.”

David Durand, American Medical Response



“...you went that extra mile to help smooth some last-minute glitches that could have prevented this child’s ‘Make A Wish’ gift from happening. Your dedication in facilitating smooth transports has not gone unnoticed and is one of the qualities that enhances our partnership with REACH.”

— letter from staff of UC Davis Children’s Hospital

Partnerships

REACH is committed to relationships as a steadfast, supportive and open partner.

World-renowned pediatric hospitals select REACH as their preferred air transport provider/partner.

Dr. James Hanson, Pediatric Critical Care Physician, says, “Here at Children’s Hospital & Research Center Oakland, we know that REACH will do the right thing, and that is tied directly to our own mission statement.

In going *above and beyond*, Dr. Hanson continues, “REACH has transported patients over long distances when it was clearly in the patient’s best interest, knowing they would not receive payment. REACH did it because it’s the right thing to do. REACH has transported special medications to a remote hospital so a child could get the right treatment. When a dialysis machine was failing, REACH transported one of our biomedical engineers to fix it; we could not wait for the person to drive in. That effort probably saved the life of a child—and there’s obviously no way you can charge for something like that.

“Our partnership includes outreach education provided by REACH. Our medical and nursing staffs work together to bring education to the community. Bottom line, we are all trying to do what is best for patients. Because we have worked with and met REACH crew members, we have better understanding and communication,” explains Dr. Hanson.

“In the earliest days of REACH we worked with Dr. McDonald because of his passion for improved trauma care and transport. REACH has always been committed to providing top-notch care to people of all ages. However, their focus on children has been remarkable, because most transport companies don’t put as much effort into the preparation and care of critically ill children. These babies are extremely ill, so a ground transport taking hours is not the best option for them.”

Quality medical care depends upon quality education. A scholarship honoring our founder helps paramedics further their education at an institution of higher learning.

“This scholarship allows me to focus on developing my skills in emergency medicine. With your help I can help provide a higher level of public safety and care to the critically ill or injured. I am honored and proud. Maybe one day I’ll be working on a REACH helicopter!”

Nathan Sussex, recipient of the John L. McDonald, M.D. Paramedic Education Scholarship, standing with Dan McDonald of REACH

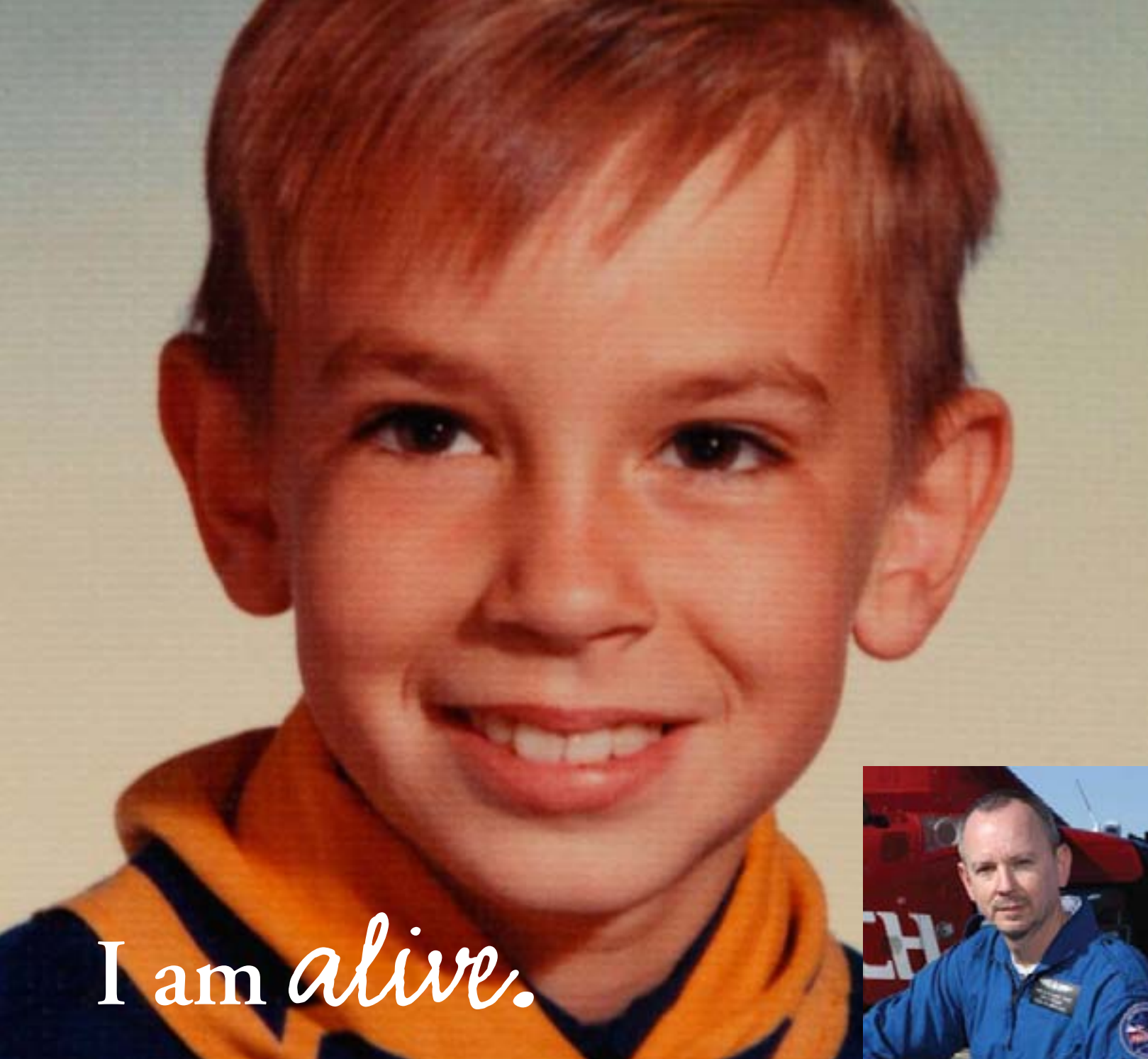


Countless hours and thousands of dollars are donated by REACH and our employees in support of the many communities we serve and live in.

“An accident left me paralyzed from the waist down, with a pile of bills from the hospital. REACH helped with my transport, medical bills, wheelchair and support for my family and friends. I am forever grateful for such kindness during the toughest time of my life.”

John Piazza, beneficiary of REACH grant of support





I am *alive.*

When he was only five, his mother asked Chris Le Baudour, "What do you want to be when you grow up?" He answered confidently, "A doctor." Pursuing this goal, Chris became an EMT at just 17. "I learned a lot about life during my ten years in the back of an ambulance," Chris recalls. Here at REACH, he helped create our state-of-the-science communications center. His next assignment: develop a learning center unlike anything in existence.

At REACH and beyond, Chris is a passionate educator who writes about,

lectures and breathes emergency care. In classes, conferences and seminars across the country he gets to the heart of our work by engaging students in exploring the meaning behind saving lives. "I incorporate integrity, compassion, accountability, respect and empathy into basic patient care. I try to teach individuals to become better people. I think of it as teaching humanities," says Chris.

One weekend, while enjoying a game of dominoes in a remote coastal home, Chris felt an intense pain in his

shoulder that moved to his chest. As fate would have it, he was flown by his associates in a bright red REACH helicopter to an urban hospital. An artery in Chris' heart had become 90% blocked. A stent was inserted in the educator-turned-patient, and one week later he was back at REACH. "I got perfect care all the way," he assures.

Photos above: Chris Le Baudour as a good scout, then and now.



"When I'm flying a REACH aircraft, I know I have the best safety program, the newest technology and highly trained medical crew members. Added to that is enthusiastic support from maintenance and progressive management. All that is in my corner—it's the best feeling I've ever had in my flying career." — REACH pilot

Innovation & Excellence

Innovative thinking keeps REACH at the forefront of technology, ensuring that our patients and the communities we serve continually receive the highest level of service in the safest of environments.

REACH Air Medical Services:

- maintains full accreditation through the Commission on Accreditation of Medical Transport Systems (CAMTS) for the care and transport of critically ill or injured adult, pediatric, obstetric and neonatal patients;
- is the preferred air ambulance services provider for neonates and children for numerous pediatric intensive care units;
- is supported by a team of skilled communication specialists, available at our communications center 24/7 to assist with every detail involved in the transfer of patients to definitive care;
- mechanics are Federal Aviation Administration (FAA) licensed and provide unmatched aviation maintenance services to ensure airworthiness, reliability and safety of our fleet. Each base has at least one full-time dedicated mechanic;
- aircraft are flown by pilots with an average of 5,000 hours of experience as pilot-in-command. All are instrument-rated and remain current under a rigid training and check-ride program controlled by the FAA;
- responds to requests for transport using instrument flight rules which, in most instances, allow us to respond in inclement weather;
- utilizes GPS routing, which increases our ability to respond to emergencies in a variety of conditions. Our entire fleet is equipped with night vision goggles, allowing pilots and medical crews to perform life-saving operations in the darkest conditions; and
- has a membership program called REACH for Life that provides emergency air transport to members at no out-of-pocket expense.



I am inspired.

Suzie Smith, REACH flight nurse, has deep roots in northern California. “My great-great-grandparents came west in wagon trains and established a ranch that three generations have grown up on. I wanted to be a vet, then my friend’s father, a brain surgeon, took me to watch surgery and I fell in love with it. I was a nurse at 22 and it’s all I’ve ever done.

“I was recruited into flight nursing and I love it—I’d be bored if I did anything else. I get so much more than I give. I know that sounds like a cliché, but

it’s true,” explains Suzie after a long night of REACH air ambulance work.

Instead of relaxing vacations, Suzie participates in international medical missions wherein surgeons and nurses perform 120 surgeries or more in a few days. “We handle cleft lips and palates to hernias and tumors. We also deliver food. It’s just so nice to make a difference,” says Suzie.

No matter where help is needed, Suzie goes. “In Third World countries they have so little, yet they are happy—

I can’t explain it. You should see them laughing,” she explains of her compassionate adventures.

Of REACH, Suzie says, “I am in awe of the amazingly high standards for patient care, clinical expertise and ethics. I love what I do and I am proud to do it.” When asked what she does in her spare time, Suzie answers in all seriousness, “We do soup kitchens on Sundays.”

Photo above: Suzie Smith with an appreciative father and his daughter in Nicaragua.



“It is not enough to do your best...you must prepare to be the best.”

— Dr. John L. McDonald, founder REACH Air Medical Services

Purpose

REACH Mission:

We will be available and prepared to provide customer-oriented, high-quality patient care, in a safe and efficient manner.

In every situation, we will do what is right for the patient.

The air medical services business is by any measure a business. Some call it “aviation,” some “medical transport.” We call it “healthcare.” At its purest it’s about *making a difference in people’s lives.*

REACH Air Medical Services has all the attributes and qualities of a well-run business of its kind. There is the fleet of powerful, distinctive red-and-white helicopters and airplanes. There is the immaculate, modern maintenance facility where the fleet is meticulously and routinely serviced with an eye to safety and efficiency. There is the bustling, high-tech communications center where moment-by-moment support of such a complex business takes place.

There are operational bases strategically located to serve the thousands of patients and their families who each year may require lifesaving air transport and expert care at any time; day or night, rain or shine. Support is provided in our busy corporate offices where management and administration functions flourish.

Above all there are the people. Others say there’s something special about REACH people—something different, perhaps indefinable. Some call it the “REACH way”—a unique sense of mission, vision and dedication found in the teams who live and breathe their hard-earned professions.

The REACH way springs from one man’s personal vision that continues to guide our growing company. The clarity of this vision ties those who work at REACH together at a level that begins in their hearts and extends out to the world.

Our story begins with our founder, Dr. John L. McDonald. As a man and a physician, Dr. McDonald was a true-to-himself individual. His unswerving drive and commitment to “Do what is right for the patient,” is as alive today as it was in 1987. His commitment to patient care, learning and innovation live on in the hearts and minds of REACH employees, partners and patients. Dr. McDonald and his vision created a company that goes *above and beyond* labels. The REACH way is clearly people operating straight from their hearts.

Above & Beyond



REACHSM
Air Medical Services

1.877.644.4045
451 Aviation Blvd., Santa Rosa, California 95403
www.REACHair.com