Bringing the Mobile Healthcare Brand to Life

A Brand and Social Media Toolkit for Communicating Our Purpose and Value
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Introduction

The importance of the Mobile Healthcare brand and telling our story

We saw an opportunity to create the story of who we are and what we do, and share it with our internal and external stakeholders. By increasing awareness, we enhance understanding and visibility, which showcases our importance and value.

Purpose:

This toolkit serves as a guide for ambulance providers and their teams to understand and tell the story of the Mobile Healthcare brand with consistency across communication channels.

This toolkit provides you with ways to tell your story in a clear, consistent, and engaging manner. Here you will learn:

• why a new brand was created
• the true story about the work we do
• the elements of the new Mobile Healthcare brand
• how to use messages that communicate positive perceptions of our field
• how to use brand messages to your audience
• talking points that you may use and expand for in your communications

Why A New Brand?

An opportunity for advancement

We saw the opportunity to increase public awareness and strengthen perceptions by clarifying the work we do, and changing how our providers and teams are portrayed.

After extensive research on perceptions of the ambulance industry, during which time we held focus groups, conducted surveys, and interviewed stakeholders, we worked with these groups to develop a positioning direction that reflects the industry needs based on our data collection results.

A brand brings our purpose and value to life and offers us the tools to consistently and effectively communicate who we are.
A New Brand Empowers Us To:

- find our voice and project our image as professional, skilled, and highly trained healthcare providers
- support and create awareness around sustainable funding and reimbursement
- develop a stronger workforce and improve workforce morale
- increase/create awareness of, and support for, the life-saving 911 services our members provide
- promote awareness and understanding about the importance of inter-facility transport (IFT), Community Paramedicine, and the unique offerings of ambulance services.

How We Will Do It:

- By increasing public awareness and strengthening perceptions
- Demonstrating how EMS is prepared and passionate about caring for community members.
- Position EMS as Providers of Mobile Healthcare
- Brand and messaging that better prepares the workforce with realistic job expectations, and helps recruitment efforts.
- Proving that EMS is a Skilled Profession, Not Just a Job
- Communicating advanced training and expert level of care to reinforce that practitioners are much more than ambulance drivers.
- Adopting one Industry-Wide Term to help unify the brand.
Our Story

There is a dire need to communicate our value as mobile healthcare professionals to gain the trust of our communities, healthcare facilities, the media, and our legislators. It is essential to convey our value as mobile healthcare professionals to earn the trust of our communities, healthcare facilities, the media and legislators.

To do so, we must share the true story - 24 hours a day, 7 days a week, 365 days a year.
Sometimes, we are the first people you will see.

We take care of your family when you need it, and where you need it.

We are the first ones there when the unimaginable happens.

We are there to take you to safety before the storm hits.

We are there in the aftermath, giving you the medical care you need.

We are a mobile ER, armed with clinical expertise and the tools to keep you alive.

We come to you with the care you need through our community paramedicine and mobile healthcare services.

Sometimes, we just hold your hand and stand beside you.
Why Do We Do This?
To keep families together
To elevate the health of our communities.
We do it to help people.
Understanding Who We Are
In order to advance our profession and strengthen perceptions, we must put our best foot forward and present a unified force with a shared vision and values. Our brand essence, promise, and values will guide how we communicate and how we tell our story in an inspiring way.

What We Call Ourselves
The terminology used to name our field and providers has been varied in the past. A significant factor contributing to poor perceptions is the lack of consistent terminology to create awareness that we serve an essential healthcare function. It is not possible to have a unified brand without consistent language that accurately describes the work we do and the value it provides. The common denominator and the name that best emphasizes our focus on healthcare is Mobile Healthcare.
Mobile Healthcare

Terminology Tip Sheet

Who we are: mobile healthcare terminology

<table>
<thead>
<tr>
<th>Industry</th>
<th>Mobile Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency/911</td>
<td>Emergency Medical Services (EMS)</td>
</tr>
<tr>
<td>Non-Emergency</td>
<td>Interfacility Mobile Healthcare</td>
</tr>
<tr>
<td>MIH/CP</td>
<td>Mobile Integrated Healthcare Community Paramedicine</td>
</tr>
<tr>
<td>Practice</td>
<td>Paramedicine</td>
</tr>
<tr>
<td>Organizations</td>
<td>Ambulance Service Providers</td>
</tr>
<tr>
<td>Personnel</td>
<td>[No standardization recommendation from AAA at this time.] EMT, Paramedic, and Medic may be used.</td>
</tr>
</tbody>
</table>

How to use the new terminology in your communications

- Update your website titles, headlines, and services with the new terminology
- Update your mission statement with the new terminology
- Include it on your website to educate your visitors. (Tool)
- Expose staff to the new terminology by posting it in your station and ambulances
- Use the new terminology when you communicate with the public, government leaders, hospital staff, the media, and your patients.
**Brand Purpose**

Our brand purpose is our cause. It conveys the positive difference we make in the lives of the community members we serve.

To serve patients in emergencies, bridge the care gap between healthcare facilities, and collaborate across disciplines to improve patient outcomes.

**Brand Essence**

Our brand essence is the heart and soul of the brand – the core characteristic that symbolizes who we are and what we do. It is the heart and soul of our brand. This is the WHY and motivator behind the work we do.

*Your Life. Our Mission.*

Unwavering dedication to life-saving and life-sustaining healthcare.

As ambulance providers, caring for people is at the heart of what we do. As an essential part of the healthcare continuum, we pride ourselves on clinical excellence.
Your Life. Our Mission.

The purpose of mobile healthcare is to save and sustain lives. By emphasizing “your life,” we convey the respect for the life of each individual community member. “Our mission” relays the unwavering devotion, expertise, and expert training that represent our practitioners.

Used in messaging, this can be written as above as a tagline, or weaved into copy as, “your life is our mission.”
Brand Voice and Personality

The words that best describe our brand’s character.

Our Voice & Personality

We communicate with words and images that align with our brand voice to help others understand what differentiates us from public safety and transportation companies. Our voice is unique to us, and supports our brand purpose and essence. It is less of what we say, than how we say it. To help people understand this, we must communicate in words and imagery that capture the personality of our brand this, we must communicate in words and imagery that capture the personality of our brand.
### What We Say

Use messaging that support our brand essence, and describe the motivation behind what we do.

<table>
<thead>
<tr>
<th>Shift Focus From:</th>
<th>To:</th>
<th>How We Say It:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What we do →</strong></td>
<td><strong>Why we do it:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Caring, Patient Centered, Community-Driven</td>
<td>• We care for people.</td>
</tr>
<tr>
<td></td>
<td>• Caring: Why we choose to do this work. Caring for people above all else.</td>
<td>• We care for people first.</td>
</tr>
<tr>
<td></td>
<td>• Patient-Centered: Our impact on patients, families and the community.</td>
<td>• We serve our communities.</td>
</tr>
<tr>
<td><strong>Public Safety →</strong></td>
<td><strong>Our expertise in healthcare:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Healthcare Professionals</td>
<td>• We do this to keep families together.</td>
</tr>
<tr>
<td></td>
<td>• Skilled</td>
<td>• We do this to help people.</td>
</tr>
<tr>
<td></td>
<td>• Clinical excellence, training, and expertise.</td>
<td>• We take care of your family when you need it, and where you need it.</td>
</tr>
<tr>
<td><strong>Transportation →</strong></td>
<td><strong>Our technology and level of service:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Equipped</td>
<td>• We are an essential part of the healthcare continuum.</td>
</tr>
<tr>
<td></td>
<td>• Responsive</td>
<td>• We do this to elevate the health of our communities.</td>
</tr>
<tr>
<td></td>
<td>• Reliable</td>
<td>• We come to you with the care you need through our community paramedicine and mobile healthcare services.</td>
</tr>
<tr>
<td><strong>Cost →</strong></td>
<td></td>
<td>• We are a mobile ER, armed with clinical expertise and the tools to keep you alive.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 24-7-365</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• We are ready every day.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Rain or shine</td>
</tr>
</tbody>
</table>
## How We Sound:

<table>
<thead>
<tr>
<th>Caring →</th>
<th>Expert →</th>
<th>Essential →</th>
<th>Dedicated →</th>
<th>Reliable →</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What We Are</strong></td>
<td><strong>What We Are</strong></td>
<td><strong>What We Are</strong></td>
<td><strong>What We Are Not</strong></td>
<td><strong>What We Are Not</strong></td>
</tr>
<tr>
<td><strong>We care</strong> for people first. We are human, and we respect and honor all of our patients in their hours of need. Patient-centered, compassionate care is the reason for all we do.</td>
<td><strong>We are</strong> a force of skilled healthcare professionals expertly trained and equipped with advanced technology to save and sustain lives.</td>
<td><strong>We are</strong> a necessary part of the healthcare continuum, providing comprehensive mobile healthcare that includes emergency 911 services, interfacility mobile healthcare, and mobile integrated healthcare that serves patients outside of the traditional pre-hospital setting.</td>
<td><strong>We are</strong> entirely committed to our communities and prioritize keeping community members safe and healthy.</td>
<td><strong>We are</strong> ready every day to care for patients. We are a trusted and a dependable resource to our communities 24/7/365. Rain or shine, we are here.</td>
</tr>
<tr>
<td><strong>We Are:</strong> • Human • Respectful • Compassionate • Patient-centered</td>
<td><strong>We Are:</strong> • Medical • Trained • Equipped</td>
<td><strong>We Are:</strong> • Versatile • Connected</td>
<td><strong>This is not</strong> just a job.</td>
<td><strong>We Are:</strong> • Prepared • Trusted • Dependable</td>
</tr>
</tbody>
</table>
### How We Look:

When you communicate and share content, choose messages and imagery that aligns with our personality and voice, and emphasize our tone and style.

| **Caring →** | **We care** for people first. We are human, and we respect and honor all of our patients in their hours of need. Patient-centered, compassionate care is the reason for all we do. | **We Are:**  
- Human  
- Respectful  
- Compassionate  
- Patient-centered |
| **Expert →** | **We are** a force of skilled healthcare professionals expertly trained and equipped with advanced technology to save and sustain lives. | **We Are:**  
- Medical  
- Trained  
- Equipped |
| **Essential →** | **We are** a necessary part of the healthcare continuum, providing comprehensive mobile healthcare that includes emergency 911 services, interfacility mobile healthcare, and mobile integrated healthcare that serves patients outside of the traditional pre-hospital setting. | **We Are:**  
- Versatile  
- Connected |
| **Dedicated →** | **We are** entirely committed to our communities and prioritize keeping community members safe and healthy. | **We Are:**  
- Committed  
- Community-oriented  
- Healthy |
| **Reliable →** | **We are** ready every day to care for patients. We are a trusted and a dependable resource to our communities 24/7/365. Rain or shine, we are here. | **We Are:**  
- Prepared  
- Trusted  
- Dependable |
Brand Differentiators

What sets us apart.
Brand differentiators are the unique features and value of our services that set us apart and give us a competitive edge.

• A mobile healthcare team that puts people first, caring for families and individuals.
• A sole focus on health care, dedicated to providing communities with essential life-saving and life-sustaining care, and connecting patients with the right level of care.
• A force of trained and skilled healthcare professionals, entirely mobile, 24/7/365 that comes to your aid when and where you need it.
• Comprehensive mobile healthcare with clinical expertise, positive patient outcomes.
• Emergency 911 services, interfacility mobile healthcare, and mobile integrated healthcare.
• Mobile integrated healthcare provides greater continuity of care between healthcare facilities and the home, helping to avoid hospital readmission and saving costs.
Our Positioning Statement

An expression of how we fulfill a consumer need in a way no one else can. The goal of the positioning statement is to establish ourselves as a unique and valuable service in the minds of our audiences.

Ambulance providers connect and treat patients when and where it’s needed. We serve patients in emergencies, bridge the care gap between healthcare facilities, and collaborate across disciplines to improve patient outcomes. United in our dedication to excellence in paramedicine, we are mobile healthcare.

How to use the positioning statement:

Use the positioning statement as a way to educate your audiences on the work you do and the value your provide.

Messaging Template for Your Website, Newsletters, And Other Print Or Digital Communications.

You can use or adapt this copy for your company website.

YOUR LIFE. OUR MISSION.

Unwavering dedication to life-saving and life-sustaining healthcare

Ambulance providers connect and treat patients when and where it’s needed. We serve patients in emergencies, bridge the care gap between healthcare facilities, and collaborate across disciplines to improve patient outcomes. United in our dedication to excellence in paramedicine, we are MOBILE HEALTHCARE.

• A mobile healthcare team that puts people first, caring for families and individuals.
• A sole focus on health care, dedicated to providing communities with essential life-saving and life-sustaining care, and connecting patients with the right level of care.
• A force of trained and skilled healthcare professionals, entirely mobile, 24/7/365 that comes to your aid when and where you need it.
• Comprehensive mobile healthcare with clinical expertise, positive patient outcomes.
• Emergency 911 services, interfacility mobile healthcare, and mobile integrated healthcare.
• Mobile integrated healthcare provides greater continuity of care between healthcare facilities and the home, helping to avoid hospital readmission and saving costs.
Brand Messaging Guide

What is Messaging?
Our messaging is how we communicate what we do in writing, speaking, and images. By using consistent messaging, we can come across as a unified profession and clearly articulate what we do and the value we bring. Key messages are the building blocks of the content we create for all of our communications – website, social media, presentations, PR, etc. This toolkit provides you with a starting point for your communications.

Communicating about mobile health:

Primary Messages
The following overarching message points can be used when speaking or writing about Mobile Healthcare.

• We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.

• Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the art technology to serve our patients and communities.

• We care for people first. We treat each patient as we would our own, with dignity and respect.

Communicating about interfacility mobile healthcare
Examples to illustrate the value of interfacility healthcare include:

• heart or stroke patients en route to critical interventions

• medically-fragile patients cared for between the hospital and nursing home

• severely injured patients moved from community hospitals to trauma centers

• and premature babies transported via specially-equipped neonatal ambulances.

Supporting Messages
In addition to the messaging points for the overarching Mobile Healthcare field, the following messaging should be used when communicating specifically about Interfacility Mobile Healthcare:

• Sometimes the medical care your loved one needs is not available in their current location. Interfacility mobile healthcare ensures that patients receive vital clinical care while in transit.

• Interfacility mobile healthcare serves patients, not passengers. Our patients cannot be moved safely by other means, and require skilled medical management during transport. Mobile healthcare can never be provided by wheelchair vans, stretcher vans, or rideshare apps.
Communicating about Community Paramedicine/MIH

Examples to illustrate the value of Community Paramedicine include:

Whether serving patients who are
• struggling to manage a chronic illness
• recuperating at home from a hospital stay
• battling addiction
• facing mental illness

Community Paramedicine enhances the patient’s experience of medical care, improves patient outcomes by connecting them with the best resource for their medical need, conserves precious emergency medical resources for true emergencies and reduces healthcare costs.

Supporting Messages

In addition to the messaging points for the overarching Mobile Healthcare field, the following messaging should be used when communicating specifically about Community Paramedicine:

• Many ambulance agencies are engaging in Community Paramedicine by using well trained, experienced and trusted mobile healthcare providers to help patients in need navigate our complex healthcare system.

• Community Paramedicine aligns the needs of patients and their communities by connecting vulnerable citizens with healthcare and support when and where they need it most.

Communicating about Emergency Medical Services

When we communicate the value of EMS, it is important to focus primarily on enhancing emotional connection as most people have some understanding of emergency response.

Supporting Messages

In addition to the messaging points for the overarching Mobile Healthcare field, the following messaging should be used when communicating specifically about Emergency Medical Services:

• EMS is your first call when a medical emergency occurs. Trust us to do everything possible to preserve the life and health of your loved ones.

• Experienced professional providers deliver timely, reliable, skilled care to you in our mobile emergency rooms.

• Our best people take care of you on your worst day.
Mobile Healthcare Messaging Guide

What we say:
How to talk about your mobile healthcare services to gain trust and educate others on the essential nature of Mobile Healthcare.

<table>
<thead>
<tr>
<th>Key Messaging Points</th>
<th>Communicating about:</th>
<th>Examples To Illustrate The Value Of This Service:</th>
<th>Messaging Points to Use</th>
</tr>
</thead>
</table>
| Interfacility Mobile Healthcare | • Heart or stroke patients en route to critical interventions  
• Medically-fragile patients cared for between the hospital and nursing home  
• Severely injured patients moved from community hospitals to trauma centers  
• Premature babies transported via specially-equipped neonatal ambulances | • Sometimes the medical care your loved one needs is not available in their current location. Interfacility mobile healthcare ensures that patients receive vital clinical care while in transit.  
• Interfacility mobile healthcare serves patients, not passengers. Our patients cannot be moved safely by other means, and require skilled medical management during transport. Mobile healthcare can never be provided by wheelchair vans, stretcher vans, or rideshare apps. | |
| Community Paramedicine | Patients who are:  
• Struggling to manage a chronic illness  
• Recuperating at home from a hospital stay  
• Battling addiction  
• Facing mental illness  
Show how Community Paramedicine enhances the patient’s experience of medical care, improves patient outcomes by connecting them with the best resource for their medical need, conserves precious emergency medical resources for true emergencies and reduces healthcare costs. | • Many ambulance agencies are engaging in Community Paramedicine by using well trained, experienced and trusted mobile healthcare providers to help patients in need navigate our complex healthcare system.  
• Community Paramedicine aligns the needs of patients and their communities by connecting vulnerable citizens with healthcare and support when and where they need it most. | |
## Key Messaging Points

- We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.
- Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the-art technology to serve our patients and communities.

## Supporting Messaging Points

### Communicating about:

**Emergency Medical Services**

**Examples To Illustrate The Value Of This Service:**

- Patient stories that focus primarily on enhancing emotional connection as most people have some understanding of emergency response.
- Provider stories that demonstrate the compassionate care with which we serve.

### Messaging Points to Use

- EMS is your first call when a medical emergency occurs. Trust us to do everything possible to preserve the life and health of your loved ones.
- Experienced professional providers deliver timely, reliable, skilled care to you in our mobile emergency rooms.
- Our best people take care of you on your worst day.

## Interfacility Mobile Healthcare

Ambulance providers connect and treat patients when and where it’s needed. We serve patients in emergencies, bridge the care gap between healthcare facilities, and collaborate across disciplines to improve patient outcomes. United in our dedication to excellence in paramedicine, we are mobile healthcare.

<table>
<thead>
<tr>
<th>Key Messaging Points</th>
<th>Supporting Messaging Points</th>
<th>Examples to Illustrate the Value of This Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>- We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.</td>
<td>- Sometimes the medical care your loved one needs is not available in their current location. Interfacility mobile healthcare ensures that patients receive vital clinical care while in transit.</td>
<td>- Heart or stroke patients en route to critical interventions</td>
</tr>
<tr>
<td>- Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the-art technology to serve our patients and communities.</td>
<td>- Interfacility mobile healthcare serves patients, not passengers. Our patients cannot be moved safely by other means, and require skilled medical management during transport. Mobile healthcare can never be provided by wheelchair vans, stretcher vans, or rideshare apps.</td>
<td>- Medically-fragile patients cared for between the hospital and nursing home</td>
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<tr>
<td></td>
<td></td>
<td>- Severely injured patients moved from community hospitals to trauma centers</td>
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<tr>
<td></td>
<td></td>
<td>- Premature babies transported via specially-equipped neonatal ambulances</td>
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Ambulance providers connect and treat patients when and where it’s needed. We serve patients in emergencies, bridge the care gap between healthcare facilities, and collaborate across disciplines to improve patient outcomes. United in our dedication to excellence in paramedicine, we are MOBILE HEALTHCARE.

### Community Paramedicine

<table>
<thead>
<tr>
<th>Key Messaging Points</th>
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<th>Examples to Illustrate the Value of This Service</th>
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<tbody>
<tr>
<td>We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.</td>
<td>Many ambulance agencies are engaging in Community Paramedicine by using well trained, experienced and trusted mobile healthcare providers to help patients in need navigate our complex healthcare system.</td>
<td>Patients who are:</td>
</tr>
<tr>
<td>Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the-art technology to serve our patients and communities.</td>
<td>Community Paramedicine aligns the needs of patients and their communities by connecting vulnerable citizens with healthcare and support when and where they need it most.</td>
<td>• Struggling to manage a chronic illness</td>
</tr>
<tr>
<td>• Struggling to manage a chronic illness</td>
<td></td>
<td>• Recuperating at home from a hospital stay</td>
</tr>
<tr>
<td>• Recuperating at home from a hospital stay</td>
<td></td>
<td>• Battling addiction</td>
</tr>
<tr>
<td>• Battling addiction</td>
<td></td>
<td>• Facing mental illness</td>
</tr>
<tr>
<td>• Facing mental illness</td>
<td></td>
<td>Show how Community Paramedicine enhances the patient’s experience of medical care, improves patient outcomes by connecting them with the best resource for their medical need, conserves precious emergency medical resources for true emergencies and reduces healthcare costs</td>
</tr>
</tbody>
</table>

### Emergency Medical Services

<table>
<thead>
<tr>
<th>Key Messaging Points</th>
<th>Supporting Messaging Points</th>
<th>Examples to Illustrate the Value of This Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.</td>
<td>EMS is your first call when a medical emergency occurs. Trust us to do everything possible to preserve the life and health of your loved ones.</td>
<td>Patient stories that focus primarily on enhancing emotional connection as most people have some understanding of emergency response.</td>
</tr>
<tr>
<td>Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the-art technology to serve our patients and communities.</td>
<td>Experienced professional providers deliver timely, reliable, skilled care to you in our mobile emergency rooms.</td>
<td>• Provider stories that demonstrate the compassionate care with which we serve.</td>
</tr>
<tr>
<td>• Our best people take care of you on your worst day.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Instead of saying... Say...

- We are an ambulance provider.  • We are a mobile healthcare provider.
- I drive an ambulance.  • I am a mobile healthcare professional.
- We transport patients...  • We provide mobile healthcare for patients who need to life-saving and life-sustaining care...
- I’m part of an ambulance crew.  • I’m part of a mobile healthcare team.
Tailoring Messages for Various Audiences

Each of our audiences is unique. By understanding who these audiences are and what motivates them, you are better able to craft and adapt audience-specific communications that resonate with each.
Legislators

Who they are: The decision-makers who will fund ambulance reimbursement to cover the cost of operations and determine policies that are necessary to stabilize the current Medicare ambulance benefit and set the stage for innovation that include:

- Building current add-ons into the base rate (through the conversion factor);
- Establishing the cost surveys; and
- Shifting ambulance services from “suppliers” to “provider” status.

Goals:

- To help them understand the work we do and its value by sharing stories that depict the work we do.
- Help them understand that Mobile Healthcare as a highly skilled, medical profession that provides an essential service to our communities.

How do we do this:

- Share stories that depict the work we do.
- Depict Mobile Healthcare as a highly skilled, medical profession that provides an essential service to our communities.

Legislators recognize us as EMS. Using new, unfamiliar terminology with them may cause confusion, for this reason we recommend: Instead of saying, Mobile Healthcare, Say, EMS.

Customers/Decision Makers

Who they are:

- Municipalities: City Council, city managers, selection panels/committees, mayors, and any government representative.
- Hospitals: Hospital purchasing agents, transportation brokers, physicians, nurses, social workers, and other hospital staff.
- SNFs: Administrators and SNF staff
- City and state leader associations: Board members and some shared leaders.

What motivates them/What to communicate:

- EMS is a cost saving service to our communities and in many cases is more cost-effective and nimble than Fire-based EMS.
- Examples and proof of low reimbursement levels
- The essential role that Mobile Healthcare plays in the continuum of care, and how we add value and support their efforts.
- Hospital systems should understand the levels of care Mobile Healthcare offers and how to use the system to get the best and speediest service from our providers.
- The health-care focus of this industry.

Supporting audience-specific messages:

- By connecting patients to the appropriate medical care, we are increasing efficiency and accelerating time to treatment. This, in turn, serves to improve patient outcomes and provides cost savings to the healthcare system.
- Coordination and collaboration with local hospital clinical care teams provide expert and timely patient care and maintain the continuity of care.
- Our advanced mobile healthcare team is ready to go when and where healthcare facilities require; this improves efficiency and patient safety and adds value to our communities.
- Our expert healthcare providers have the clinical proficiency and necessary equipment to ensure safe transport of critical care patients.
- Expert coordination and excellent care reduce medical oversight and provider liability, which lowers costs and inspires patient and family trust in their hospital system.
- Through Community Paramedicine and Mobile Integrated Healthcare, we efficiently navigate patients in need of medical care through the healthcare system. This ensures that they receive the appropriate care when and where it is needed. This also helps to reduce the overall need for ambulance transport, Emergency Department visits, and hospital readmissions. Additional benefits include better patient outcomes and lower health system costs.

Future EMTs & Paramedics (Recruitment)

Who are they: High School Students, CNAs, Mothers, College Students (especially future MDs)

What motivates them/What to communicate:

- Mobile Healthcare is a career that offers speedy medical training that allows them to become an essential member of a caring healthcare team.
- This is an opportunity to build your skills fast and jump in to serve your communities.
- As Mobile healthcare professionals, they are paid to fill a valuable position in which they can serve their communities and help to manage the care of our valued community members.
- The profession offers flexible schedules for a variety of situations.
• CNAs may be able to make more money and continue caring for patients as mobile healthcare professionals.

• This is an alternative that offers caretaking opportunities outside of an office environment.

• This is a great training ground for medical school students who are studying to be future doctors.

• The acute paramedic shortage, and the need to fill these openings.

Supporting audience-specific messages:

• Mobile Healthcare is about saving, sustaining, and strengthening lives. Its practitioners are compassionate and committed to helping patients. They are the first caregivers to encounter patients and always put the patient first.

• Students can pursue a targeted education program that leads them, in less than two months, to a legitimate and respected professional path, with ample room for growth and advancement.

• Mobile Healthcare is highly rewarding work and offers flexibility.

• Mobile healthcare is a viable career path for high school students, college students, CNAs, future doctors, and second career seekers.

The General Public

Who they are: The patients we serve every day, family members, community members.

What motivates them/What to communicate:

• Patient success stories

• Mobile Healthcare providers involvement in the community, and where free services, such as vaccines, are available

• Community events that feature ride alongs

• Safety tips during holidays and events such as prom.

Supporting audience-specific messages:

• We provide our patients with safe, high-quality clinical care.

• We focus on the patient experience, treating each patient with compassion and respect.

• We are patient advocates.

• We promote sound fiscal resource management.

Ways to share:

• Social media platforms

• Blog posts
# Mobile Healthcare Audience-Specific Snapshot

## What We Say

<table>
<thead>
<tr>
<th>Audience</th>
<th>Key Message</th>
<th>Supporting Audience-Specific Messages</th>
</tr>
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</table>
| Legislators      | • We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.  
• Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the-art technology to serve our patients and communities.  
• We care for people first. We treat each patient as we would our own, with dignity and respect. | • The level of uncompensated health care we offer is larger than any other segment in the U.S.  
• We are the only providers of universal health care in the U.S., serving our communities with 24/7/365 availability, and it is often uncompensated healthcare.  
• We're frequently the entry points for primary care, on the frontlines with poverty-stricken citizens who do not have access to healthcare and operate without a viable pathway to reimbursement.  
• Mobile healthcare providers in the field put their lives at risk every day, as they enter unstable situations where they may interact with active shooters, life-threatening chemicals or drugs, hoarding and its sanitation-related dangers, and other hazards.  
• Because we are fully mobile, we are available 24/7/365, making our services nimble, efficient, cost-effective, and reliable. |

**BEST WAYS TO IMPACT THIS AUDIENCE**

*Share Patient Stories.* Use storytelling, with concrete examples, to evoke emotion and get the message through to news channels and constituents.

*Ride-along Campaign.* Create a popular Ride-Along campaign and invite your local government leaders. Send the media a press release to get media coverage and the greatest impact.

*Deliver hard facts* and post them on your website, share them with the media, and weave them into stories:

• Prove the how the benefit outweighs the cost  
• Depict the danger, in statistical data as proof, in losing funding for ambulance services.

| The General Public | We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.  
• Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the-art technology to serve our patients and communities.  
• We care for people first. We treat each patient as we would our own, with dignity and respect. | We provide our patients with safe, high-quality clinical care.  
• We focus on the patient experience, treating each patient with compassion and respect.  
• We are patient advocates.  
• We promote sound fiscal resource management. |
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| Customers/Decision Makers     | • We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.  
• Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the art technology to serve our patients and communities.  
• We care for people first. We treat each patient as we would our own, with dignity and respect.                                                                                                                                                                                                 |
|                               |                                                                                                                                                                                                            | • By connecting patients to the appropriate medical care, we are increasing efficiency and accelerating time to treatment. This, in turn, serves to improve patient outcomes and provides cost savings to the healthcare system.  
• Coordination and collaboration with local hospital clinical care teams provide expert and timely patient care and maintain the continuity of care.  
• Our advanced mobile healthcare team is ready to go when and where healthcare facilities require; this improves efficiency and patient safety and adds value to our communities.  
• Our expert healthcare providers have the clinical proficiency and necessary equipment to ensure safe transport of critical care patients.  
• Expert coordination and excellent care reduce medical oversight and provider liability, which lowers costs and inspires patient and family trust in their hospital system.  
• Through Community Paramedicine and Mobile Integrated Healthcare, we efficiently navigate patients in need of medical care through the healthcare system. This ensures that they receive the appropriate care when and where it is needed. This also helps to reduce the overall need for ambulance transport, Emergency Department visits, and hospital readmissions. Additional benefits include better patient outcomes and lower health system costs. |
| Future Emts & Paramedics      | • We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.  
• Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the art technology to serve our patients and communities.  
• We care for people first. We treat each patient as we would our own, with dignity and respect.                                                                                                                                                                                                 |
| (Recruitment)                 |                                                                                                                                                                                                            | • Mobile Healthcare is about saving, sustaining, and strengthening lives. Its practitioners are compassionate and committed to helping patients. They are the first caregivers to encounter patients and always put the patient first.  
• Students can pursue a targeted education program that leads them, in less than two months, to a legitimate and respected professional path, with ample room for growth and advancement.  
• Mobile Healthcare is highly rewarding work and offers flexibility.  
• Mobile healthcare is a viable career path for high school students, college students, CNAs, future doctors, and second career seekers. |
How to Communicate with your Audience:

You can inspire and create a trusting relationship with your audiences by using brand messages in the following types of content used on your websites, social media platforms, and other communication channels:

• Patient stories that depict the work we do and the impact it has on the health of our community members.
• Stories that demonstrate how the benefit of Mobile Healthcare outweighs the cost.
• Statistical data shared on your platforms and with the media that supports the danger we face in losing funding for our services.
• Day-in-the-life provider stories that show how we care for patients and play a significant role in our communities.
• Online education and resources for the public that addresses the most pressing healthcare issues that impact the wellness of members of your community, such as drug addiction, stroke, and diabetes.
• Publicizing community events that tackle local healthcare needs and mobilize your community to take action.
• Testimonials that show the value of Mobile Healthcare to individuals, families, and entire communities.
• Mobile Healthcare programs, press coverage, or recognition that establish credibility.
• Communication with hospitals that explain the levels of care, how to use the system, and opportunities to work as partners with Mobile Healthcare providers.
• Education for medical facilities to create consistency and protocols.

Share Your Stories
The work we do and the lives we touch every day are one of the most impactful ways to create awareness about Mobile Healthcare. By sharing our stories, we can inform and educate the public, our stakeholders, and government leaders in the essential role we play in elevating the health of our communities. We invite you to share your stories and become a partner in helping us to expand awareness and help Mobile Healthcare to be a thriving industry and profession.

Types of stories you can share:

• Patient stories
• Day-in-the-life stories featuring our EMTs and Paramedics
• Community events and outreach

How to Share Your Stories and Help Advance the Future of Mobile Healthcare and Your Profession:

We love to see our member organizations’ successes in the news. Even more, we love to help promote and share those success stories with other members of the American Ambulance Association and Mobile Healthcare community.

AAA members may submit their stories, articles, and photos. We want to promote your stories and celebrate with you. Are you celebrating a 25th anniversary? Was one of your paramedics interviewed for local news? Was your service recently recognized? Send us a photo or article about it!

Non-Members:

The American Ambulance Association has a seat at the table of all major legislative and regulatory organizations that make decisions affecting the ambulance industry. In fact, AAA is the only trade association actively working to ensure accurate Medicare reimbursement. Each year the AAA invests over $1,000,000 in advocacy to present your interests before Congress and regulatory agencies.
Create your Company’s Message Architecture to Support the Mobile Healthcare Brand

Primary and Secondary Messages

Your message architecture presents your messages in order of importance. Your primary message can state how your company serves patients. Secondary messaging should support the mobile healthcare brand. This framework also serves to guide your content development, driving the words and images you post on your platforms.

Example of how to use primary and secondary messages:

**Primary Message:** At Your Company, caring for people is at the heart of what we do. As an essential part of the healthcare continuum, we pride ourselves on clinical excellence. We serve our patients in emergencies, bridge the care gap between healthcare facilities, and collaborate across disciplines to improve patient outcomes.

**Secondary Message:**
- We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed.
- Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of-the-art technology to serve our patients and communities.
- We care for people first. We treat each patient as we would our own, with dignity and respect.

Email signature

We send messages daily without realizing the impact they may have. Email is a simple place to include brand messaging, giving you an opportunity to reinforce our cause and brand. In addition to your contact information, add links to social media, your company’s mission or tagline, and Mobile Healthcare brand messaging.

Offer this to you team, staff, and volunteers so as to create a consistent message across all channels.

**Your Name**
**Your Ambulance Company**
**Your Title**
**Your Phone**
**Your Email**
**Social Media Links**

Mobile Healthcare • Your Life. Our Mission.  
*Unwavering dedication to life-saving and life-sustaining healthcare*

Boilerplate

Use this at the end of articles you post and submit to the news outlets.

*Mobile Healthcare provides each member of our communities with skilled, reliable, and compassionate care 24 hours a day, seven days a week, 365 days a year. As ambulance providers dedicated to excellence in paramedicine, our mission is to elevate the health of our communities and keep families together. We treat patients and connect them to the appropriate medical services where and when care is needed. We serve patients in emergencies, keep critically ill patients safe as they travel between healthcare facilities, and collaborate across healthcare disciplines to improve patient outcomes and lower healthcare costs. To learn about Mobile Healthcare services in your community, visit [_______](your website).*
Content Checklist

- Update your mission statement to include “Mobile Healthcare.”
- Update your menu items with new terminology.
- Create/update a page with your Mobile Healthcare Programs and Services.
- Help readers to identify which service they need with clear explanations of each.
- Create/update a section for PR and Media with the updated terminology and offer a downloadable PDF (tool).

Social Media Checklist

- Position EMS providers and practitioners as partners in healthcare, emphasizing medical expertise, patient care, and reliability.
- Utilize the new terminology.
- Utilize imagery that reinforces the brand. Images can become storytelling agents with barely any words at all.
- Utilize video in engaging ways, such as staff interviews, live videos discussing community health topics, etc.
- Using blog content, imagery, and video as a vehicle for storytelling to create awareness around Mobile Healthcare and improve perceptions. Storytelling not only humanizes the brand, but everyone loves a story - it’s a good way to increase Facebook engagement.
- Creating and crowdsourcing content that includes photos and videos of practitioners in the field doing their work of saving lives, creating healthier communities, and serving patients with compassionate care.
- Developing and posting infographics to share on your platforms that educate communities.
Ways to Position Ground Ambulance Providers as Mobile Integrated Healthcare Providers

Offer educational information that impacts the health of your communities.

Ex: How Pennsylvania government dealt with the opioid epidemic:

Infographics:

**STROKE**

There's treatment if you act FAST

- **Face** Look Uneven: Ask the person to smile. Does one side of the face droop?
- **Arm** Hanging Down: Ask the person to raise both arms. Does one arm drift downward?
- **Speech** Slurred: Ask the person to repeat a simple phrase. Is the speech slurred or strange?
- **Time** If you observe any of the signs, call Emergency Assistant Immediately!

Time is critical when a stroke occurs. Getting help fast could reduce disability and death from stroke.
Reframe Negative Conversation Topics

Online conversation by EMS practitioners about EMS services is saturated with topics that contribute to low public perception and workforce morale. These are themes that come up that include issues, and the things EMS wants the public to understand.

High Cost of Service  |  EMS nomenclature and being called “drivers”  |  Low Compensation

<table>
<thead>
<tr>
<th>Shift Focus From:</th>
<th>To:</th>
<th>How We Say It:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low compensation</td>
<td>Why we do it:</td>
<td>• We care for people.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• We care for people first.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• We serve our communities.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• We do this to keep families together.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• We do this to help people.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• We take care of your family when you need it, and where you need it.</td>
</tr>
<tr>
<td>Public Safety</td>
<td>Our expertise in healthcare:</td>
<td>• We are an essential part of the healthcare continuum.</td>
</tr>
<tr>
<td>Transportation</td>
<td></td>
<td>• We do this to elevate the health of our communities.</td>
</tr>
<tr>
<td>EMS nomenclature and being called “drivers.”</td>
<td></td>
<td>• We come to you with the care you need through our community paramedicine and mobile healthcare services.</td>
</tr>
<tr>
<td>Transportation</td>
<td>Our technology and level of service:</td>
<td>We are a mobile ER, armed with clinical expertise and the tools to keep you alive.</td>
</tr>
<tr>
<td>High cost of service</td>
<td></td>
<td>• 24-7-365</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• We are ready every day.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Rain or shine</td>
</tr>
</tbody>
</table>
Changing The Conversation Landscape

What do you wish the public knew?

• If we are on scene for what seems a longer time than normal, we’re not wasting time. We have tools and medicine that can and will help.
• We do this because we care about people. It’s not for the money.
• We are not ambulance drivers!
• When to call an ambulance.
• Always ask your EMT what is the closest most appropriate facility to treat you.
• We are not and should not be a Medicaid Taxi ride.
• The difference between an ER and Urgent Care.
• Why do Fire Trucks arrive for a medical call and then the ambulance (in some jurisdictions)?
• Why are fast food workers paid more than Emergency Medical Service Providers?
• What is the difference is between a Firefighter and an “Ambulance Driver”?
• What is expected of citizens in a traumatic event?

Article Outline

Use this to prepare articles, so that you are sure to have the greatest impact by hitting your key points.

• Topic
• Story Type
• Purpose
• Messaging Points
• Contacts
• Reference Material
• What will make this story great?
### Sharing Stories Using Messaging Points:

Use this as a template for story development. Develop stories for the topics below, using the messaging points assigned to each. In the sections below each topic, you may add potential titles for your stories and articles.

<table>
<thead>
<tr>
<th>Topics</th>
<th>EMS</th>
<th>A Day in the Life...</th>
<th>Interfacility Mobile Healthcare</th>
<th>Community Paramedics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MESSAGING POINTS</strong></td>
<td>EMS is your first call when a medical emergency occurs. Trust us to do everything possible to preserve the life and health of your loved ones. We are the best thing to happen on your worst day. We deliver timely, reliable skilled care to you in our mobile emergency rooms.</td>
<td>We are skilled medical professionals, ready 24/7 to deliver life-saving and life-sustaining healthcare where and when it is needed. Healthcare is our sole focus. Fully mobile, responsive, and adaptable we unite highly-trained clinicians with state-of the art technology to serve our patients and communities. We care for people first. We treat each patient as we would our own, with dignity and respect.</td>
<td>Sometimes the medical care your loved one needs is not available in their current location. Interfacility mobile healthcare ensures that patients receive vital clinical care while in transit. Interfacility mobile healthcare serves PATIENTS, not passengers. Our patients cannot be moved safely by other means, and require skilled medical management during transport. Mobile healthcare can never be provided by wheelchair vans, stretcher vans, or Uber.</td>
<td>Community Paramedicine aligns the needs of patients and their communities by connecting vulnerable citizens with healthcare and support when and where they need it most.</td>
</tr>
<tr>
<td><strong>NOTES ON FINDING CONTENT</strong></td>
<td>Patient stories that focus primarily on enhancing emotional connection as most people have some understanding of emergency response. Provider stories that demonstrate the compassionate care with which we serve.</td>
<td>Examples to illustrate the value of interfacility mobile healthcare include heart or stroke patients en route for critical interventions, medically-fragile seniors cared for between the hospital and nursing home, severely injured patients moved from community hospitals to trauma centers, and premature babies transported via specially-equipped neonatal ambulances.</td>
<td>Examples show how whether serving patients who are struggling to manage a chronic illness, recuperating from a hospital stay, battling addiction, or facing mental illness, Community Paramedicine improves patient outcomes while conserving precious 911 and healthcare resources.</td>
<td></td>
</tr>
</tbody>
</table>