RapidDeploy

Private ambulance company stands up its own dispatch

Nimbus Dispatch enabled ProMed Ambulance to deploy a dispatch in less than 6 months.

ProMed Ambulance

ProMed Ambulance is a private ambulance service based in El Dorado, AR, that serves a six-county region in rural Arkansas and is nestled among dense pine forests and remote farmland. Private ambulance services play an important role in emergency response in the state — 70% of rural Arkansas is covered by private ambulance services rather than public. ProMed's clients include county and city EMS departments who are too small to have their own ambulance services.

THE CHALLENGE:

Fragmented, manual dispatch and a mandate to improve

For most of its history, ProMed has relied on the dispatch and communications services of the clients they serve, few of whom have computer-aided dispatch. As a result, dispatch is accomplished through a patchwork of phone and radio calls between the 9-1-1 caller, the local PSAP and the ProMed team, often with no on-scene information.

And because of the forest and farmland of the area, location mapping can be especially hard. "Sometimes you're having to take directions like 'Turn left by the big barn down the gravel road where the tree fell over,' to find the caller," said Ken Kelley, owner and CEO of ProMed.

In 2014, the Arkansas Legislature convened a Blue Ribbon Committee to address the statewide fragmentation of PSAPs, communications and dispatch. And while the recommended consolidations and improvements would be funded by the state of Arkansas, only public sector PSAPs would receive funds. Kelley and his private industry peers across the state were on their own.

"We realized that in order to be good stewards of our growing business and the clients we serve, we had to invest in building our own communications and dispatch," Kelley said.

Kelley and his team started by building an internal communications center, with plans to implement the CAD product offered by his existing electronic records vendor. Yet when he had the staff and infrastructure in place to implement the CAD, he faced delays. Ultimately, the vendor stopped supporting the CAD product, leaving Kelley and his team with a comms center and no CAD.

THE SOLUTION:
ProMed stands up Nimbus Dispatch in 6 months

After finding RapidDeploy's Nimbus cloud aided dispatch solution, Kelley reports that he was intrigued by the idea of moving to the cloud, and that the Nimbus solution reflected the trends he could see the industry moving toward — and ProMed's immediate needs.

- **Easy integration.** One of the main advantages he describes about Nimbus is easy integration. Without knowing what systems the state would consolidate with their mapping, dispatch and records, he needed a solution that could ensure easy integration with a broad range of platforms, now and in the future. Nimbus Dispatch delivered.

- **Speedy deployment.** Six months after learning about Nimbus, Kelley and his ProMed team were in the testing environment and seeing results.

- **Cost of Ownership.** As a private sector business, ProMed's investments in infrastructure and technology come right off the bottom line. RapidDeploy's transparent seat and vehicle-based pricing was right-sized for ProMed's small organization, with no additional costs for implementation, training or hardware.

Immediate Benefits

Just out of their test environment, Kelley and the ProMed team have seen immediate, dramatic results.

Reduced response times

Before deploying Nimbus, ProMed's average response time, from the moment a call is received to the moment the ambulance departs, had been seven minutes when passed through the patchwork of phone and radio calls. With Nimbus, their average response time is just under two minutes.

Better billing and records management

Data and records management features allow ProMed to provide accurate information for billing, key to getting reimbursed for the right level of service.

Improved crew safety and situational awareness

With Nimbus, ProMed can monitor how long a crew is on scene, as well as provide situational data such as the presence of coronavirus.

Improved location accuracy

Just one day into the testing environment, ProMed received a call about a jet ski accident at a local lake. The caller didn't know where they were, and the standard location for the ambulance at the lake was a boat landing. Improved location awareness enabled the ambulance to reach the injured person at a closer location, faster.

"Through Nimbus we were able to get a better location and go to a different, much closer place than the boat landing...Our local emergency response partners said, 'Whoa, how did you do that?' And we said, 'We did it with our CAD.'"

KEN KELLEY
PROMED CEO

With Nimbus cloud aided dispatch, we have confidence that no matter what dispatch, communications or records systems our county and city customers end up choosing, Nimbus will integrate easily, now and in the future.

KEN KELLEY
PROMED CEO

THE NIMBUS DISPATCH DIFFERENCE:

Efficient and cost-effective 9-1-1 workflow that enables remote dispatch and response

With all the features of a Tier 1 CAD system, Nimbus provides a comprehensive, highly configurable, web-based dispatch platform integrated with sophisticated location mapping and real-time data to ensure a rapid and informed response. To find out what Nimbus Dispatch can do for your organization, visit us at **www.rapiddeploy.com**.

Learn about our robust Unified Critical Response platform.

NIMBUS DISPATCH | ECLIPSE ANALYTICS | RADIUS MAPPING

See the Full Suite