

# The 4 Essential Air Medical Disciplines

Air Medical Transport traditionally focuses greatly on the triangulation and operational disciplines that relate to:

- I Aviation Safety / AMRM (Air Medical Resource Management)
- II Communications (Having to do with Radio, Dispatch & Transfer Nodes)
- III Clinical / Medical (Patient Care)

Activities and competencies in these realms tend to dominate the education and operating focus of our community. However – as the industry transitions from being greatly based and centered at not-for-profit organizations to those that are operated in publicly owned for-profit modes – the 4<sup>th</sup> Discipline that focuses on Enterprise will be more and more vital for success.



We use the term ENTERPRISE to include “business / billing / management ” as they are embedded within;

- Outreach & Marketing (Sales)
- Customer Service
- Execution (Performance)
- Process / Outcomes (Performance Improvement)

IV ENTERPRISE derives from entrepreneurial. Air Medical Transport – given the extreme complexity and challenges to operate attaining adequate margins (profits) is more reliant than ever upon entrepreneurial factors. The days of hospitals subsidizing large direct losses for Air Medical programs are essentially over and fiscal performance – no

matter what the model – is now a requirement. Therefore – the ENTERPRISE discipline is required – and each professional operating in Air Medical Transport needs to be well versed and competent in enterprise thinking, decision-making and action.