



The 5 Immutable Laws of Air Medical Outreach

Often times - crew and staff will panic when they learn of rival air medical transport providers executing outreach – especially distributing branding items like T-shirts, mousepads, pens and pizzas. This especially escalates when a new base is opened in your market space. The facts are – fundamentals always work when they are executed consistently. Although there are hundreds of principles, techniques and technologies that need to be synchronized and working at all times – there are 5 Immutable Laws of Air Medical Outreach – the most fundamental – that must be executed with relentless consistency. This document WILL NOT COVER DETAIL – JUST THE MOST ESSENTIAL PRINCIPLES.

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1. **RELENTLESS MITIGATION OF ERRORS OF CONSEQUENCE!** Safety & AMRM 365 each shift – each minute of operation. Do not kid yourself! You must have a relentless zero tolerance for any behaviors, actions or systems that are not outcomes focused to drive from your current state toward the ideal state of Zero Errors of Consequence.
2. **FIX YOUR SERVICE FIRST TO ASSURE HIGH SYSTEM PERFORMANCE IN EVERY ASPECT OF THE OPERATION!** 95% of your medically necessary and appropriate flight requests that are not proximity dependent - will originate from earning the trust of individual decision-makers through high levels of system performance. Be relentless in your pursuit of high levels of performance metrics/outcomes in all that you do.
3. **ZERO TOLERANCE FOR ANYTHING OTHER THAN 100% Authentic Outcomes Centric Follow Up on 100% of Flight Requests and Completed / Attempted Missions.** All three categories of customers crave follow up and feed back. You must have a high performance system in place to make sure there is 100% compliance that follow up occurs with every flight request and mission. This needs to utilize **AIL™** (Authentic Immersed Listening) and be outcomes centric.
4. **PERFUSION PRESSURE TO ACHIEVE CMAARs™.** Be relentless and consistent in your customer contacts – especially with high yield loyal decision makers. CMAARs™ create **SB2E™** (Sustainable Barriers to Entry). Always maintain perfusion pressure on the minds and emotional centers of INDIVIDUALS in your market space using your **TargetingMatrix®** triage system and your **emsCharts Outreach OS™** technology.
5. **EVERLasting™** Execute relentless **Education, Eats, Emotional Stimulation, Recognition** and Resonation – actions that are **LASTING** and enduring. These are the mission crucial drivers of your outreach and do all you can to engineer circumstances where all are combined to create a multiplier effect.

Whatever you do – whatever the competitive circumstance – your Outreach Operating SYSTEM must be based on The 5 Immutable Laws of Air Medical Outreach

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