



# Hall Ambulance Service Finds ‘One-Stop Shop’ for its Data Management Solutions

## HALL AMBULANCE SERVICE

### At a Glance:

- 32 years of service in Kern County, California
- 60+ vehicles
- Handles 70,000 calls per year
- Transports over 50,000 patients per year

### ZOLL Data Systems’ solutions

- RescueNet Billing
- RescueNet Dispatch
- RescueNet Field Data
- RescueNet Nomad

### Benefits

- Improved clinical documentation
- Improved quality of service
- Increased accuracy and efficiency
- Centralized reporting for improved business processes
- Increased productivity

### Timeline

- 1999 – Implemented RescueNet Dispatch and RescueNet Billing replacing former systems in both data management solution areas
- 2004 – Implemented RescueNet Field data solutions and RescueNet Nomad

*“We wanted to maintain our reputation in Kern County for providing the best customer service of any EMS organization. One way to do this was to adhere to a response-time standard that we put in place...less than an 8-minute response time to all 9-1-1 calls 90% of the time.”*

—Pete Sturn, Manager of Information Systems

## OVERVIEW

In 1971, Harvey L. Hall made the decision to start his own ambulance service with one goal in mind—to provide the public with the absolute best in pre-hospital, non-emergency and emergency care. With a \$15,000 bank loan, two ambulances and his personal residence serving as an ambulance station, Hall Ambulance Service, Inc. was born. In 1975, the company became the first to provide mobile intensive care paramedic service in Kern County. Now they have over 60 ambulances and chances are there are not many people in Kern County, California who have in some way not been touched by Hall Ambulance Service.

## BUSINESS CHALLENGE

For an EMS organization, covering Kern County is a challenge due to the sheer size of the area—close to the size of the state of Delaware. Hall Ambulance Service covers 70% of the county and needs to provide professional and timely service. Based on 9-1-1 call figures, Hall Ambulance Service responds to 87% of all 9-1-1 requests for medical aid in Kern County. When response-time standards came into play in the 1980s, they elected to impose their own standard, hence the maximum of eight minutes to respond to emergency calls at least 90% of the time. “Other ambulance service organizations in the county weren’t ‘taking care of business’, from a response-time perspective”, said Pete Sturn.

To provide this leading-edge customer service, they needed a data management system that offered a single view of data for all potential users. Prior to 1998, their dispatch and billing systems were separate entities that did not ‘talk’ to each other, and this resulted in less timely and accurate data. It also led to decreased productivity, operational inefficiencies and lower revenue...for example, reimbursement issues became more demanding and file transfers had to happen at two o’clock in the morning.

Their existing billing system was not based on a relational database and required the manual writing of queries. Billing was simplistic—it was difficult to get information out of the system and impossible to extract reports and identify business trends. In the end, their systems did not allow them to stay at the forefront of technology in the industry, and it became clear they needed a single database for information management that could streamline their key business processes.

**ZOLL Data Systems™**

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## CUSTOMER SUCCESS STORY: Hall Ambulance Service

*“Our customers have come to expect the best from Hall Ambulance Service, and with ZOLL Data Systems’ data management solutions, we can meet and exceed their expectations.”*

*—Pete Sturn, Manager of Information Systems*

Another challenge for the Hall Ambulance Service information technology team was the inconvenience of managing multiple vendors for their data management solutions. If there was a problem with the system, they had to deal with different vendors pointing fingers at each other, and the Hall Ambulance Service IT manager had to play ‘referee’.

### BUSINESS SOLUTION

In 1998, Hall Ambulance Service implemented the ZOLL Data Systems’ dispatch and billing solutions, which allowed data to go back and forth and provide everyone with access to the same information 24/7. Because 90% of Hall’s reporting is based on county mapping functionality, ZOLL Data Systems developed a custom solution to optimize this feature. In 2004, they added RescueNet field data and mobile data communications solutions. Key reasons why Hall Ambulance selected the ZOLL Data Systems’ solutions were:

- One-stop shopping for all data management solutions and the ability to manage a single vendor.
- ZOLL Data Systems focuses on the EMS market exclusively, providing a depth of knowledge and expertise found in no other EMS data management solution vendor.
- ZOLL Data Systems offered a solid reputation with longevity in the industry and a proven track record of delivering EMS data management solutions on time.

### BUSINESS RESULTS

Hall Ambulance Service has improved business processes with the ZOLL Data Systems’ suite of EMS data management solutions.

Harvey L. Hall, founder and president of Hall Ambulance, can now mine the data he needs to create business intelligence reports that allow him to chart the future path of the company. There are expectations on the part of the public in Kern County regarding the service they receive from their local EMS organizations, and Hall Ambulance Service can now guarantee excellent service. Hall Ambulance was the first EMS organization in Kern County to implement a state-of-the-art computer-aided dispatch center and the first to use a GPS Automatic Vehicle Locator (AVL) system. The results of these service improvements translate into timely responses to 9-1-1 calls for medical aid. In metropolitan Bakersfield, Hall Ambulance Service exceeds the 8-minute compliance with average response times of 4.76 minutes. While these innovations are important to Hall Ambulance, it is the communities served by the company who are the true beneficiaries.

For 32 years, the people of Kern County have taken comfort in knowing that when the need for medical aid arises, Hall Ambulance Service will be there.



By combining RescueNet Dispatch with global positioning system (GPS) satellite technology, Hall Ambulance is able to provide immediate response from the closest available ambulance throughout their 6,960 square-mile coverage area

ZOLL Data Systems offers the RescueNet suite—computer-aided dispatch, billing, field data collection, crew scheduling, and mobile data software for the emergency medical services (EMS) market. RescueNet is the only fully integrated EMS data management system that allows EMS organizations to manage critical information for maximum performance.

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