



Case Study

Ambulance New Brunswick A Public – Private Partnership

Rock Marois CEO ANB and COO NB-EMS
Stephen Bolton MD Provincial Medical Director



New Brunswick EMS System

- No fee for service
- Bilingual service
- 120,000+ calls: almost half transfers
- Two levels of practice: PCP and EMT-I
- 750 Paramedics + 100 students
- 126 Ambulances
- 75 Stations and posts
- 2 Fixed wings aircraft
- \$75 million + annual budget



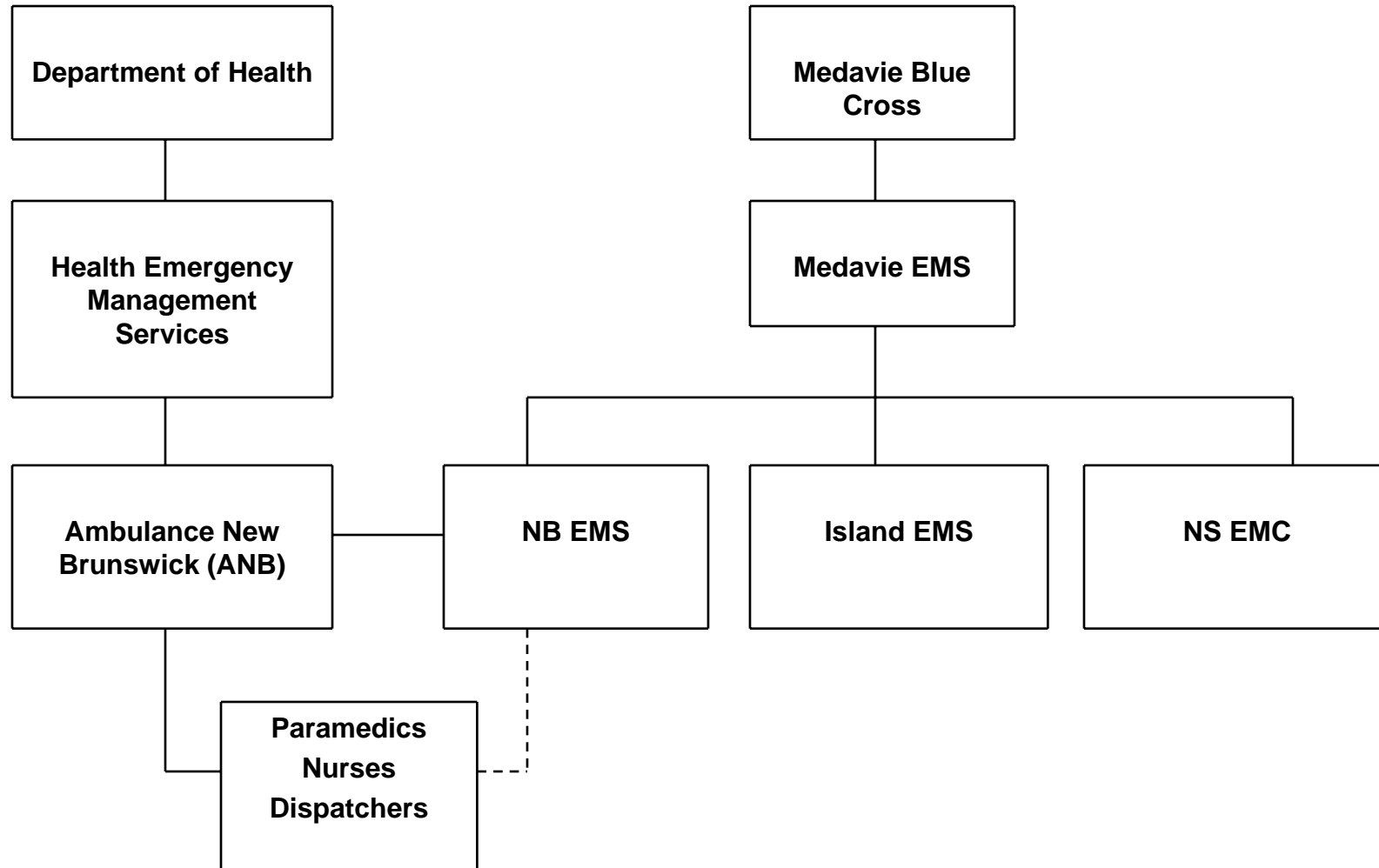
Ambulance New Brunswick

- A Provincial Ambulance Service created to replace 39 previous operators
- RFP for management of system issued 2006 – won by Medavie Blue Cross (NB-EMS)





Ambulance New Brunswick





Ambulance New Brunswick



- Performance based contract
- Response times established for 911 and transfers
- Manage land & air ambulance plus call taking/dispatch operations



Benefits of partnership

- Incentive for efficiencies
- Expertise, economies of scale and best practices
 - Medavie EMS (subsidiary of Medavie Blue Cross) serving all Maritime Provinces
- Government retains policy making and medical oversight



Advantages of a Provincial System

- Efficiency
- Consistency
- Standardization
- One-stop shop





Standardization

- Standardized medical protocols
- Standardized paramedic skill set
- Every unit equipped the same
- Standardized maintenance





Medical Oversight

- Under Health Dept.
 - Provincial Medical Director
 - Provincial Emergency Medical Services Medical Advisory Committee (PEMSMAC)
 - Medical Oversight Physicians
- Joint DH-ANB CQI Committee





Some Challenges

- Expectations: all the issues would simply go away overnight!
- Important change
- Lack of Paramedics
 - Limits what we can do & overtime
- Winter start
 - It was quite THE winter!





Ingredients For Success

- Understanding and respecting each others role
- Political courage
- Efficient and responsive operator
- Open and constant communications
- Desire and commitment to do the right thing
- Believing in the model



Questions ?

