

Submission

Invoice # 1903

Discount Code: None

Date Based Pricing: None

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2024 CAASE Award Submission

CAASE Awards Submission

Submission Category:

Employee Programs

Submission Title:

Employee Engagement Program

Contact Name:

Cindy McBride

Organization:

Medic Ambulance Service, Inc.

Email:**Preferred**

cmcbride@medicambulance.net

Number of Annual Service Requests:

135,000

Number of Ambulances:

135

Business Type (check all that apply):

Privately Held Corporation

Project Participants (Names, Job Titles & Email Addresses of individuals involved in the project):

Jimmy Pierson - President/COO - jpierson@medicambulance.net , Brian Meader - Regional Director - Operations bmeader@medicambulance.net , Matthew McCarthy - Employee Engagement Coordinator Solano - mmccarthy@medicambulance.net, Suzanne Johnson - Employee Engagement Coordinator Sacramento sujohanson@medicambulance.net, Jack Bagnoli - Employee Engagement Coordinator Sonoma -jbagnoli@medicambulance.net

Situational Analysis (Background of Project):

Medic Ambulance is a family-owned and operated company that began in June 1979 when Rudy Manfredi and his parents, Giannina and Harry Manfredi, purchased the company from Jimmy Burton of Burton Ambulance. The company started with just four employees and two ambulances. Over the years, we have expanded to different counties, created and cultivated multiple partnerships, and grown exponentially in size. As of July 2024, Medic Ambulance services over eight counties, operates more than 100 ambulances, and employs over 600 people. With this growth, our ownership noted that the personal touch and family feel of the company were becoming difficult to maintain, especially with the increasing number of academies and new employees. Morale is very important to Medic Ambulance, and over the years, we attempted to maintain it through "Just Because" events, where we dedicated a week to thanking our staff. These events included food and ice cream or sweets during the day and evening, as well as movie nights. We also provided opportunities for our staff to attend concerts, sporting events, and other activities through our access to tickets at the Golden 1 Center, Levi Stadium, and Sutter Health Park. However, organizing these events, recognizing employee achievements, and ensuring that management and field staff were on the same page became increasingly challenging due to the demanding schedules of everyone involved. It became apparent that management's perception of what was happening in the field was not always accurate. Additionally, there was a recognized need for readily available resources for our staff, such as Critical Incident Stress Management (CISM) and debriefing after stressful incidents. To ensure all regions are adequately managed, Medic Ambulance hired Employee Engagement Coordinators for our Sacramento, Solano, and Sonoma Divisions

Project Goals:

The goals of this program are to:

- Recognize employees for excellence and years of service.
- Increase employee morale and engagement.
- Foster stronger relationships between management and field staff.
- Ensure the personal and professional well-being of our staff.

Planning & Implementation (describe process from the planning phase, including research, through implementation phase. Include the overall length of your project in weeks/months):

In December 2023, Medic Ambulance began selecting Employee Engagement Coordinators. We sought senior, long-term employees who had strong relationships with both their peers and management. Specifically, we looked for current staff who were long-term EMS providers, capable of resonating with and communicating effectively with our staff. Each division selected an Employee Engagement Coordinator. These coordinators were given full access to our internal social media platform, Blink. Through Blink, they can specifically tag employees to personally recognize them on their birthdays, anniversaries, field saves, or when they receive kudos from patients, family members, or hospitals. The coordinators also work with management to organize employee recognition days for each division. These events, held at locations like Top Golf and other outdoor recreational facilities, allow employees to bring a guest, enjoy food and beverages, and interact with coworkers and management outside of work. The coordinators also assist in planning EMS Week, ensuring each day is filled with coffee, doughnuts, and various food options for both day and night shifts. Another aspect of their role is to recognize staff members welcoming new children. Medic Ambulance provides a baby box to the employee, which includes an animal-themed storage box containing diapers, wipes, three customized Medic Ambulance onesies in different sizes, and a gift card. In addition to the celebratory aspects, our coordinators were trained to provide CISM services to our staff when needed. They also assist in coordinating additional mental health services outside of our employee assistance program when necessary. Mental health awareness is very important to our company, and providing this kind of assistance to our employees has been incredibly valuable.

Results (Did you achieve your goals? How did you measure results?):

In the past year, we hosted several employee engagement events, both during work hours for on-

duty crews and outside of work for relaxation and team building. These included catered meals, raffles, contests, and celebrations of individual and family milestones. We celebrated events like births, promotions of EMTs to Paramedics, birthdays, work anniversaries, and kudos for excellent service. The utilization of our Blink platform allowed us to post about all these milestones, enabling all employees to have 24/7 access, whether on or off duty, and celebrate achievements as they happen. Our coordinators now plan and coordinate all aspects of our employee appreciation events, such as EMS Week and Employee Appreciation Day events. Recently, we celebrated National Pancake Day, where each division coordinator organized different pancake toppings and competed to make the most pancakes during the day. Currently, our coordinators are organizing a fantasy football draft for staff to participate in the upcoming football season. We have also assisted in multiple CISM sessions and continue to see positive effects on staff mental health. The impact of having our coordinators engaging with staff and connecting them to necessary resources has been incredibly valuable, as it reduces the stigma associated with seeking help from management.

Impact (What impact has this project had on your service? Information can be given as narrative. However, if possible, please provide qualitative and quantitative information.):

Although our Employee Engagement Program is still in its infancy, we have already seen a positive impact on the workforce. Increased interaction with our Blink posts and overall positivity around the stations have led to improved communication between field staff and coordinators, as well as boosted morale. For instance, in our Sonoma Division, our engagement coordinator identified an issue where new hires found the uniforms inadequate for the weather. Staff needed warmer clothes while waiting for their full uniform order. Our coordinator worked with management and the uniform company to resolve this issue, preventing a potential decrease in morale. We look forward to the continued development of this program to strengthen the bridge between field staff and management.

Budget (Did you have a budget? Budget numbers can be provided as a percentage of overall operating or departmental budget.):

\$400.00

Supporting Documents #1:

Employee Appreciation Event @ Top Golf.pdf

Supporting Documents #2:

Solano Flyer.jpg

Supporting Documents #3:

Supporting Documents #4:

Supporting Documents #5:

Supporting Documents #6:

Comments:

CAASE Awards Submission Fee:

CAASE Awards Submission - \$100.00

General Section

From: [Jimmy Pierson](#)
To: [Jimmy Pierson](#)
Cc: [Lisa Curlee](#); [Brian Meader](#)
Subject: Employee Appreciation Event @ Top Golf **** Date Clarification ***
Date: Saturday, February 10, 2024 9:47:38 AM
Attachments: [image001.png](#)
[image002.png](#)

Sacramento Operations

Employee Appreciation Night

Saturday, February 17, 2024, 6:00 PM - 8:00 PM

Wednesday, February 21, 2024, 6:00 PM - 8:00 PM



Please join us for a night of fun, food, golf, friendship, and appreciation at Top Golf Roseville!! There will be two events, with one on Saturday, February 17th, and the other Wednesday, February 21st, and will include 2 hours of unlimited gameplay, as well as BBQ Buffet and non-alcoholic drinks! It will be a fun night you won't want to miss. Can't wait to see you all there. We really appreciate all you do for Medic, our patients, and our community! You are a valued member of our family, and while I know we don't say thank you enough, we want you to know THANK YOU!!!

You and a guest are invited to attend! Please sign up for one of the days on Bookeo!

Bookeo Link: [EDUCATION | medicamb \(medicambulance.net\)](#)



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HONORING OUR PAST.



2024 EMS WEEK Solano Division



FORGING OUR FUTURE.

2024's National EMS Week Theme is "Honoring our Past, Forging our Future", an apt theme for Medic Ambulance as we celebrate our 45th Anniversary where we too are honoring our past as we look forward to forging our future with our stellar staff.

Solano Team: In appreciation of all of your hard work, we would like to invite you to join us for the festivities all week! Please see below calendar for a list of all the food events we are doing!

Monday

Morning:
Coffee and Donuts

Mid-day Treat: Its-It
Ice Cream Sandwiches

Dinner:
Maggie's Burgers

Tuesday

Morning:
Coffee and Donuts

Mid-day Treat: Churros

Dinner:
Maggie's Tacos

Wednesday

Morning:
Coffee and Donuts

Mid-day Treat: It's-It
Ice Cream Sandwiches

Dinner:
Chick-Fil-A

Breakfast available Station 1 and NCS, Dinner is served 1600-2000 at Station 1
To-Go boxes available by request for on-duty crews!

Thursday

Morning:
Coffee and Donuts

Mid-day Treat: Churros

Dinner:
Maggie's Tacos



Friday

Morning:
Coffee and Donuts

Mid-day Treat: Its-It
Ice Cream Sandwiches

Dinner:
Maggie's Burgers

EMS WEEK RAFFLE: All employees will be entered into a raffle! Winners will be selected at random and announced at the end of EMS Week! No need to sign up, no purchase necessary!