

Industry Focus: Emergency Medical Services

Employees: 500

Location(s): 40

PAETEC Solution:

-  Business Continuity
-  Communications
-  Financing
-  Managed Services
-  Security

Web Site: www.mobilemedical.org

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Jay Cooper

*Director of Ancillary Services
Mobile Medical Response*

PAETEC Saves Emergency Medical Response Company

About Mobile Medical Response

Mobile Medical Response, Inc. (MMR) is a non-profit ambulance company providing service in 11 counties across mid and northern Michigan. They are a full-service agency providing basic life support, advanced life support, and critical care medical transportation services.

MMR’s state-of-the-art medical communications center is responsible for dispatching services for eight counties in their service area, including two air medical programs and flight following services. Their service area covers over 6,000 square miles and over a half million residents. Annually, MMR provides nearly 65,000 transports, traveling nearly three million miles in their ambulances.

One of MMR’s finest assets is their education department, providing medical first responder, emergency medical technician, and paramedic training courses in several locations across Michigan. MMR also provides specialty training courses as well as public first aid and CPR training.

MMR is accredited by the Commission on the Accreditation of Ambulance Services (CAAS), considered to be the gold standard in providing quality care and operational excellence in the EMS industry. They have been CAAS accredited since 1997.

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The Challenge

As an around-the-clock emergency medical services provider, MMR strives on reliability in all aspects of their business. “We’re a 24 x 7 x 365 business,” said Jay Cooper, director of ancillary services at Mobile Medical Response. “We need a telecom carrier that’s going to be able to keep us up and running, both with voice communications as well as data flow.”

MMR looks for the same reliability in their vendors that they offer to their customers. Unfortunately, they were not finding it in their previous communications providers. “The biggest challenge really was that we had multiple providers, and getting clear billing and concise pricing was an impossibility, it just never could happen,” said Cooper. “Plus, the providers never, ever called us just to see how we were doing.”

The Solution

Due to mounting frustration with their communications provider situation, MMR set out to move a majority of their services to a single provider that they felt could satisfy their needs. “Our initial search started with a couple of sales calls from providers who we were already with at that time,” said Cooper. Among these providers was PAETEC, who had been providing MMR with basic voice and data services for about a year.

“At that point we invited some vendors in and we listened to what they could provide,” added Cooper. “Then we did some background checks. We talked to current customers they had, we looked at their financial ratings, and we looked at what their overall strength was as a corporation. Then we made a decision.”

Based on their findings, the decision proved an easy one for MMR. “We chose PAETEC because they had

a good reputation and their financial picture looked good,” said Cooper. “Their propensity for growth in a recession was a good sign that the company was healthy, but really the big thing was that they could give us the services that we needed and do that reliably – according to the other customers we talked to it was a reliable company when it came to quality of service – and we could do all of that with substantial financial savings.”

Where PAETEC used to simply provide MMR with basic phone and Internet service, they now provide them with their communications equipment as well as a much more comprehensive mix of communications services, including Central Office Colocation, Dynamic IP SIP Trunking, Managed Router Support, MPLS VPN, and Toll-Free.

PAETEC SAVES EMERGENCY MEDICAL RESPONSE COMPANY

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The Benefit

As the only network service provider that manufactures its own IP-based phone systems, PAETEC has the unique ability to offer businesses a bundle offering of voice, data, and equipment – all on one monthly bill. Structured as a rental program, PAETEC’s IP Simple program enables businesses to upgrade to new equipment company-wide with little to no capital expenditure while also consolidating their multiple IT vendors to a single point-of-contact.

IP Simple proved to be one of the biggest draws to PAETEC for MMR. “Renting equipment in the world of technology just seems to make sense these days,” said Cooper. “When you purchase equipment you end up with equipment that’s obsolete very quickly – oftentimes before it’s even installed – so renting made a lot more sense. IP Simple allowed us to not have to deal with the capital expense issue. We could simply roll everything into our operating expenses. All in all it was just a much better deal.”

Aside from the rental aspect of IP Simple, MMR has also benefited from the fact that they now utilize only one supplier for both their communications equipment and services. “The good thing is we only have to call one person and we can get things fixed,” said Cooper.

While renting their communications equipment has helped MMR save a good deal of money, simply switching to PAETEC services has brought them



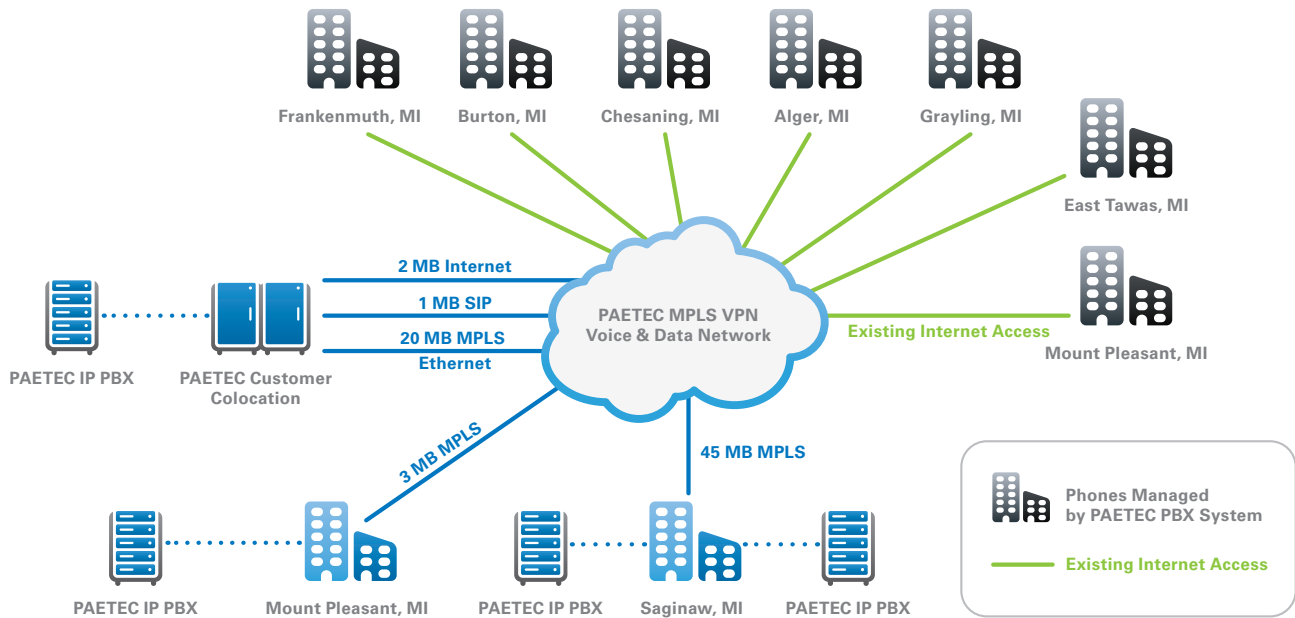
Jay Cooper

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significant price savings as well. “The whole premise for moving everything to PAETEC was really cost reduction,” said Cooper. “We’re recognizing a significant cost reduction of about \$60,000 a year from what we were paying previously for data and voice communications across the company.”

“We’re very happy with it,” added Cooper. “When we call PAETEC, we get questions answered and we get people working on our issues. Even if we’re calling for new services, they’re always there. They bring a full team, they ask questions, and they probe to make sure that we know what we’re asking for.”

PAETEC SAVES EMERGENCY MEDICAL RESPONSE COMPANY



Cooper has been so pleased with PAETEC that he never hesitates to pass along a strong referral. "I tell other businesses that they need to look at PAETEC seriously," said Cooper. "I tell them PAETEC will more than likely be able to save them money, and that they'll be happy

with PAETEC on the customer service and quality of service side. I really haven't found a downside to the organization at all, and that's what I tell people. It's been a very good relationship."

Solution Personalized for Mobile Medical Response:

-  **Business Continuity Solutions**
 - Dynamic IP SIP Trunking
-  **Communications Solutions**
 - Central Office Colocation
 - Internet
 - Toll-Free
-  **Financing Solutions**
 - IP Simple
-  **Managed Services Solutions**
 - Managed Router Support
-  **Security Solutions**
 - MPLS VPN

About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications for business-class customers across the United States. We offer a comprehensive suite of data, voice, and IP services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

Contact Us

877.472.3832 • www.paetec.com • info@paetec.com