

American Medical Response (AMR) Ambulance Depends on SouthernLINC Wireless for Reliable Coverage

Overview

For the first responders at American Medical Response (AMR) Ambulance, exchanging information in real time is one of the most critical components of day-to-day operations. No matter the location of the staff or how severe the weather, communications between dispatch centers and first responders must be transmitted quickly and effectively.

With first responders and support staff working around the clock, a miscommunication could lead to severe consequences in life-or-death situations.

“When driving an ambulance, instant communication is most important,” said Gil Torres, facility supervisor and safety coordinator for the Mobile, Ala. operation of AMR Ambulance. “By using SouthernLINC Wireless’ Push to Talk service, our first responders can quickly and accurately receive and distribute critical information to or from individuals or groups of people instantly. Using Push to Talk on the SouthernLINC Wireless network means not having to think about our reaction time, or whether the call will go through.”

Challenge

Throughout the company’s 15 years of operation, AMR Ambulance has acquired more than 200 companies, which meant that as new companies came on board with AMR, personnel were using a mix of cell phones, pagers and two-way radios from multiple carriers. It was in 1996 that AMR Ambulance realized they needed a wireless network that could provide private and reliable communications on a single cellular device. Once AMR Ambulance partnered with SouthernLINC Wireless, the company no longer needed to rely on disparate communications systems and multiple mobile devices. AMR Ambulance transitioned its personnel to SouthernLINC Wireless phones that enabled private, instant communications by using iDEN (Integrated Digital Enhanced Network) technology from Motorola.

AMERICAN MEDICAL RESPONSE (AMR) AMBULANCE

Category: Healthcare

Building a Successful Wireless Partnership – SouthernLINC Wireless and AMR Ambulance

CHALLENGE

Following the acquisition of more than 200 companies, AMR Ambulance needed a way to instantly communicate with all employees – both new and existing, with an emphasis on those working in rural areas.

SOLUTION

Since SouthernLINC Wireless built its network to be reliable throughout rural and metropolitan areas, AMR Ambulance knew the company’s cellular and Push to Talk service would be dependable for day-to-day and emergency communications needs.

RESULT

Because of SouthernLINC Wireless’ Push to Talk service, the support staff and emergency medical responders can communicate with each other—quickly and effectively.

BENEFITS

The immediate access to employees and the network security have proven to be valuable assets for AMR Ambulance. In addition, the reliability – throughout metropolitan and rural areas – that comes with the SouthernLINC Wireless network is of significant value to AMR Ambulance.

Solution

SouthernLINC Wireless provides employees with a cellular device that effectively combines cellular service, paging, wireless Internet access, wireless data access and Push to Talk, making AMR's switch from many different devices to one unified device and a single communications network a much simpler task.

The paramedics and emergency medical responders at AMR Ambulance use SouthernLINC Wireless' specialized line of rugged cellular handsets with Push to Talk to communicate with each other—instantly and effectively. The ruggedized phones are designed to meet military specifications for shock, vibration, blowing rain and salt fog resistance.

The SouthernLINC Wireless network was built to function in remote, rural areas often underserved by many of the national wireless carriers. For AMR Ambulance, this was one of the primary benefits, considering it needs a dependable means of communication in both metro and rural areas of southwest Alabama. Also of interest to AMR Ambulance was SouthernLINC Wireless' commitment to providing a reliable solution. The company built in redundancies and extra security features to ensure users have reliable communications in the field – even under the worst weather conditions.

Benefits

Torres pointed to three areas where AMR Ambulance relies heavily on the SouthernLINC Wireless network:

- *Instant communication:* “By using Push to Talk, our first responders are able to communicate quickly and easily to groups of people or individuals.”
- *Reliability:* “Because our operations are spread throughout Mobile, Ala. and the surrounding counties, we respond to emergencies in rural and metropolitan areas, which means our phone service must be reliable no matter where we travel. We know that with SouthernLINC Wireless, reliability is never a problem. We also transmit sensitive information over the wireless network, and we're at ease knowing that the network was built with extra security features.”
- *Dependable phones and network:* “We need a durable phone and wireless network to do our everyday jobs well. When we use SouthernLINC Wireless, we know that no matter what the problem at hand, large or small, we will receive dependable coverage.”

“I can honestly say that there is nothing I would ever change about SouthernLINC Wireless' service” Torres added.



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