

Yesterday afternoon, our Springfield hosted a press event with Springfield Mayor Domenic Sarno to launch our Western Mass Earn While You Learn program. The event was extraordinarily well attended by our emergency services partners and media representatives. Our team was well organized, our facility was spotless, and our message was on the money.

OM Patrick Leonardo has an incredible relationship with Mayor Sarno, enabling the City and AMR to stand shoulder-to-shoulder to launch an incredible initiative. Thank you, Patrick.

VP Chuck Babson focused the dialogue on patient care by extolling our ROSC wall and the many cardiac arrest patients who are alive today because of the work our Springfield team has done. Chuck also established credibility for the Earn While You Learn program by citing our successes in Virginia and Buffalo.

Chuck's Remarks: <https://youtu.be/qUkzg7XbZ08>



Mayor Sarno lauded our team's work managing cardiac arrest cases as a manifestation of our clinical excellence and then spoke pointedly about AMR and Earn While You Learn. The Mayor said, this is about "investment and job creation." He continued, "I cannot thank AMR enough for their continued investment in the City of Springfield." Finally, Mayor Sarno closed out his comments in unique fashion: "Today we celebrate a good four-letter word – J-O-B-S!"

Mayor Sarno's remarks: <https://youtu.be/bPtmxKhYrE>



The team, working with our partners at Slowey McManus, coordinated terrific media coverage, which included local TV affiliates. In the clip linked below, the anchorwoman says, “The Mayor praised AMR’s rapid response, helping Springfield achieve one of the most favorable cardiac arrest positive outcomes in the country.” Also, in the clip below, the City’s Police Commissioner analogizes our Earn While You Learn program to the Police Academy’s cadet program.

News story link

<https://link.zixcentral.com/u/43b89d8f/ai1uWL7K6RGoXOfAMy1kxg?u=https%3A%2F%2Fwww.wwwlp.com%2Fnews%2Flocal-news%2Fhampden-county%2Famr-to-train-local-ambulance-service-staff%2F>

Finally, Mayor Sarno posted pictures and information on his Facebook page and tagged Erica Bishop and Patrick Leonardo in the post.

06:27

LTE

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City of Springfield, MA - Office of Communications is with Erica Bishop and Patrick Leonardo.

Yesterday at 14:52

Mayor Sarno Joins AMR of Springfield to Launch Earn While You Learn Initiative: ... See More



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