



Case Study | Mobile Medical Response Ambulance Service

Mobile Medical Response, Inc., a private non-profit ambulance service headquartered in Saginaw, MI, provides basic, advanced and critical care transport services to 15 counties in Michigan. With a fleet of 100 vehicles at the ready, MMR's EMS teams log more than 4.2 million miles each year in support of 20 hospitals and hundreds of other medical care facilities. MMR's communications center, which processes close to 100,000 calls annually, was recently designated an "Accredited Center of Excellence" by the National Academy of Emergency Dispatch



THE CHALLENGE:

Having employed an electronic patient-care reporting system since 2005, MMR was no stranger to the many operational benefits of rugged, mobile communication. About 2013, management began discussing a much-needed refresh of the 40 rugged PCs used in their ambulances. Not satisfied with the current vendor, they were more than ready for a change. Not only had they been dealing with frustrating resource issues, they needed better support options in the form of vendor-backed self-maintenance, and more reasonable pricing. According to Jay Cooper, MMR's Director of Ancillary Services, the vendor's pricing had become "astronomically crazy". It was time to move on

THE SOLUTION:

Cooper first learned of PCS Mobile at a ZOLL Summit conference in Denver, CO. After discussing MMR's concerns with PCS Mobile's Branch Sales Manager for the East, Cooper ordered 40 of Getac's fully-rugged V200 convertible notebooks. Since then, MMR has purchased additional V200s, V110s (fully rugged convertible laptops) and F110s (fully rugged tablets). To secure these devices, mounts, docks and accessories have also been ordered. Cooper's goal to have one of each unit—a V200 or V110 for the electronic patient care records system and an F110 for use as a mobile data terminal for dispatch and other communication—in every vehicle is close to being realized.



THE OUTCOME:

Cooper and MMR management have been very satisfied with the Getac/PCS Mobile partnership. Cooper states that Getac has proven itself a company that "does what it says it's going to do". Not only does he greatly respect their upfront honesty, he also likes the fact that they offer support options that allow MMR to do its own maintenance.

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Specifically, by permitting the pre-ordering of various parts (warranted or not) that tend to be vulnerable to abuse, Getac gives MMR the option of keeping stock on hand for swap-outs at their own shop. Not only does this reduce shipping charges, it eliminates bench time at Getac and any service charge for repair of parts considered consumable. This also allows MMR to keep the PCs in production, dramatically reducing the extra inventory needed to replace those in a service cycle. All in all, Getac's program helps MMR spend less upfront and overall to keep the computers in tip-top shape.

Thanks to honest business practices, straightforward and reasonable pricing, efficient resolution of issues, and Getac's ready support of do-it-yourself maintenance, MMR feels it has found the winning combination to support its mission of delivering unrivaled medical care to its central and northern Michigan communities.

**For more information contact your
PCS Mobile Customer Service
Representative or call 888.836.7841**



In regards to PCS Mobile, Cooper expressed appreciation of the company's business ethics. He cited helpfulness in ironing out issues quickly and efficiently and in always pointing MMR in the right direction. He also appreciates that there is no run-around on pricing; that the best price is always presented first. He's found that offering the best price first is often not the practice of many companies.

