



## Lakeside EMS Proposal Quick View Sheet

This sheet is in addition to the RFP submitted. We wanted a quick reference of what we are proposing for the City of Shelbyville for an easier summarized read.

Lakeside EMS is proposing the following for 9-1-1 Services in Shelbyville

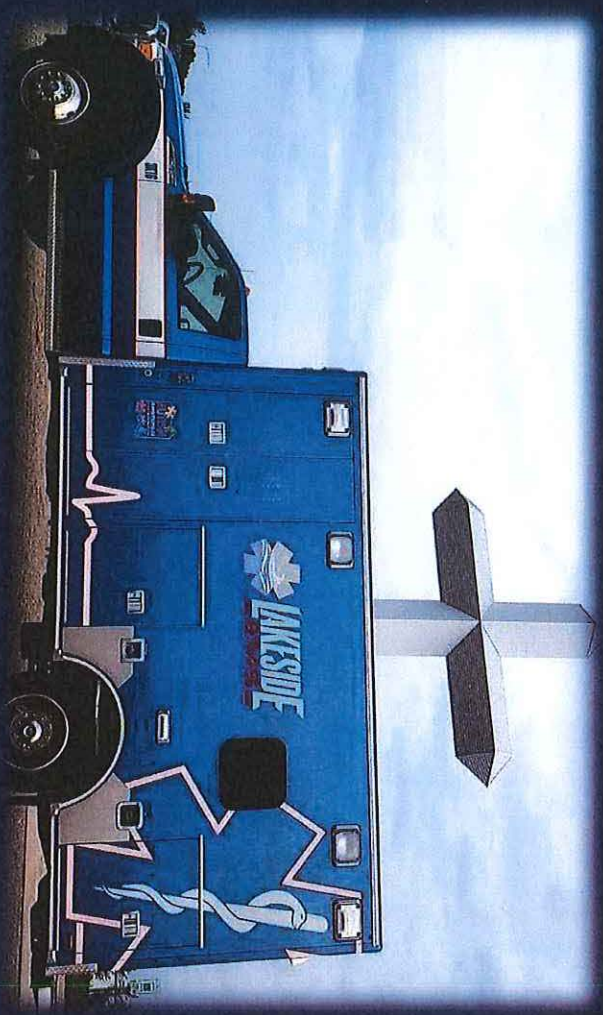
- 2 ALS Ambulances 24/7 with backup units for heavy call volume
- ALS Non-Transport Command Vehicle for additional help, MCIs, Etc.
- State of the art Vehicles and Industry Leading Equipment
- Complying with any current or new Ordinances
- All Staff trained to the highest levels including and surpassing IDPH levels. For example, HazMat, NIMS 100, 700, 800, EVOC, Special Needs Patients Training Etc.
- All staff trained monthly to provide the best level of care possible for your residents. This helps us address any difficult calls, build moral, improve skills, and train on any upcoming certs expiring I.E. Bloodborne Pathogens, Sexual Harassment, CPR ETC
- No charge for Fire, PD, or Coroner assist calls
- Free Education and training for local departments and residents
- Treatment and Transport of the City's K9 Police Dogs
- Non-Aggressive Billing Tactics and no collections
- Very Community focused service that participates and hosts several community events to bring everyone together and show what EMS does. We have participated or hosted over 200 Community Events, Fundraisers Etc.
- Come highly recommended if you are looking for the service level of a large Corporate Company but have the personal touch of a smaller business.
- Lakeside EMS has run over 17k calls without any major System, Regional, IDPH, or Patient Complaints.
- Lakeside EMS is in the perfect position to fulfill any and all of your communities needs. We have the Experience, Resources, Team Members, and financials to be the perfect fit for your City-Council and Residents. A lot of our team members live in or have worked Shelbyville and look forward to hopefully being a part of your community!
- Station. We spoke with David Brummly and assured him, we will gladly take over the lease at the current DAS Station. There are two other locations within City limits as well.

In conclusion, Lakeside EMS is able to focus all of it's attention to your community without the worries of another division pulling your local resources. Our experience, resources, and Community focused views make Lakeside a service your community will be proud of.



# City of Shelbyville, Illinois - 911 Ambulance Services.

RFP





# Contents Page.

Introduction .....	3
Licensing.....	6
Staffing .....	7
Resumes .....	10
Advanced Life Support (ALS).....	12
Vehicle Requirements .....	13
Communication Equipment .....	16
Coverage & Availability .....	17
Response Time .....	18
Mutual Aid.....	19
Reports.....	20
Protocols.....	22
Standard Of Care.....	23
Billing & Collections.....	24
Complaints.....	26
Non-Discrimination.....	27
Insurances.....	28
References.....	29
Additional Information.....	35





# Introduction to the Company.



Lakeside EMS is a local, veteran-owned service leading from the front in Emergency Medical Services with passionate, professional, patient care that is comfortable and always reliable. We provide 9-1-1 coverage, emergency and Critical Care Transportation for intra-facility, and facility to home needs. Our Cross-Country Transport Teams provide these services with specialized equipment to ensure patient comfort and care. Lakeside EMS provides intra-facility transportation from one of four bases, and dispatch closest mobile Ambulance Teams from anywhere in Illinois. Our headquarters main dispatch center is in Effingham, as are many of our employees. Several of our employees have worked in, and live in Shelbyville. Therefore, employees know the area extremely well and the specific needs of your communities and high-risk residents.

We offer state-of-the-art 911 Advanced Life Support (ALS) and Basic Life Support (BLS) ground solutions with ambulances, 911 call center personnel, EMTs and Paramedics. We bring decades of Emergency Medical Services (EMS) experience with a track record of building strong bonds with our local officials, residents and community healthcare partners. We share our technology and data with our partners for the utmost transparency which leads to a seamless service.

While meeting highly stringent clinical response times, our teams remain nimble in delivering peak performance 911 ambulance services required in some of the largest and most demanding EMS systems. Lakeside EMS can be available to handle special event stand-by including company picnics, sporting events, auto racing, and similar events. Our outstanding emergency medical services will be on-site and ready to act at a moment's notice, ensuring that no one is caught off guard, should they need immediate ambulance services.

In April 2020, at the height of Covid-19 pandemic when New York City had more 911 calls than 9/11 for 62 days, and hundreds of Covid-19 deaths per day, we were called upon by FEMA, Dept of Homeland Security and FDNY EMS to respond to New York City and ran 911 calls for those 62 days straight. Our crews ran over 10 calls per unit every 12 hours. Lakeside EMS demonstrates daily that it is a high quality, reliable, innovative, and cost-efficient EMS provider. Our teams have run 911 in New Orleans, NYC, and over a dozen other cities with a population over 1 million residents. Several of our teams have also all worked in or live in Shelbyville. This will be a great advantage to providing the best possible care and timely responses for your residents in Shelbyville and surrounding communities. We have only the best vehicles and the

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newest state of the art, lifesaving equipment that no others currently utilize. This gives your residents the best possible chance of avoiding long term injuries to vital organs. (I.E. Stroke, Heart Attack Etc.). For example, we are the first in the state to receive the new Tempus Pro cardiac monitors. These have video laryngoscope allowing 100% intubation success rates. It also has ultrasound to allow our teams to identify injuries and issues within the body. We are the first service to offer this as well. The most important function of our Cardiac Monitors is the ability to allow physicians in the emergency room, at any hospital, to see in real time, the patient's vital signs, 12 lead ECG, and assess the patient with its built in 5G Video Chat. This will be such a lifesaving feature for example with stroke patients. The doctor can assess the Patient from the scene or en route to the Hospital and start lifesaving procedures and protocols activated. For example, CT team waiting our arrival, if necessary, a Helicopter etc.

Another key component with our new monitors, is the ability for Cardiologists to see the 12 leads live in real time, instead of waiting for a fax or Patient arrival. When seconds count, and they do in EMS, we have taken every step possible to make sure your residents have the best EMS care, providers, and equipment to assure the best possible outcome. That is what they deserve and that is what they should have. We work with partners of the largest HealthCare Companies to have the leading edge on new equipment before it is available to other services and extensive training on this equipment from the manufacturers so our teams can become experts with these life saving devices prior to utilizing them in the field.

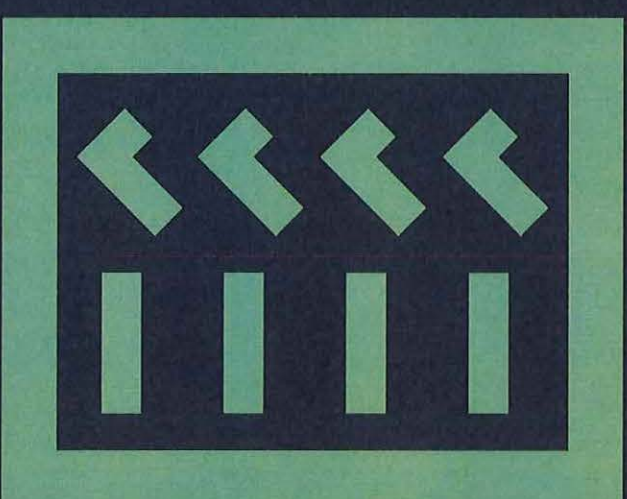
Last, but certainly not least, we are a service who works hand and hand with Committees and Boards and is 100% transparent and accepting of any changes needed to better facilitate PSAP and surrounding agencies. We are partnered with over a dozen local charities and causes. This was a big part of why we started Lakeside EMS. Lakeside EMS would like to offer 2 Advanced Life Support Ambulances providing 24/7 coverage just for 9-1-1 purposes. Additional 1-2 Ambulances for 9-1-1 overflow and Hospital transports. We will also have ALS Non-Transport Supervisor units (2021 F-150s outfitted with ALS equipment) to respond to high priority calls, help patient's loved ones after they are transported, and arrive on scene faster to initiate lifesaving care. We know the city and have worked there for years as providers. In conclusion, we will never let our communities down with anything but the best equipment, ambulances, and highly trained compassionate staff, and will work tirelessly to provide a level of care, compassion, and service that your city will be proud of.



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# Section 2: Service Requirements.



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# Licensing.

Lakeside EMS ensures that when operating, we follow all of the Illinois ambulance regulations. To operate as a Provider in Illinois, it is essential that all staff have an IDPH license, CPR Card, NIMS 100, 700, 800, HazMat Awareness, appropriate vaccines, Emergency Vehicle Driving Safety Class, and Paramedics have ACLS, PALS, PHTLS, and Ventilator Critical Care Course. Here at Lakeside EMS, we have 4 IDPH Lead Instructors, and we assure individuals are competent and keep up to-date in the practice of Emergency Medical Services. This includes the licensing of EMT-Basic, EMT-Intermediate, Advanced EMT, Paramedic, Lead Instructor, Medical Dispatcher, First Responder, Pre-Hospital Registered Nurse, and Critical Care/Flight Paramedics.

Lakeside EMS provides all educational classes and training at zero cost to the provider or Agency (Hospital, Fire Dept, Police Dept, First Responders, and the Public). It is very essential that we all as a team have the education and training available.

We are inspected yearly and, on an ad-hoc basis by the Illinois Department of Public Health and our EMS Region. Since inception, we have had **zero** ambulance or clinical issues. We have also had zero Patient complaints in over 16,000 calls. All of our transports are reviewed by a Regional EMS Coordinator and Medical Director.

We are also DOT inspected bi-annually for safety. This is conducted by the Department of Transportation to ensure that all CMV parts and accessories are safe to use, in good condition and working properly. Our Ambulances not only meet, but succeed all regulations set by County, State and Federal agencies.

We are also on FEMA and Department of Homeland Security Medical Teams, which demonstrates our highly successful and well-respected EMS Agency. It is a rigorous process to become a member of these teams and maintain good standing, yet we are still the top 4 Companies in the Country to be on their Deployment Teams.

All of our employees have (in line with state and county regulations):

- A valid and clear driving license and driving record.
- No criminal background.
- Valid State EMS license.
- Letter of good standing from previous Medical Director from the system they came from.

The paramedics and EMTs at Lakeside EMS are trained to the highest standards and are well versed in handling critical emergencies and patients with reduced mobility/special needs. They are dedicated to delivering an impeccable service.



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# Staffing.

We have the following teams:

- Cross Country Transport Teams
- Special Needs Transport Teams
- FEMA Disaster Response Team
- IDPH Lead Instructors
- 9-1-1 Response Teams
- Advanced Life Support and Critical Life Support Transport Teams

## **Appropriately Certified:**

All personnel are appropriately certified and licensed by the state of Illinois. Please see below and page 6 for all certifications and training our personnel hold:

- ✓ Illinois Certified Paramedics
- ✓ American Heart Association CPR Certified
- ✓ Advanced Cardiac Life Support
- ✓ Pediatric Advanced Life Support
- ✓ Pre-Hospital Trauma Life Support
- ✓ International Trauma Life Support
- ✓ Advanced Medical Life Support

We always seek highly motivated, driven, and professional individuals to join our team. New employees must undergo company and regional testing which includes a peer review where the new employee will ride as a 3<sup>rd</sup> person (Extra) on an ALS Ambulance for 30 days. Final review will be conducted and signed off by a Division Chief, and CEO/COO. Also, all staff must pass a background check through Lakeside EMS, and they must be reviewed by our Regional Coordinator and Medical Director before they are added to the team. **Lakeside EMS also sponsors local Vets and residents who want to become EMTs or Paramedics. We have 11 in school currently and to date have put over 2 dozen, now employees, through EMT and/or Paramedic school. This allows plenty of staffing now and in the future.**





### **Appearance:**

Lakeside EMS is proud to foster a team culture. We are Veteran owned and operated so all of our employees' uniforms are always to the highest standard. Our uniform includes tactical black boots, khaki tactical pants, and a polo t-shirt.

### **Training:**

All Lakeside EMS employees undergo the following continuous training courses on an annual basis:

- Incident Management Systems course 100, 200, 700, 800.
- FEMA HazMat Awareness course
- Emergency Vehicle Operator Course
- Vaccine Records including Hepatitis B and COVID-19.
- All Employees also participate in monthly trainings and scenarios. Crews also have their skills evaluated monthly to not only meet but surpass regional expectations.

### **Resource Capacity:**

Overall, we have 60 highly skilled and trained employees and 200 Paramedics and EMTs on our deployment teams, where needed. Our employees work between 48 to 72 hours a week (this includes weekends, holidays, and overnight shifts). Our employees work schedules are flexible and are drafted by the employees themselves, where they select their preferred days to work. The order of the schedule takes into consideration child custody, schooling, and seniority. This assures employees with custody days get to see their children and those in school get to take the days off they need. In order to recruit the best people, we recognize that we need to offer greater flexibility and different working options. We have never faced any issues staffing or recruiting, as we currently hold the top pay and benefits available for our EMS Providers. Usually with company growth, recruitment will be needed. However, Lakeside EMS has enough staff to currently operate additional units in Shelbyville. We also sponsor Vets and Residents to take EMT and Medic school free of charge and pay them to go. This way, they can obtain their education, without risking financial hardship. Recruitment and training are systematically approached, with regular meetings held with Division Chiefs and the Administrative Teams to identify gaps in qualifications, skills, and location. Once





additional team members are needed, we check our PT/PRN pool to see if anyone wants FT. If not, hiring is commenced, and onboarding process starts.

#### **Employee Retention:**

We understand the importance of retaining our amazing staff and therefore we implement the following company benefits:

- Competitive pay
- A \$5k-\$10k sign on bonus as well as retention bonuses
- A company matching, up to 6%, top \$401k Retirement Plan with an average of almost 9% return
- Paid uniforms
- Vacation / PTO / Sick Pay
- Free Health Insurance – Top health insurance plan on the market
- Paid Monthly training/meetings and in-house customized continuing education
- Aflac Life, short/long Term Disability Insurance
- Flexible Scheduling
- Multiple brand new, remodeled living quarters with private rooms
- Heavily community focused agency with community outreach/involvement events
- Growth Potential

A testament to this approach, one of our most recent job adverts allowed us to fill an entire new division. The above measures enable us to retain our most skilled employees for the benefit of our patients and our community. Our staff are our most valuable asset and therefore, we want to ensure we incentivize and support them to advance their careers with Lakeside EMS. As a result of such measures, we have an excellent yearly staff retention rate of 90%. We do encourage those who have career plans bigger than Lakeside EMS and work with them to help achieve their career goals whether it be Flight Medic, Physician Assistant, Nursing etc. In line with our company policy, should a member of staff leave Lakeside EMS, they are provided with the opportunity to complete an exit interview/questionnaire. These exit interviews/questionnaires are of great importance in assessing our existing employee engagement and retention strategies which can then lead to improvements.

#### **Our key personnel are as below:**



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# Resumes.

Jerrod Estes – CEO Paramedic  
Steven Gray – COO Paramedic

## **Jerrod Estes – CEO Paramedic**

### *Education*

- Spanish River/Coral Springs Fire Academy – 01/2008
- Florida Medical Training Institute – 01/2007

### *Experience*

- Lakeside EMS, CEO/Owner – 02/2018 – Current
- Teutopolis Fire Department – 01/2021 - Current
- RuralMed EMS – 01/2017 – 02/2018
- Shumway Fire Department Firefighter/Lead Instructor for EMS operations – 06/2016 – 02/2018

### *Responsibilities at Lakeside EMS:*

- Overall supervision and decision making for the Company.
- Communicating on behalf of the company, with company leaders, government entities, and the public.
- Leading the development of the company's short and long-term strategy.
- Creating and implementing the company or organization's vision and mission.
- Maintaining awareness of the competitive market landscape, expansion opportunities, industry developments, etc.
- Ensuring that the company maintains high social responsibility, wherever it does business.
- Assessing risks to the company and ensuring they are monitored and minimized.
- Setting strategic goals and making sure they are measurable and describable.

## **Steven Gray – COO Paramedic**

### *Education*

- Marine Corps University, Kaneoche Bay HI, Corporals Leadership Course - 2012



- Lake Land Community College, Emergency Medical Tech & Paramedical Services – 2018
- Marine Missile Man Course, Camp Pendleton - 2010

#### *Experience*

- Lakeside Ems, Chief Operations Officer/Owner – 06/2018 - Current
- Lawrence County Ambulance, EMS personnel – 03/2018 – Current
- Rural Med EMS, EMS personnel/supervisor – 10/2016 – 02/2018
- Effingham City County Ambulance, EMS personnel – 08/2015 – 10/2016

#### *Responsibilities at Lakeside EMS:*

- Provide management to staff and leadership to the organization that aligns with the company's business plan and overall strategic vision.
- Drive company results from both an operational and financial perspective working closely with the Financial Officer, CEO and other key executive team members.
- Set challenging and realistic goals for growth, performance and profitability.
- Create effective measurement tools to gauge the efficiency and effectiveness of internal and external processes.
- Provide accurate and timely reports outline the operational condition of the company.
- Spearhead the development, communication and implementation of effective growth strategies and processes.
- Motivate and encourage employees at all levels as one of the key leaders in the company including but not limited to professional staff, management level employees and executive leadership team members.
- Foster a growth oriented, positive and encouraging environment while keeping employees and management accountable to company policies, procedures and guidelines.





# Advanced Life Support (ALS)

All our vehicles have a paramedic on board, along with an Emergency Medical Technician (EMT). All ambulances will be equipped with top-of-the-line equipment including advanced airway support equipment, cardiac life support, cardiac monitors, and the newest and best lifesaving equipment available! We recognize that the patients we will be treating under this contract deserve only the best equipment and personnel, and that is exactly what we have prepared and ready for your City and our Residents.

The paramedics and EMT's who staff our Advanced Life Support (ALS) ambulances have a higher level of training than those who operate the Basic Life Support (BLS) ambulances and can do almost everything the Emergency Room can do for emergency situations. Due to their advanced training, our ALS ambulance personnel are allowed to provide interventions, start IVs, administer medications, and give lifesaving medications to help stabilize the patient. All Lakeside staff are trained to the highest of standards and boast an abundance of accreditations, including:

- Illinois Certified Paramedics
- American Heart Association CPR Certified
- Advanced Cardiac Life Support
- Pediatric Advanced Life Support
- Pre-Hospital Trauma Life Support
- International Trauma Life Support
- Advanced Medical Life Support
- Ventilator Transport
- Cross Country Transport Teams
- Special Needs Transport Teams
- FEMA Disaster Response Team
- IDPH Lead Instructors
- Average Provider Experience 18+ Years
- Average Dispatcher Experience 29 + Years



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# Vehicle Requirements.

Lakeside EMS has a fleet of 17 Advanced Life Support Ambulances and 2 ALS Non-Transport Supervisor vehicles ready for ambulance services in Illinois which are available 24 hours per day, 7 days per week and we are currently obtaining an additional Ambulances which will be operational by end of 2022. Guaranteeing consistent availability in compliance with contract specifications, allowing us to continue to not only meet, but surpass all expectations by the Board, Committees, Community, and Local Agencies.

## Capability:

Our ambulances are fully capable of transporting patients, in line with the Federal, State of Illinois, Illinois Department of Public Health (IDPH) and Region 4, 5, and 6 guidelines, standards and requirements. We strive to provide the most comfortable and pleasant experience for our patients in their time of need, which is why we use Type 1 and new ambulances. We currently use Ford F350 and 450s Type 1 (Truck Style) and Ford transits. Our ambulances, provided by Braun and ASV, are built for both crew/patient comfort and occupant safety. They are long endurance vehicles and features include:

- ✓ Smooth liquid suspension systems
- ✓ Larger patient care areas
- ✓ Spacious allowing family/rider seating
- ✓ Industry leading safety equipment and updates
- ✓ State of the art equipment and lighting
- ✓ Specialty Units have DVD player and TV for children and special needs Patients.

All of our vehicles are accessible to those with disabilities and sensory requirements. Many of the sensory-rich components of ambulances are for safety purposes. However, Lakeside EMS make the following changes to the ambulance environment to make the experience a more comfortable and less stressful one:

- We would potentially switch off the sirens and lighting, depending on the type of emergency and whether it is safe to do so.



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- Staff are trained in providing calm, relaxing and constant communication to passengers. This will include creating visual stories for patients about their care by explaining step-by-step what is happening/going to happen.
- Having sensory kits on board our ambulances – these can include noise cancelling headphones, sunglasses, weight lap pads, etc.
- Ambulances built to keep the patient area quiet and calm. Sensory lighting included to help calm patients.

### **Medical and Technical Hardware & Software:**

All required medical and technical hardware and software will be present within each ambulance. This will include:

- Phillips Tempus Pro Cardiac Monitors: this is the only monitor/defibrillator with clinical networking capability, allowing our team to communicate with audio and video live with Emergency Room Doctors, Cardiologists, and Neurologists for critical Patients. For patients with Trauma, Heart Attacks, or Strokes, this will be tremendously beneficial. It also has video laryngoscope allowing our teams to intubate with a 100% success rate. When transporting a patient, it allows us to maintain the level of care provided with remote surveillance and automatic updating of vitals. It provides industry-leading physiologic measurements and Q-CPR real-time measurement and feedback.
- Impedance Threshold Device: we use a non-invasive, single-use device prevents unnecessary air from entering the chest.
- Critical Ventilator: we have introduced revel transport ventilator as an addition to ALS protocols. These simplified ventilators provide more consistent minute volume than traditional positive pressure ventilation with a bag-valve device. We have found that this has significantly improved patient outcomes, particularly in rural areas with longer transport times.
- Hydraulic Lift Cots: uses a battery-powered hydraulic arm that lifts the cot and patient into the ambulance. Both the cot and the arm are capable of holding up to 700 pounds of weight.
- Infusion Syringe pumps: the syringe pumps are ideal for delivering accurate and precise amount of fluids/medication.
- Oxygen supply units: we use LIMO Dual tanks, which is a special version, made for ambulance applications. This unit allows Ambulances to have multiple tanks, ensuring we do not need to switch an empty tank or go out of service during peak hours.

### **Vehicle Maintenance:**

Our trucks are monitored continuously for fluids and tyre pressures, and they are reviewed monthly for any other abnormalities. Our trucks are taken to certified mechanics and fixed immediately if any problems occur beyond the normal smooth services, preserving the reliability of our trucks and equipment. An external organisation, Fire Service Inc. Incorporated undergo our oil changes on a weekly basis. Lakeside

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EMS Owners also own Fleet Guardian LLC which is a Heavy Diesel and Emergency Vehicle Mechanic shop and roadside repair. This means our vehicles are always very well maintained and in the event of a mechanical issue, have in house and roadside repair available.

**Medical Supplies:**

Each ambulance is outfitted with the necessary medical supplies, medications, as well as other items as required by law by the state of Illinois. This includes but is not limited to:

- Revel Ventilators
- First in the state to have the new state of the art Tempus Pro Monitors.
- Video Laryngoscope
- Live 12 lead viewing for cardiologists
- Ultrasound
- Video assessment

**Maintaining sufficient stock levels:**

Lakeside EMS have robust systems and processes in place for the management and restock of good and supplies in order to mitigate disruption to services. We operate speed loaders/snap packs in a sealed cabinet for centrally deployed EMS services to resupply units from. At Lakeside EMS, we categorize our medication using batch-lot numbers to efficiently and effectively keep track of expiration dates. By having an accurate picture for medication ins and outs, as well as on-hand quantity and reorder levels, we can ensure that each vehicle has the right medication inventory on board when an emergency strikes. We track chemicals and oxygen tanks individually using serial numbers to meet state requirements, and to better prepare ourselves when serialized inventory items are needed. We have also recently implemented an automated inventory management distribution system, which controls and tracks our inventory. This supports us in reducing loss and waste and improves our accountability. On duty supervisors also carry additional supplies and medications minimizing the units out of service time to restock.





# Communication Equipment.

Lakeside EMS operate using public safety answering points, communications facilities, and facilities authorized to receive emergency medical calls, dispatch emergency ambulances, or request ambulance transports within the Service Area to direct such calls to Contractor in accordance with the dispatch protocols agreed upon by Contractor and the Agency. Lakeside EMS will utilize cellular radios currently as well as VHF Radios. However, we are happy to adapt to any communication equipment that the City and County is already familiar with I.E. StarCom, VHF Etc.

Lakeside EMS EMT's and Paramedics are trained to follow the basic radio guidelines below:

- Make sure the radio is on a properly adjusted.
- Listen to the frequency to make sure that there is no traffic before transmitting.
- Think through the message before pressing the transmit button.
- Press the talk switch on the microphone and wait 1 second before speaking.
- Speak clearly and distinctly.
- Use plain English.
- Keep transmissions brief
- Protect the patient's privacy. Every word said can be heard by anyone with a scanner. Do not transmit the name of the patient.

All of our vehicles are currently licensed by the Division of Highway Safety and EMS of the Illinois Department of Public Health and be equipped and staffed as provided by the Act and the rules and regulations promulgated thereunder.

Each vehicle is equipped with In Motion Onboard Mobile Gateways (OMGs). OMGs are high performance, secure, wireless broadband networking devices for mobile applications. The OMGs turn each vehicle into a wireless hotspot, extending our enterprise network to include our fleet of vehicles by providing wireless access to an array of communications equipment including Cellular network radios and Kenwood radios. We will ensure that all communication equipment and systems are compatible with the County/City dispatch Centers and ensure the 911 communication process is streamlined and as easy as possible for the dispatch centers.

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# Coverage and Availability.

To deal with the high demand that we are expecting we have 2 ALS trucks that will be in operation 24/7. If further support is needed, we have the option to bring in several trucks from our other locations. Our ALS non-transports "Condition" trucks can make it to most calls in the City minutes before our Ambulances and start providing lifesaving care at a faster rate. In addition to our 2 ALS ambulances, 1-2 backup Ambulances, our ALS supervisors will be on shift to supervise Patient interaction, care provided, and family liaison. One of our dedicated supervisors will collaborate with family, friends, police, or the fire department on arrival to review the amount of service that is needed. We also have several Paramedics within the city/county and several EMTs willing to bring an additional truck up and in service. We have trucks at other locations that are the same level of care, that can assist during high volume, when transfers go out to keep our par level, bad weather or MCI incidents.

CEO/COO and Division Chief are responsible for resource monitoring and can anticipate the need to recruit additional staff due to increased placements per unit or the set-up of additional units. We currently have a list of 60 appropriate pre-screened staff banked that meet our safer recruitment criteria. We aim to operate at an 90% staff capacity level, with 10% of staff being free to fill in for absentees (PT, PRN etc). This means any sickness absence or holidays can be covered on the schedule with minimal disruption to the standard of service. The schedule also highlights which members of staff are allocated to which area, so all managers and staff are fully aware of what work is being covered. All staff are required to inform their line manager or a member of the senior management team of any absence by 8 hours before their shift starts, allowing for another member of staff to deputise in reasonable time. This is to ensure we have sufficient staffing available for the effective running of the service, including contingency planning for time of sickness, absences, or any other occurrence that may jeopardize the delivery of the service users at levels sufficient to meet the performance objectives and service standard.





# Response Time.

## Average response:

Lakeside EMS average at a 5.1-minute 911 call response time, 11.2 minute for County/rural or off-road areas. – from the time of a 911 call to arrival on scene. This has improved significantly this year alone by 32%. We also currently have a 17-minute inter-facility time.

## How this is maintained:

To maintain the quickest and most efficient response times, we will implement the following steps into our practises:

- Active on call fully stocked truck
- Staff members on call on a pro-rotta basis
- Drivers and supervisors with extensive knowledge of the area
- Optimised routes for faster delivery times

General maintenance is planned out on all our service vehicles to ensure that they are kept to the highest possible standards. If any faults are discovered, then maintenance will commission the work in a quick, timely and appropriate manner. To preserve our ability to maintain fast response times with the correct equipment and staffing levels. We also have pre-checked reserve trucks to keep in service trucks available.

ALS Supervisor vehicles will attend all calls that involve Fire or PD to be and be a point of contact. They will respond to any call where extra help is needed. These vehicles can also provide lifesaving treatments minutes before an ambulance arrives, which may be the difference maker between life and death. For this contract we will provide at least 1 ALS Supervisor vehicle on duty that will be strategically placed, this will give them a head start on the call which will allow lifesaving care to be started minutes sooner. The ALS care will be started prior to ambulance arrival meaning the actual Ambulances on scene time will be almost cut in half, allowing the ambulance to get patient to hospital in less time and be available sooner. It also allows the Supervisor to ride in on ambulance as an extra Paramedic.





# Mutual Aid.

Lakeside EMS will participate in and be subject to any mutual aid agreements as directed by IDPH. Lakeside will work alongside the IDPH to further inform both services of any updates to aid that is being given. We are dedicated to complying with the latest medical updates and sharing the information. Lakeside EMS Mutual Aid agreement will be in effect for the term of one year from the date of signature hereof and shall automatically renew for successive one-year terms unless terminated in accordance with the agreement. We provide Mutual Aid 911 services in Effingham, Caseyville, Centralia and Mt Vernon Illinois. Lakeside EMS holds MAA with several surrounding services in Shelbyville. The purpose of Lakeside EMS working within a mutual aid agreement is so we can recognize and acknowledge that in certain potential situations, the provision of assistance consisting of personnel, equipment, supplies and/or services by a local public health department outside its territorial limits is necessary in order to assist another local agency and to preserve and protect the health, safety and welfare of the residents of the State of Illinois.

These protentional situations include, but are not limited to:

- Bioterrorism or terrorism
- High call volume
- Infectious agents
- Chemical agents or toxins
- Natural disasters
- Mass Casualty Incidents
- Man-made disasters
- Civil emergencies





# Reports.

Performance of our services will be monitored by Administration and Supervisors. As a company we are proud to provide 100% transparency when it derives to our services, complaints, quality, time management and call volume. Our Operations Chief and Executives will be in constant communication to ensure Lakeside not only meets but surpasses all expectations. Lakeside EMS stands ready to conduct operational oversight meetings as frequently as our customers require to remain full transparency. Our tracking capability allows us to immediately monitor on-time performance and any deviance from contracted minimum response times is immediately addressed by management. Also, our Owners and Operations Chief will also be a 24/7 contact for anything the City, Committee or Board may need.

All staff members will collectively work to contract specific Key Performance Indicators (KPI's). Our performance objectives are as follows:

- 95% of all calls delivered within a 6-minute average response time.
- 100% patient satisfaction rate.
- 100% appropriately detected heart attacks and strokes and providing advance notice to hospitals.
- 100% Protocols compliance.

We currently have a 100% success rate in achieving our performance objectives!

Staff are monitored individually against the following KPIs:

- Appearance. Staff wearing non-standard, incorrect uniform are to be reported.
- Scheduling. If a staff member has chosen their shifts, we expect them to attend their allocated working hours.
- Protocol Compliance.
- Skills testing and up to date report training.





- Zero Patient or Community Complaints (our employees and company are a direct reflection of the City and its Boards and Committees, so we expect and execute to strive for nothing but 100% perfection)

KPIs will be monitored on our internal administrative system, with KPI adherence reported monthly. This allows us to identify areas of efficiencies, successes and discuss areas for improvement. Should any employees demonstrate areas for improvement, Administration and Supervisors will provide their expertise and support, where necessary.

Audits and checks will be undertaken of service provision at regular and ad-hoc intervals by Sups/Admin, Region Coordinator, and IDPH to consider the consistency and standards of care provided, as well as open invites to the City and it's Board. These allow us to identify any areas of underperformance and make improvements to our service immediately.

We will conduct a quarterly performance review upon the completion of a contract quarter to consider areas for continuous development. Feedback will be gathered from patients and their immediate family. Feedback from recipients will be qualitative, quantitative and include questions surrounding:

- Level of care
- Quality of customer service
- Platform accessibility

Lakeside EMS ensures that our quality improvement processes are consistent and build upon our existing services. It is essential to us that all learning, feedback and comments are clearly recorded and documented to pinpoint any action solutions. We primarily document learning and feedback to assure the best possible care from the highest possible trained providers. Following feedback, CEO, Jerrod Estes will be responsible for implementing and reviewing changes to service delivery, from training improvements to policy updates. Written reports will be produced monthly, discussing any progress updates, call statistics, and review with appropriate Officials to better serve your City.





# Protocols.

We currently operate in region 4, 5, and 6 all regions have equal or greater protocols than other regions. Therefore, we are fully prepared to enter Region 6 and to meet and exceed the standards, inclusive of appropriate policies and protocols that provide clinically appropriate care as required.

We currently work with 17 ambulances, with 7 of them purchased new and replaced old ambulances within the past year. We only operate with the newest ambulances to ensure the reliability, safety, and performance. We currently use Ford F350 and 450s Type 1 (Truck Style) and Ford transits. These 2 are rated top in the country for safety and Patient Comfort. Therefore, we can ensure transport to the closest possible medical facility in the quickest time, as determined by physician or protocol, regardless of the healthcare system affiliation.

We have a very nonaggressive billing practice. We work with our patients to setup minimal dollars per month to help pay their medical bills. This ensures equal access to emergency treatment and transport for all county citizens, regardless of their ability to pay.

Additionally, we do not charge:

- Local municipalities
- Police Departments
- Fire Departments





# Standard of Care

Lakeside EMS ensure we are following the highest Standard of Care available. We have Standard of Care guidelines in place to ensure we deliver a high-quality service to all of our Patients.

Some examples of our standard of care we operate to are as follows:

- Safe, high-quality care and services
- Economically feasible ambulance system
- Dignified and respectful treatment
- Patients' identity, culture and diversity valued and supported
- Abuse and neglect-free living
- Patients are informed about their care and service in accessible formats and in a way that they will understand
- Assuring your city is always covered, no matter the call volume, or time of day
- We realize, as a potential provider for the city, that every action we take or do is a direct reflection of the city and its officials
- All vehicles are manned by at least one Illinois-licensed paramedic with current and valid certifications – the paramedic onboard will be assisted by another qualified paramedic or an Illinois-licensed Emergency Medical Technician (EMT)
- All medication equipment is maintained and calibrated according to manufacturer recommendations by qualified technicians





# Billing & Collections.

We use a third-party billing to assure 100% compliance. This plays a vital role in fulfilling our mission of providing excellent customer service to all our patients. We have always been dedicated to humane billing and collection policies. Lakeside EMS will not engage in payment collection for services at the scene, on route, or upon delivery of the patient.

Lakeside EMS utilizes 1<sup>st</sup> Pass billing to assist our staff in providing timely responses to all patient and third-party billing inquiries. Lakeside EMS accepts assignment from Medicare, Medicaid, and all third-party payers or patients meeting applicable medical necessity requirements. All invoices are clearly explained, and all services and supplies charged to the patient are listed separately. Lakeside accepts all insurance and work with our patients to never put them in a financial hardship. We also do not have an aggressive collection process. We work with the patients to only have them pay what they can afford. There is no point of calling an ambulance if the caller is afraid of a huge ambulance bill.

Our Patient Billing and Collection Policy is consistent with our mission and in compliance with the Federal Affordable Care Act. All patients who have received emergency or medically necessary care shall be provided with the opportunity to apply for free or reduced cost care in conformance with the Federal Patient Protection and Affordable Care Act and its implementing regulations.

The following are the basic billing and collection policies of Lakeside EMS:

1. Lakeside EMS accepts assignment from all third-party payers.
2. We will not charge for any of the following: Lift assists, PD Assist/eval, Fire Standby, Coroner assist, or any call involving County or City Agencies.
3. We will make every effort to bill, and collect payment from, the patient's insurance companies directly.
4. We will not utilize threatening letters, billing tactics, or telephone collection methods to collect payment for services rendered.
5. The primary focus of all billing messages and telephone contacts will be to secure patient insurance information.
6. We utilize an outside collection agency only when all efforts fail in contacting a patient for insurance information or to arrange payment.
7. Any outside collection agency utilized by Lakeside EMS will be held to the highest standard of accountability, for its customer service and collection tactics. Lakeside EMS has a long-standing relationship with our billing company and have received no significant complaints from any patient regarding their collection tactics.





We will address all cases of financial hardship on an individual basis. Our only basic requirement of a patient with a financial hardship is that they contact our office and work with us cooperatively before their bill is sent to the outside collection agency.

- a) Any patient who contacts our billing office with a declaration of financial hardship will be offered a payment plan to meet their individual needs.
- b) Any patient who states they are unable to meet the terms of a payment plan for the full amount of the bill will be offered a reduction in the bill to the current Medicare rate of reimbursement with the balance written off as a 'financial hardship'. A payment plan for the balance due will be arranged if necessary.

All such requests and determination of financial hardship are considered on an individual case-by-case basis. Lakeside EMS may request documentation of the financial hardship in the form of hospital free care documentation, a letter from a third party such as a social worker, or a letter from the patient themselves stating that they have a financial hardship.

#### **Non-payment actions:**

All patients/third party payers will have 45 days from receiving a patient statement to pay an initial invoice. A patient's account may become delinquent if payment is not made by the due date noted on the patient statement. If payment is not made for more than two billing cycles, the account may become delinquent unless a partial payment is made.

Steps will be taken to communicate with patients with delinquent accounts encouraging them to comply with payment plans and offer affordable options to pay down their bill as to not cause financial hardship. Lakeside EMS admin staff will provide information on financial assistance and payment options to patients informing them of the outstanding balance due.

#### **Refunds:**

Lakeside EMS research all patient overpayments to ensure that patient refunds are made when appropriately due. The processing of patient refunds will be completed once the research has concluded, and the overpayment is determined to be due back to the patient. Our billing team, headed by Financial Officer Nicole Gray, will be responsible for all patient refunds.





# Complaints.

Effective communication is crucial in promoting patient involvement and cooperation with the work that we are completing, ensuring the smooth delivery of the service and the maximisation of their welfare. Lakeside EMS, with 16,000 calls completed, has zero clinical issues or legitimate complaints. All complaints that have come in, have been handled immediately and have usually been a misunderstanding. We resolve every issue that does come in immediately. This helps us to build the community relationships that we want to hold within the local area. We have documented Complaint Policy and Procedure in place, which is monitored and reviewed annually by the Administration Team.

Complaints can be received by any member of staff but will be investigated by Division or Ops Chief. Complaints will be investigated objectively, fairly, and thoroughly in a positive problem-solving manner and in line with our complaints policy. Staff will be encouraged to follow best practice in complaints handling. The manager should make careful notes and take any evidence that the complainant has offered into account, checking at every stage that the complainant is happy with our understanding of the issue.

We will:

- Manage expectations from the outset, clearly stipulating what we will and will not do
- Ensure communication is clear and tailored to the needs/preferences of the patient
- Adopt outstanding customer service and a passion for helping those in need
- Ensure work is completed right-first time without defects
- Appoint a key point of contact so patient's queries can be resolved easily

This approach has proved successful, allowing our service to be fully operational without complaint. Should we receive a complaint, we adopt the following three-stage escalation procedure:

- **Stage one:** Immediate, on-the-spot rectification, where possible.





- **Stage two:** The issue is escalated to Ops Chief, Tyler Long, who will inform the complainant of the timescales and outcome of an investigation.
- **Stage three:** If still dissatisfied, this is raised to the CEO, COO, and Administration. Complaints can be made by telephone, in writing or in person. Our policy details our address, contact numbers and email address. Our culture is strong, diverse, and inclusive. Equality Act identifies protection for people who are most likely to be disadvantaged or discriminated against by our society. As a company we work alongside the Illinois Human Rights Act.

# Non-Discrimination.

The Illinois Human Rights Act makes it illegal to discriminate on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions), national origin, ancestry, citizenship status, age (40 and over), marital status, unfavorable military discharge, military status, genetic information, arrest record, victims of domestic violence, physical, mental, or perceived handicap/disability, or sexual orientation (including gender-related identity).

Lakeside EMS is committed to eliminating discrimination, whilst promoting equal opportunities, and valuing diversity amongst our employees, patients, and the communities we work in. We will work to eliminate all forms of discrimination and promote equality for our patients, service users and employees. Lakeside EMS has always had a strong commitment to delivering equality and diversity through the services we provide, the communities we operate in and the employment of our people. We will continue to work to eliminate all forms of discrimination and promote equality for all our community, patients, stakeholders, and employees.

All Lakeside EMS job applicants can be assured that our agency will ensure:

- Recruitment procedures will be conducted objectively and will be without bias or discrimination.
- All job adverts will encourage a diverse range of applicants from a range of communities and a range of media will be used to advertise to attract applications from all sections of the County.
- All recruitment procedures and selection criteria will be based on merit, competence and the ability of the applicant to do the job and not unlawfully on the grounds of protected characteristics and will solely be related to the requirements of the role.
- Consideration is given to making reasonable and appropriate adjustments to the recruitment process to not disadvantage disabled applicants.





# Insurances.

One of our principles at Lakeside EMS demonstrate that we will not deny care to a patient due to their insurance status or financial ability to pay. The prices are competitive but the difference between Lakeside and other services is that we work with the patients if there is any remaining bill after insurance payment. We do not want any of our residents put in a financial hardship for needing an ambulance! That's not what we are here for. We are here to help our community and make a difference.

By operating an ambulance service, the community we serve relies on us to handle their care properly and responsibly. In the unlikely event that one of our ambulances is involved in an accident or breaks down on route to an emergency, Lakeside EMS will hold the correct insurance to provide a comprehensive service. We will provide a certificate of insurance or other proof of insurance naming the City of Shelbyville as "additional insured".

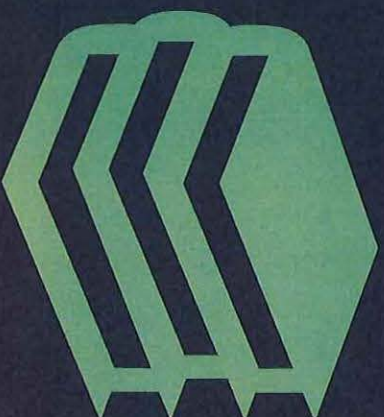
Lakeside EMS will ensure that the insurance coverage held includes the following:

- Commercial general liability coverage (minimum limit of \$5,000,000): e.g., if someone were to slip and fall on our commercial property, suffer an injury, and file a lawsuit against us.
- Worker's compensation coverage (limits will be in accordance with Illinois requirements): e.g., to cover any work-related injuries or illnesses including their medical care and any wages they may lose if unable to work.
- Comprehensive automobile liability (minimum limit for bodily injury and property damage of \$3,000,000): e.g., if one of our ambulances is involved in an accident, this will cover cost of damages to a third-party's vehicle if we cause the accident, as well as injuries that anyone in the other vehicle or on the road may suffer.
- Commercial Property Policy: to protect the facility our ambulance service operates out of. An additional amount adequate to pay related attorneys' fees and defence costs for each of the Ambulance Service's owned, hired, or non-owned vehicles assigned to or used in the performance of this contract.





# Experience / References.



217.347. LEMS (5367)  
815 South Maple Effingham





# Reference 1.

**Client:** Chamber of Commerce

**June 15, 2020**

To whom it may concern:

The Greater Centralia Chamber of Commerce recognizes Lakeside EMS as a Partner in Progress for significant community involvement and business development in our community.

Lakeside EMS opened in 2019 in Centralia after a significant investment in their renovated location on Locust Street. Jerrod Estes, owner, decided to be immediately involved in events, activities, and fundraisers in our community.

For the chamber of commerce, Lakeside EMS was a sponsor of our golf plaé dae, annual banquet, balloon fest, and lift-off dance. They have partnered with non-profit organizations, schools, hospitals, and living facilities for educational events and trainings. They do what they can to help our community. They have a contract with SSM Health hospitals in Centralia and Mt. Vernon to provide transfers for patients. They are available for nursing homes and other facilities for non-emergency calls, transports, and other services. Lakeside EMS is actively working with our business community.

They are passionate about providing services to communities in need. They travelled to New York recently to provide services during the coronavirus crisis. Lakeside EMS cares about the people.

Lakeside EMS has proven to be a dedicated and committed business in our community. We are proud to have them as a chamber member.



217.347. LEMS (5367)  
815 South Maple Effingham



RYANUS LUTHEAN  
Executive Director

## Reference 2.

**Client:** FHC Fireside House of Centralia

June 15, 2020

To Whom It May Concerns:

I am writing this letter in reference to Lakeside Ambulance. They are a newer provider in the area, and we have experienced very positive interactions. As you know we are a 98-bed skilled nursing facility. Our residents require transportation to the hospital at times. Residents and families have a choice on providers including ambulance services. Lakeside continues to show compassion and understanding of our population. Additionally, their staff has a level of professionalism and courtesy that we have come to enjoy. The EMT's and paramedics listen to our staff and get an understanding of our resident's problems or concerns. Occasionally our residents can be experiencing some sort of a behavior issues and Lakeside staff takes the time needed with the resident. In closing I would like to say that we highly recommend the use of Lakeside for our facility and the entire general public through the 911 emergency system.

Director,  
Lakeside Ambulance  
Jason C Hill

Social Services, Fireside House of Centralia

217.347. LEWS (5367)  
815 South Maple Effingham





# Reference 3.

**Client:** Heritage Woods of Centralia

August 19, 2020

It is with much enthusiasm that I am writing to recommend the services of Lakeside Ambulance Service. Heritage Woods of Centralia has been using Lakeside for quite some time and the staff has treated our residents with the upmost respect, compassion and dignity. This is the essence of what the best healthcare providers should exhibit and is the basis of our mission statement at Heritage Woods of Centralia.

I am happy to recommend the services of Lakeside Ambulance Service. If you have any questions, please feel free to contact me.

Sincerely,

Tom Braughton

217.347. LEWS (5367)  
815 South Maple Effingham





# Reference 4.

**Client:** Teutopolis Fire Protection District

July 15, 2021

To Whom it may concern,

I am writing to express support for Lakeside EMS. The staff of Lakeside EMS has provided some training to our department over the past few years and have been very professional and knowledgeable in their profession. The staff has taken the time to review various aspects of EMS and the level of services our personnel can provide prior to the arrival of advanced train personnel. The services provided by Lakeside EMS have become well known and respected in the surrounding areas as being professional, prompt, compassionate with patients, and skilled in what they do. They have always been very cooperative with our Firefighters, which is important on the scene of any incident.

The training level of their staff is beyond the level of a Paramedic to include specialized training for special needs transport teams. The staff has been on numerous FEMA deployments to include New York City, in recent years and have gained the respect from their peers in other states. They have equally become active in various civic organizations, supporting events to include the Special Olympics and National Fallen Firefighter Foundation. They have demonstrated to not only be part of a public safety/service, but also to be active in the communities they serve.

Respectfully,

Chief Tim McMahon



217.347. LEMS (5367)  
815 South Maple Effingham



# Reference 5.

**Client:** Litton Ambulance Service Inc.

July 14, 2021

Dear Sir/Ma'am,

Please accept this as my letter of recommendation of Lakeside EMS for 911 service. As owner/operator of Litton Ambulance Service Inc, I have had the opportunity to become acquainted with the operation of Lakeside EMS from using them for mutual aid. Lakeside EMS has provided mutual aid for us in the past two and a half years. During this time, we have no complaints, nor have we received any complaints regarding any of the services that were provided.

If you should have any questions, please feel free to contact me.

Sincerely,

Angie K. Litton  
Administrator  
Litton Ambulance Service, Inc



217.347. LEWS (5367)  
815 South Maple Effingham



# Reference 6.

**Client:** The Relay for Life of Effingham County.

**August 13, 2021**

Lakeside EMS has been a very great partner, helping me with everything needed for my events, from providing sponsorship to flat out being a volunteer and a community leader. Lakeside EMS have helped with a breast cancer fundraising event and also the Relay for Life event in July. This organisation is very community friendly, and they will be a huge plus serving this community. I am also a Santa in the area and decided to help a young man of 8 years old with a fundraiser for Adopted Kids Christmas. The first person that contacted me to be part of this was Jerrod Estes and the Lakeside EMS crew. Mr. Estes organized some fire and the EMS crew helped him raise over 4 grand for the cause. I highly support Lakeside EMS being a part of our community – they demonstrate professionalism at its finest.

Thank you,

Ron Mietzner – Event Lead of the Relay for Life of Effingham County.



217.347. LEWS (5367)  
815 South Maple Effingham





Jennifer Phillips, RN DON

Fireside House

1030 Martin Luther King Drive

Centralia, IL 62801

618-532-1833

Our facility has been using Lakeside Ambulance Company for the emergency and general triage and transportation (EMS) needs of our residents since they began serving our community. They are very responsive, polite, have compassionate and competent staff. As a representative for Fireside House, would highly recommend them to provide services to the 911 System.

Sincerely,

Jennifer Phillips, RN



# Additional Information.

Lakeside EMS wish to be heavily involved in helping the local community. From events to fundraisers to working in the community and with schools. We have several ideas for the local schools, in order to get them more involved and increase their knowledge of our services. For example, we would love to be involved with the local schools' art programs where we will ask the children to design the paint job or wrap for our ambulances to represent their schools.

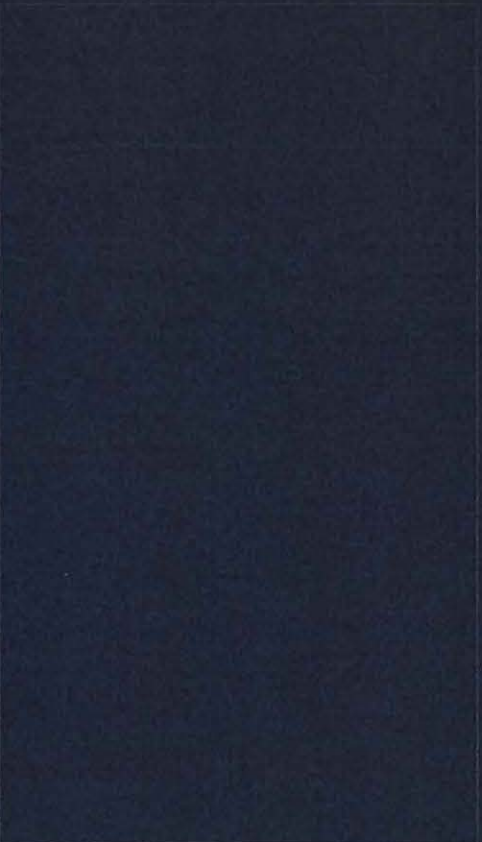
We also plan on teaching CPR, First Aid and Stop the Bleed at local schools, as well as to all local Fire Departments and within the wider community free of charge. We also want to provide scholarship programs for high schools.

In summary, Lakeside EMS wants to offer the following to Shelbyville:

- 2 ALS staffed trucks
- 2 ALS in city at all times (Lakeside EMS also has several additional ALS units from other divisions to backfill the City)
- Separate ALS non transport supervisor units utilized for heavy call volume and MCIs
- 1-2 ALS Ambulances for 9-1-1 overflow and transfers/discharges
- Free lift assists and Coroner assists
- Treatment and transport of PD K9 Dogs at no cost
- Free fire coverage for full still box alarms and higher / will assist local fire depts with training when available
- Free Training opportunities to Residents and Local Departments when available
- Tracking devices on all units
- We will work with local high schools and colleges to assist in on the job training and scholarships for students







217.347. LEMS (5367)  
815 South Maple Effingham







## Advanced Life Support Transport Team

*Caring for Our Community's Most Precious Resource*

Lakeside EMS is a local, veteran-owned service leading from the front in patient transport with passionate, professional, patient care that is comfortable and always reliable. We know you want the best when it comes to caring for you and your loved ones. LEMS goes above and beyond to ensure that your transport team consists of highly qualified individuals who treat you like family.







**217 347 LEMS**(5367)

**24** HOUR  
DISPATCH

Owners Jerrod Estes and Steven Gray have been volunteer firefighters and first responders in their community for years and genuinely have a love for helping people. Backed by healthcare professionals and families who believe every time an emergency occurs, families deserve proven professionals to transport their children and loved ones.

Lakeside EMS is a huge advocate for autism awareness, Veteran PTSD, Special Olympics, American Cancer Society, and many more. All these great foundations and charities are very important to us as they support illnesses that hit home for us. We are always looking for ways to help out our community and its residents. "Caring for Our Community's Most Precious Resource" is more than a motto – *we live by it*. We strive to do everything possible to ensure the most pleasant, comfortable, and professional experience possible for you or your loved ones.

Lakeside EMS specializes in hospital-to-hospital transports, but will help anyone in need. If your business, organization, or town has an event, we provide mobile aid stations and ambulance standby. For event setup quotes, please call (217) 347-5367.

