



CASE STUDY: HEALTH CARE + LIFE SCIENCES

American Medical Response

CHALLENGE

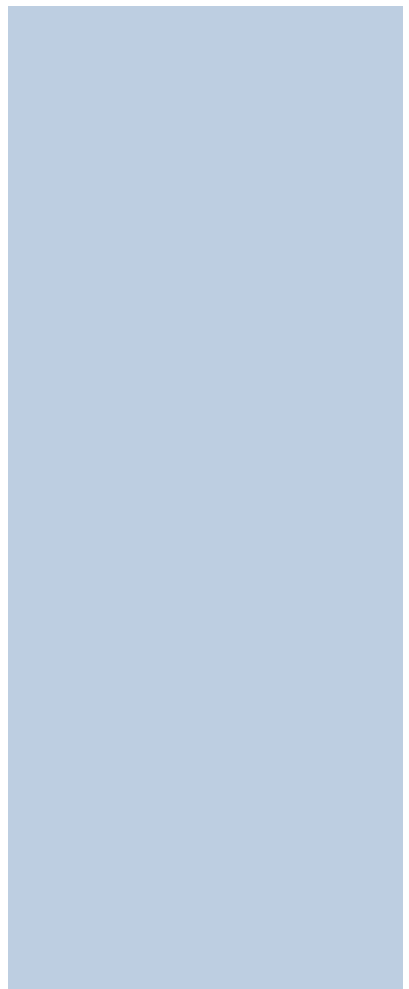
American Medical Response, the largest private medical transportation and emergency medical service company on the United States, has been a Slowey/McManus client for more than 10 years. AMR operates in key markets and competes against other companies for municipal contracts and interfacility transport engagements. AMR's communications needs span a number of urgent matters — recruitment and retention of EMTs and paramedics, coordinating emergency responses to the opioid crisis, ebola and natural disasters, and public policy issues in various states.

STRATEGY

Slowey McManus works closely with regional and national operations and marketing executives to help reinforce AMR's brand by securing high-value media coverage to generate interest in the company as an employer and a reliable, high-quality provider of emergency medical services. We leverage relationships with local officials and highlight the excellent work being done by AMR professionals who operate in sometimes extreme circumstances.

OUTCOME

AMR has become the nation's leading provider of emergency medical services and regularly wins contracts in communities around the country in the face of aggressive local competition. It has a strong reputation for excellent service and collaborative approach to working with networks of public safety officials.



11 Beacon Street • Suite 340
Boston MA 02108
617.523.0038
sloweymcmanus.com

 **slowey
mcmanus**
COMMUNICATIONS

CUTTING THROUGH THE CLUTTER