

# POSITION STATEMENT

## AIR AMBULANCE MEDICAL TRANSPORT ADVERTISING AND MARKETING

A JOINT POSITION STATEMENT OF THE NATIONAL ASSOCIATION OF EMS PHYSICIANS, THE AMERICAN COLLEGE OF EMERGENCY PHYSICIANS, THE AIR MEDICAL PHYSICIAN ASSOCIATION, THE ASSOCIATION OF AIR MEDICAL SERVICES, AND THE NATIONAL ASSOCIATION OF STATE EMS OFFICIALS

### ABSTRACT

The National Association of EMS Physicians (NAEMSP), the American College of Emergency Physicians (ACEP), the Air Medical Physician Association (AMPA), the Association of Air Medical Services (AAMS), and the National Association of State EMS Officials (NASEMSO) believe that patient care and outcomes are optimized by using air medical transport services that are licensed air ambulance providers with robust physician medical director oversight and ongoing quality assessment and review. Only air ambulance medical transport services with these credentials should advertise/market themselves as air ambulance services.

**Key words:** air ambulance; medical transport; advertising; marketing; position statement; National Association of EMS Physicians

PREHOSPITAL EMERGENCY CARE 2011;15:294

### POSITION

The National Association of EMS Physicians (NAEMSP), the American College of Emergency

---

Approved by the NAEMSP Board of Directors in March 2008. Received July 27, 2010; accepted for publication July 30, 2010.

Address correspondence and reprint requests to: Michael Gordon Millin, MD, MPH, Johns Hopkins University School of Medicine, Emergency Medicine, 5801 Smith Avenue, Baltimore, MD 21209. e-mail: millin@jhmi.edu

doi: 10.3109/10903127.2010.541984

Physicians (ACEP), the Air Medical Physician Association (AMPA), the Association of Air Medical Services (AAMS), and the National Association of State EMS Officials (NASEMSO) believe that patient care and outcomes are optimized by using air medical transport services that are licensed air ambulance providers with robust physician medical director oversight and ongoing quality assessment and review. Only air ambulance medical transport services with these credentials should advertise/market themselves as air ambulance services.

### RECOMMENDATIONS

- Every state should develop regulations or statutes regulating the advertising and/or marketing of air ambulance medical transport services.
- These regulations or statutes should only allow an entity to advertise and/or market as an air ambulance medical transport service if the entity possesses a valid air ambulance medical transport license.
- These regulations or statutes should require the air ambulance medical transport service to inform the client at the time transport is arranged if another licensed air ambulance medical transport service will complete the transport, including providing the name, contact information, and licensure information of that service.
- Active physician medical direction, oversight, and ongoing performance improvement through quality assessment and review shall be a component of state air ambulance medical transport licensure.