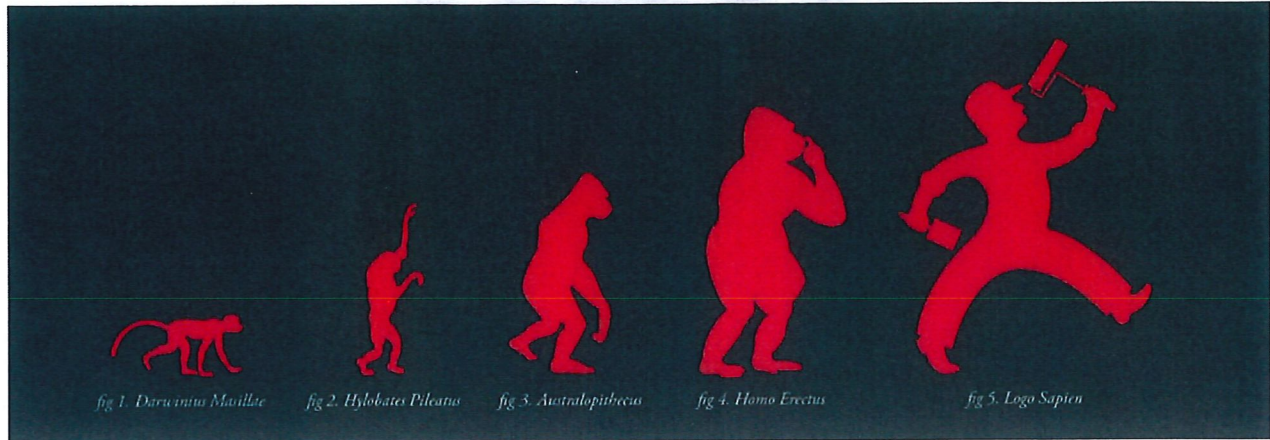


Just like people, a company will grow, change and transform over time.



This natural progression is necessary for your business to stay at the forefront of the latest industry advancements and to better position yourself in the ever-changing minds of your consumers.

**No brand should ever be left static.**

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## REASONS TO REFRESH A BRAND

1. New Generation of Consumers
2. Stay Current
3. Brand Fatigue
4. Strategic Shift in Industry
5. Technology Changes
6. Leadership Change
7. Set Yourself Apart from Competition
8. Reflect New Goals, Products, Offers or Values
9. Better Recognition
10. Scalable in all Media Platforms

**On an average, corporate identity rebrands take place every 7 – 10 years**

# KEY

POINTS TO SUCCESSFUL BRANDS

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Simple

Memorable

Relevant

Scalable

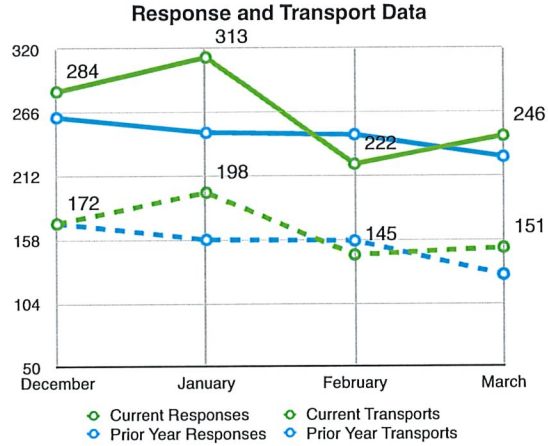
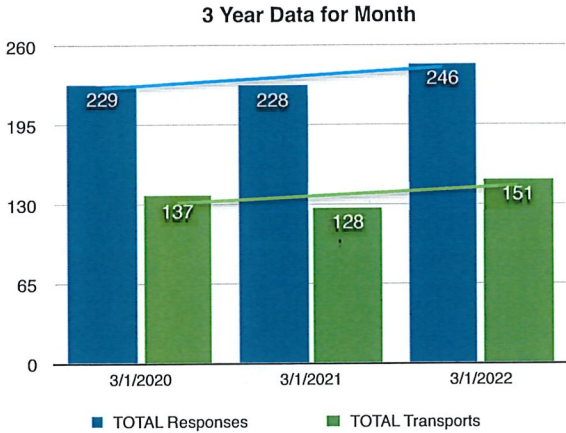
Timeless

Works in One Color

**Patterson District Ambulance Response Report**  
 March 1, 2022 - March 31, 2022  
 Monthly Response Summary

Mutual Aid data  
corrected 4/26/2022 PW

	P91	P92	P93	P1	WS	AMR	PDA TOTALS	Other TOTALS	GRAND TOTALS
Responses	106	116	24	7	7	3	246	10	256
Transports	72	66	13	0	5	3	151	8	159
Transport %	67.92%	56.90%	54.17%		71.43%	100.00%	61.38%	80.00%	62.11%
Cancelled Response	12	14	4						
Adjusted Transport %	76.60%	64.71%	65.00%						



**Mutual Aid Responses**

	Westside		AMR	
	Responses	Transports	Responses	Transports
INTO District	7	5	3	3
OUT of District	13	5	29	21

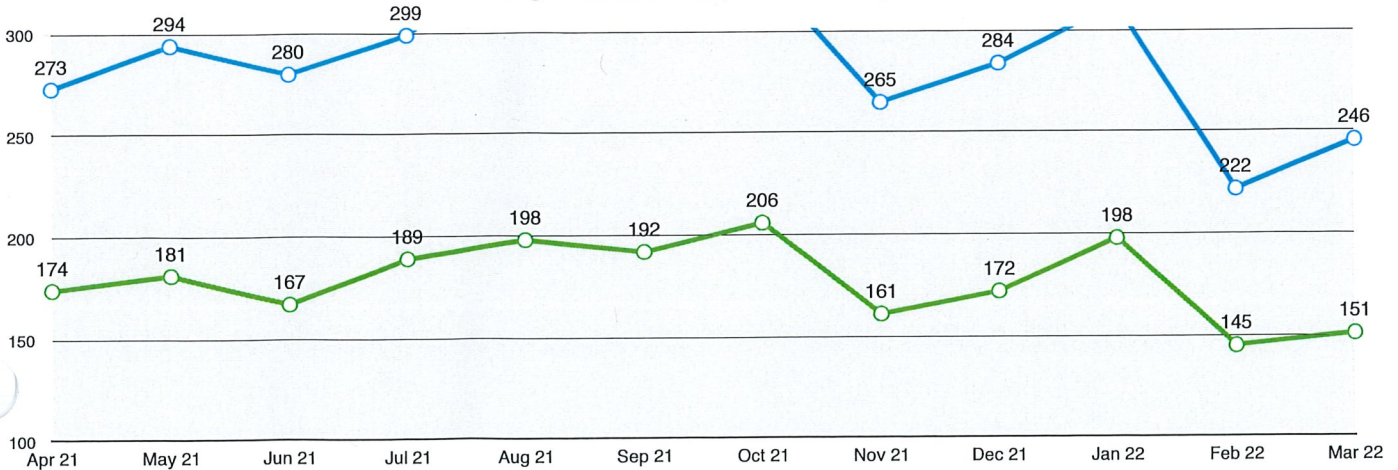
**PDA In District Response %**

Last Month %	This Month %	NET Change %
94.07%	96.09%	2.02%

**Rolling Compliance Periods - Snapshot on <Pending>**

Urban		Suburban		Rural	
Code 3	Code 2	Code 3	Code 2	Code 3	Code 2
0%	0%	0%	0%	0%	0%

**Rolling 12 Months - Responses / Transports**



Vision Statement:

*A locally cultivated  
healthier community*

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Mission Statement:

*To partner, promote and provide  
quality healthcare for all.*

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## District Strategic Plan

1. Publish Response to the Community Health Needs Assessment
2. Board Perpetual Calendar
3. Marketing

## Finance Strategic Plan

1. Finance New Building
2. Self-Sustaining Operations reach 85% (including Admin costs)
3. Foundation Development

Source: Community \*Staff Other Health Care Opportunities

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## Human Resources Strategic Plan

1. Seek Hire & Retain Remarkable Employees
2. Develop a Highly Engaged Workforce
3. Grow Staff Skills to Increase Role Proficiency
4. Sponsor Health Care Personnel Education
  - a. Offer Paramedic Training Scholarships
  - b. Sponsor EMT Trainees from District
  - c. Offer MA Training Scholarships

Source: Community \*Staff Other Health Care Opportunities

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## Health Center Strategic Plan

1. **Install & Operate Imaging Services** (X-Ray and Ultrasound)\*
2. **Acquire In-House Automatic Labs Capacity**
3. **Expand After-Hours and Saturday Care\***
4. **Support Development of Local 24-hour Urgent Care**
5. **Increase Community Education Classes**
6. **Offer Patient Transportation to Appointments**
7. **Outreach to Rural Areas**
8. **Provide Chronic Care Management**
9. **Internships/Preceptor for HS/Colleges/University**

Source: **Community** \***Staff** Other Health Care Opportunities

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## Ambulance Strategic Plan

1. **Build, Finance, & Move into New Facility**
2. **Continue Informed Political Relationships**
3. **Stand-up Third 24-hour ambulance** (when growth demands)
4. **Participate in Strike Team Deployments** (Operational Goal)
5. **Purchase & Equip Second Supervisor Vehicle** (CapEx)
6. **Join Community Paramedicine** (when available)

Source: **Community** \***Staff** Other Health Care Opportunities

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