

Our Expertise

We partner with EMS agencies to help them build better systems and a stronger reputation.

National Experience, Local Solutionssm

No two EMS agencies are the same. We partner with your organization to uncover the sustainable local solutions that work best for you, grounded in real-world intelligence.

Our team brings:

- ✔ 70+ years of combined frontline EMS experience
- ✔ National expertise helping agencies of all sizes – volunteer, nonprofits, fire and hospital based to investor owned companies
- ✔ A proven track record helping 400+ EMS agencies define their goals and identify custom local solutions

Your Partner for Today's Challenges

EMS agencies are facing more pressure today than ever before.

Rising call volumes, shrinking budgets, staffing shortages, and competing priorities for community decision-makers are forcing agencies across the country to do more with less.

Overcoming these challenges requires a clear strategy, a strong system, and a reputation that supports long-term sustainability for your organization.

How We Can Help

EMS Agency360sm



EMS agency consulting and system reviews, combining national experience, frontline perspectives and data-driven insights to develop local solutions that enhance your organization's operations and long-term stability.

FIRST-PIOsm



Your agency's fractional Public Information Officer (PIO), helping you develop a communications plan and build and maintain your reputation.

Our Services



EMS Agency360SM

We deliver a **holistic review of your agency, rooted in objective, data-driven analysis**, that helps you identify what's working and what's not, plan strategically, and tell your story to the community you serve.

Our consulting engagements **start with an assessment of your agency's "vital signs"** – the operational, financial and clinical metrics that indicate the health of your organization. Using these insights, we help clients identify local solutions in the following areas:

- Public relations & stakeholder engagement
- Recruitment, retention and staffing
- Community benefit analysis
- Consolidation, regionalization & partnerships
- Long-term financial planning
- Billing and revenue assessment
- Strategic planning, growth & contracting
- Executive coaching/leadership development



FIRST-PIOSM

When your EMS agency tells its story proactively and consistently – before a crisis, before your budget is under threat, and before others define the narrative – you **build an image that supports long-term financial and operational stability** for your organization.

As **your agency's fractional Public Information Officer**, we work as an extension of your leadership team to develop and deploy communication strategies that advance your organization's goals. Our flexible and custom solutions include:

- Social media management
- Media relations
- Crisis communications & reputation management
- Incident communications
- Community relations/fundraising campaigns
- Local policymaker engagement support

Contact Us

Want to learn more about how we can help? We'd welcome the chance to connect. Visit www.holdsworth.com/contact or scan the QR code to get in touch.

