

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 and 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 Consulting & System Review



Our **EMS Agency360sm approach** brings together national experience, frontline perspectives, and data-driven insights to create custom local solutions that strengthen your agency's operations and financial stability.

Public Relations & Advocacy for EMS



We help your EMS agency **develop a clear, consistent voice** and **build a strong reputation in your community**, helping you secure the funding, support and partnerships you need to ensure long-term sustainability.

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.



Our Services



EMS Consulting & System Review

Our EMSAgency360SM approach delivers a holistic review of your agency, grounded in objective, data-driven analysis. We help you identify what's working and what isn't, plan strategically, and navigate the challenges and opportunities that come next.

Each engagement begins with an assessment of your agency's "vital signs"—the key operational, financial, and clinical metrics that reflect overall organizational health.

From there, we work with your team to develop tailored solutions in the following areas:

- Public relations & stakeholder engagement
- Recruitment, retention and staffing
- Community benefit analysis
- Regionalization & partnerships
- Long-term financial planning
- Billing and revenue assessment
- Strategic planning, growth & contracting
- Leadership development



Public Relations & Advocacy for EMS

We work as an extension of your leadership team to help you tell your story to the community in a clear, consistent voice. Our team helps your agency build strategic partnerships, communicate your value and the realities you face, and strengthen your reputation – positioning you to secure the support you need to navigate today's challenges and prepare for tomorrow's opportunities.

Our solutions include:



Fractional Public Information Officer (PIO)

We serve as your agency's fractional PIO, helping you consistently share your story and shape the narrative in the moments it matters most.



Local Advocacy

We develop tailored communication strategies that help your agency engage with local decision-makers and build support around your organization's priorities.

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