

## Affordable Air Ambulance Service for Jamaica

Ordinary Jamaicans can now have access to high quality, affordable air ambulance service from Medserv Jamaica Limited, through its JamaicaMed brand.

The ambulance service, dubbed PatientFirst Jamaica, incorporates an international emergency support service for pre-approved access to air ambulance services, and pre-approved admission to select international hospitals. A member-based programme, providing services to members anywhere in the world, it was launched Thursday (August 12) at the Tinson Pen Aerodrome in Kingston. Co-Founder, John Linss, said that the company has sought to build a next generation platform for healthcare delivery. "We've combined access to healthcare services with modern technologies, to incorporate an environment where people can get access to more affordable care," he said. He noted that the company would be providing a fixed-base air ambulance, and access to more global health care providers than just the United States, while stressing that the service will be affordable and, in many cases, facilitated through "a simple payroll deduction." "We want to give the common people in this country the ability to have access to emergency air ambulance services," he stated. Mr. Linss also said that, as part of the service, a Patient Advocate will be made available to take care of patients "from beginning to end," and the company would be working with local organisations to ensure that there is continuity of care. He added that members will also be allowed to add extended family members to their membership package. Minister of State for Industry, Investment and Commerce, Hon. Michael Stern, in welcoming the programme, said it will usher in an era of affordable access to high quality air ambulance services, which will serve to significantly enhance the quality of life for the average Jamaican citizen. "They will be able to enjoy high quality healthcare services at substantially discounted rates," he said. He added that this investment in Jamaica could leverage the country's central location, its current and improving health care system and its outstanding hospitality industry to position Jamaica as a health tourist destination. "This venture would involve transforming select medical centres on the island into regional and international healthcare centres," he suggested. The service is a partnership between United States-based companies MedicaView International and Emergency Medical Services International, through Medserv Jamaica Limited which has been incorporated as a Jamaican company. Jamaica Promotions Corporation (JAMPRO)/ Jamaica Trade and Invest (JTI) provided key investment support services. President of JAMPRO/ JTI, Sancia Bennett-Templer, said the launch was an important venture, "because what we are looking at is how we can make medical ambulance services easy, affordable and accessible for all Jamaicans". Co-Founder, Duane Boise, said that there are four aircrafts in the company's fleet, "ready to go (and) rigged with all the proper medical equipment to save lives." He said that the company has access to 15 aircraft, overall, and to a very large jet that can respond to a mass emergency event.