



**Rural/Metro[®]
Medical Services**
50 Years of Serving Others

FOR IMMEDIATE RELEASE

Media Contact:

Jay Smith

716.818.0678

jay.smith@rmetro.com

Rural/Metro Protects Bills fans, players *Ralph Wilson Stadium Has Two ERs, Eight Ambulances*

ORCHARD PARK, NY Sept. 17, 2009 – As Buffalo Bills players pounded through two-a-days this summer and Bills fans conducted fantasy league drafts, another team that plays at least 10 home games at Ralph Wilson Stadium each fall prepared for its own life and death season.

The Bills contract with Rural/Metro Medical Services to provide emergency medical care on the field and inside and outside the stadium for all home games – beginning with Sunday's season's opener against Tampa Bay.

This entails two complete emergency rooms in the stadium staffed by doctors, nurses and physician's assistants from Erie County Medical Center; eight Rural/Metro ambulances, including two available for on-field injuries; and 23 trained Rural/Metro paramedics, supervisors, dispatchers and emergency medical technicians staffing the stadium and parking lots.

Rural/Metro also utilizes a bicycle patrol and a golf cart in and outside the stadium so its paramedics can more easily work through crowds to reach a medical emergency, or transport a patient to the in-stadium ERs, or to a waiting ambulance or Mercy Flight to reach a hospital. Emergency teams also employ a special stretcher that can stand and be moved over stairs.

Rural/Metro crews played key roles in the stabilization and transport of Bills tight end Kevin Everett after he suffered a severe spinal cord injury in the 2007 season opener. They have also had numerous "saves" over the years of Bills fans who are injured or have health emergencies, like a heart attack.



481 William Gaiter Parkway Buffalo, New York 14215
Phone (716) 882-8400 Fax (716) 887-8379
www.ruralmetrowny.com





“The Buffalo Bills and ECMC do a superior job protecting more than 70,000 fans and team personnel at every home game,” said Rural/Metro General Manager Adin Bradley.

“Rural/Metro is part of that life-saving team and we want fans and players alike to know that our crew members are highly trained and we are deployed effectively to make sure everyone at the Ralph is a winner on Sundays.”

Russ Dimitroff, Rural/Metro’s regional manager, and other members of his stadium crew begin arriving as much as four hours before game time. Dimitroff works the game with Bills, security and county officials in the stadium’s “control booth,” where Rural/Metro also coordinates dispatching crews around the stadium and its grounds in response to emergency calls.

“We’ve had some great cardiac arrest ‘saves’ in the last few years, quite a few,” said Dimitroff. “Our bike and mini-ambulance crews carry portable defibrillators and we’ve literally brought people back – often with the help of fans performing CPR until we arrive – before they go to the ER or the hospital.”

Rural/Metro deploys its ambulances and crews around the stadium’s perimeter before, during and after the games, with three ringed on each side. The two stadium ERs are each staffed by a physician, two nurses and a physician’s assistant.

"ECMC is proud to partner with the Buffalo Bills and Rural/Metro to bring the skill and expertise of our ER to the fans of Western New York," said ECMC Associate Medical Director Dr. Dietrich Jehle. Dr. Jehle was on his way to the Bills exhibition game against Detroit when he and others saved the lives of several victims of a major car accident on the Niagara Section of the Thruway Sept. 3.

The two Rural/Metro crews staffing the on-field ambulances, which park in the tunnel at the locker room end zone, are specially trained to deal fast and effectively with typical on-field types of major injuries.

“We train with the staff and the physicians on these bone, ligament, airway or spinal injuries,” Dimitroff said. “We really train hard on these, we practice this stuff.”

He noted that physicians involved in caring for Everett’s spinal cord injury have published a paper aimed at other large football stadium medical teams, detailing what went right



481 William Gaiter Parkway Buffalo, New York 14215
Phone (716) 882-8400 Fax (716) 887-8379
www.ruralmetrowny.com





in his case. One of the keys, according to the paper, is specific training and coordination in advance with an expert EMT/ambulance team.

“That success story has really helped the safety of all the players, pro and college,” he said. “Our teams and the docs on the field are all choreographed before the season even starts.”

More about Rural/Metro

Rural/Metro Medical Services is the premier provider of health and safety solutions in Western New York, providing services to more than two dozen municipalities in Erie and Niagara counties. Our crews respond to more than 100,000 calls every year, treating patients in every part of Western New York - from Buffalo to Cheektowaga, Niagara Falls to Lockport, Hamburg to Springville and every community in between. Rural/Metro also provides emergency stand-by service at most major area sporting and cultural events, including at Ralph Wilson Stadium, Shea's Performing Arts Center, the Erie County Fair and Dunn Tire Park, to name a few. A patient focused organization, Rural/Metro is dedicated to protecting the lives in the communities we serve. We place a premium on patient care and we believe in community trust. Rural/Metro has earned the trust of Western New Yorkers by providing safe, cost-effective and reliable ambulance service that is available 24-hours a day. This is paramount, as our crews often provide medical care to people at the most critical times in their lives. Teamwork is an important part of what we do every day. Rural/Metro believes in establishing integrated partnerships, as well as efficient customer services. We work closely with hospitals, municipalities, volunteer fire companies and other professionals every day with the understanding that community health is our common objective.



481 William Gaiter Parkway Buffalo, New York 14215
Phone (716) 882-8400 Fax (716) 887-8379
www.ruralmetrowny.com

