Acadian Ambulance & Air Med Services has won the ambulance industry's highest award for patient assistance programs with its innovative training program in care for the elderly.

The award was presented at the American Ambulance Service Association's week-long annual convention in Orlando, Fla., where the company also won national honors for its marketing and public relations programs.

The program chosen the best in the nation for patient assistance is called "Carpe Diem," and was developed jointly by Acadian Ambulance, SSA Consultants, Inc., and The Johnson Company. According to Acadian Ambulance Secretary-Treasurer Richard Zuslchlag, who accepted the award, the program is designed for today's reality in emergency medicine: that emergency calls — once the ambulance industry's primary function — are now second in volume to medical transport, particularly of the elderly.

Zuslchlag said Carpe Diem ("Seize the Day") seeks to provide "a new standard of care giving that grasps each unique opportunity to meet the genuine needs of the aged."

The program, Zuslchlag says, seeks to inspire a commitment on the part of medics, both to the aged and to themselves. "In their paramedic training," he added, "they learn treating and curing. This program adds another element: caring."

The other honor won by Acadian Ambulance was for corporate communications programs, including annual reports and video presentations. Two video presentations secured the award, being judged best among the entries from ambulance companies throughout the nation. Used as vehicles for effective communications with governing bodies...

Please see Acadian...
Acadian: Top national honors

Air Med Division.
This is the third year in succes-
sion that the South Louisiana com-
pany has received top honors in the
American Ambulance Association
Community Service Awards. Two
years ago, it was the overall win-
ner for the best community service
programs in the nation. Last year,
the company’s newsletters took the
top award in the communications
competition. Also, Acadian’s Vice
President of Medical Resources,
Ray Bias, was named Paramedic
of the Year at last year’s national
convention.

Zuschlag, who accepted this
year’s honors “on behalf of our
1,000 employees,” told the conve-
tion that, when you surround your-
self with good, conscientious, loyal,
dedicated employees, and share
the rewards of success with them,
“anything is possible.”

Several members of Acadian’s
executive team are attending the
convention, at which sessions are
being held on improving patient
care, changing reimbursement cri-
teria (including the Clinton Health
Care Plan), and other topics of
importance to the pre-hospital
emergency medical care industry.

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