

Annual Report 2024-2025

Recognizing Our Achievements



**ACCREDITATION
CANADA**

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Introduction

Privately owned and operating since 1977, Associated Ambulance & Services provides Emergency Medical Services (EMS) in Alberta over a vast geographical area. Through the collective strength of our diverse experience, we strive to achieve excellence in all we do, and proudly stand as the largest contacted provider with Emergency Health Services for ground EMS service in Alberta.



The organization currently operates within the provincial borderless EMS system and provides Advanced Life Support (ALS) and Basic Life Support (BLS) ambulance services in many communities across Alberta. The actual geographical coverage area of Associated Ambulance covers some 135,000 square kilometers or more than twice the size of the province of Nova Scotia. Our frontline response vehicles consist of 99 ambulance and non-ambulance transport (NAT) resources which are projected to respond to more than 47,820 events and will travel more than 4.2 million kilometers within the current fiscal year (April – March).

In addition to our core function of EMS Operations, the company operates two subsidiary companies which work to support our core EMS business. Associated Fleet Services (AFS) was created in 2002 to provide mechanical and maintenance services in support of our growing fleet of vehicles. The primary function of AFS is the ongoing maintenance needs of a fleet of 119 vehicles (80 Ambulances, 16 Non-Emergency Transfer, 3 NAT vehicles and 20 support vehicles).

Associated Medical Transport Service (AMTS) was created in 2016 to provide (NAT) services for Alberta Health Services in what is known today as the Central Zone.

Since April 2012, Associated Ambulance has operated under a service level agreement with Alberta Health Services (AHS) with a current contractual end date of October 31, 2026.

In May of 2024, Associated Ambulance also entered into another service agreement with AHS for the provision of Interfacility Transport with an end date in 2029.

Mission and Values

Mission

“To provide the best mobile healthcare to those in need”

Associated Ambulance strongly believes that it's many years of experience in the provision of EMS services in Alberta, strong leadership team, and dedicated caring, compassionate team of frontline professionals positions us well to provide an exceptional level of mobile healthcare for Albertans.

Values

The organization believes in and prescribes to four (4) fundamental organizational Core Values grounded by a slogan that reads:

“We're here for Life”.

Our Core Values create the foundational building blocks that guide everything we do.



Leading by Example

- Striving to behave in an honorable manner
- Upholding all standards and expectations
- Doing what we say we will do, when we say we will do it
- Recognizing our limitations and seeking guidance when required
- Setting the standard for which others strive to reach

Innovative Thinking

- Promoting excellence and celebrating innovation
- Belief that service provision should not be self-limiting
- Continually questioning and challenging the status quo

Family Principles

- Treating everyone with respect, dignity and compassion
- Provide a comfortable and welcoming working environment for everyone
- Mutual respect through understanding
- Support and promotion from within
- Working together to achieve common goals

Excellence in Care

- Continuously evaluating the quality and effectiveness of the services we provide
- Respecting confidentiality and protecting the patient above all else
- Recognize and have empathy for the needs of families, colleagues and communities we serve
- Thinking and working above the benchmark

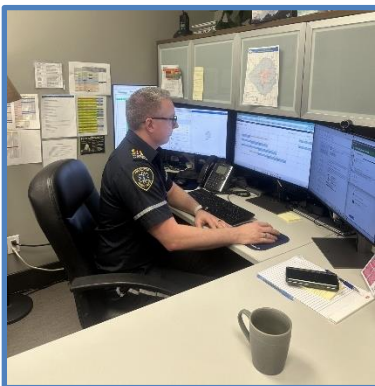


Highlighting our Successes

Since the implementation of Associated Ambulance's strategic plan, the leadership team-initiated work plans that focus efforts on achieving their strategic goals. This report showcases the important work Associated Ambulance has done in 2025 to move their strategic goals forward and deliver a more effective Health Care System for Albertans.

This report highlights achievements in the following areas:

- **Community Engagement**
- **Education and Patient Safety**
- **Employee Engagement**
- **Fun Facts and Numbers**



Community Engagement

Associated Ambulance was awarded the Edmonton Interfacility Transfer Project

- This expansion into the Edmonton metropolitan area meant increased support for EMS serving Edmontonians. This resulted in 12 Non-Emergency Transport (NET) and 11 BLS units supporting this project.

Associated Ambulance's Employees roles in the Jasper wildfire response and rebuild

- Associated Ambulance employees were among the first boots on the ground during the Jasper wildfire response, playing a crucial role in helping evacuate citizens and inpatients, remaining in place until conditions made it unsafe to continue. After the town's evacuation, many staff members from near and far went above and beyond helping maintain service coverage, cycling a dedicated duty truck daily through the Hinton station to support the community and ongoing response efforts. Today, our teams have reunited and are working side-by-side with the community to support recovery and rebuilding.



RISK program for Grade 9 students

- Associated Ambulance is proud to support the RISK program in several of our communities. This program is a one-day initiative designed to raise awareness and promote prevention of trauma and substance-related injuries among youth in rural communities. The program features an immersive presentation of a motor vehicle collision scenario, with local EMS, fire, and hospital staff working together to demonstrate the urgency and coordinated response required in real life. Students follow a realistic timeline of events, experiencing firsthand the challenges faced by patients and responders. Through this impactful approach, the RISK program empowers young people with knowledge to make safer choices and builds stronger connections between emergency services and the communities they serve.

Partnership with Hinton RCMP -large scale active shooter mock scenario planning

- In August 2024, Associated Ambulance was invited by the RCMP to help plan and participate in a large-scale active shooter mock scenario at a local school in Hinton. While the exercise involved challenging and realistic elements, including actors of all ages, it provided invaluable interagency training. Scenarios of this magnitude strengthen collaboration between emergency services and ensure all partners are prepared and equipped to respond to mass casualty incidents. Building on this framework, other communities have since adopted similar exercises. Associated Ambulance has already taken part in a second scenario in Edson and looks forward to continuing this critical training in the future.

Education and Patient Safety

Associated Ambulance became the first in Canada to deploy the latest in Cardiac Care Technology

- Associated Ambulance's entire rural fleet of ambulances was equipped with LIFEPAK 35 and Stryker Lucas devices, the newest generation of defibrillators. These state-of-the-art devices provide accurate readings and uninterrupted chest compressions, allowing paramedics to focus on other aspects of emergent patient care. When every second counts, Associated Ambulance's rural teams have the most advanced tools available so they can provide the best possible care to Albertans.

A revised, interactive website helps keep Albertans informed

- Albertans can locate service areas, their nearest Ambulance station, read safety tips, and provide valuable feedback on their experience with Associated Ambulance.
- This gives Associated Ambulance concrete information on ways to improve their services.

Associated Ambulance shares important Safety Tips for Albertans

- Wildfire Preparedness, Lake Smart Reminders and ATV/Quad safety tips were a few of the released shared by AA to help Albertans play safely in the summer.



Employee Engagement

Implemented Associated Ambulance's Out of the Blue initiative highlights employees

- The Out of the Blue campaign lets the public meet the paramedics that serve their communities. They share personal stories and talk about what they do when they aren't in their blue uniforms to keep themselves mentally well.

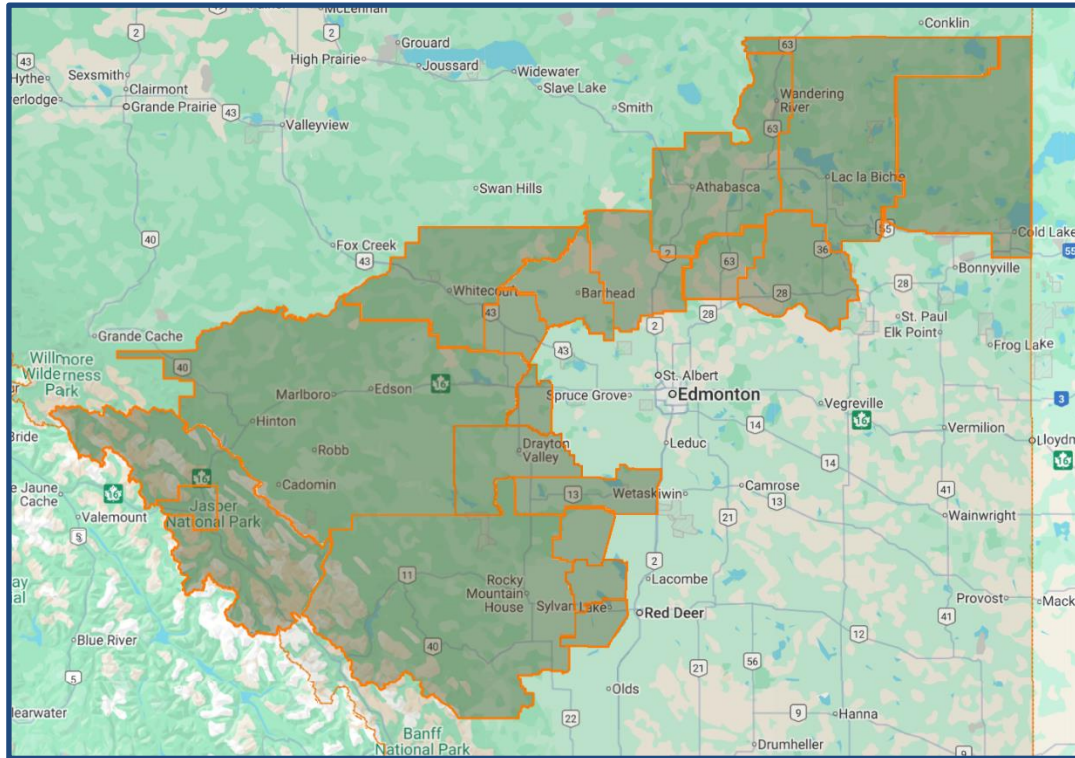
Associated Ambulance staff recognized on International Women's Day

- The commitment and dedication of Paramedics Jewel Reiersen and Sheila Blackwood were celebrated. Both women received the King Charles III Coronation Medal for their outstanding contribution to Canada and the Paramedicine community.

2024/25 Facts and Numbers

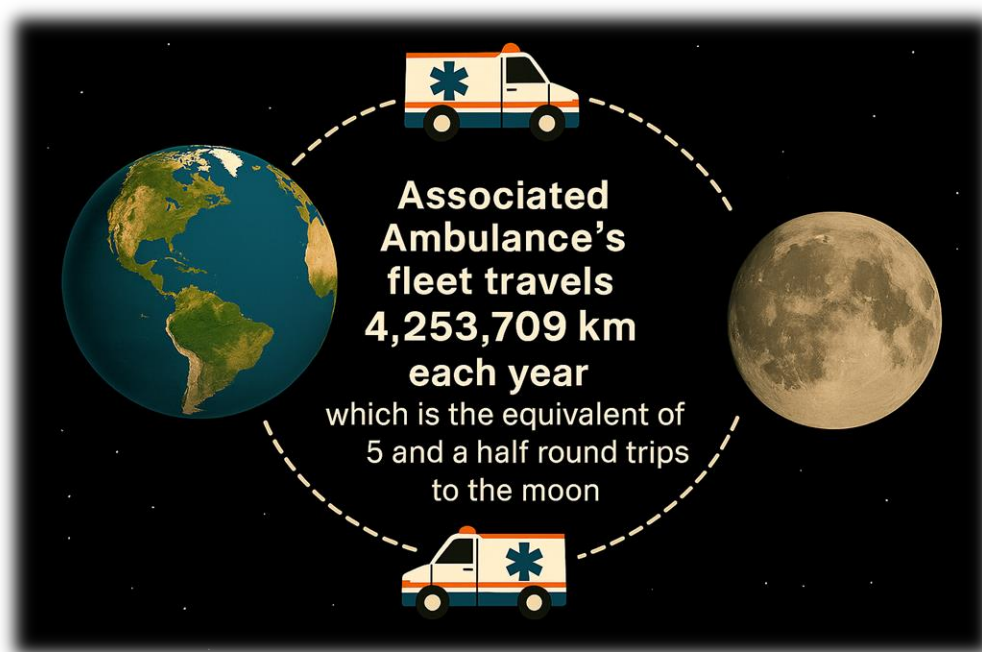
Service Area

Associated Ambulance's service area covers over 20% (135,000 km²) of the Alberta.



Distance Travelled

In 2024/25, on average every month, Associated Ambulance drove almost nine times around the Earth's Equator! 4,253,709 total kilometers driven in service for Albertans in 2024/25.



Emergency Calls and IFT Events

33,007 Events for Emergency Units

9,550 Events for Edmonton IFT

4,163 Events for Red Deer IFT

1,100 Events for AMTS

Total Events for All Areas (24-25): 47,820

Staffing and Retention

In 2024/25 Associated Ambulance employed 425 employees and averaged an 82% employee retention rate.

2024/25 averaged an employee overall satisfaction score of 3.2/5 with approximately a 15% response rate of the survey.

**Associated Ambulance's Vehicle Fleet**

80 Ambulances

16 Non-Emergency Transport (NET) vehicles

3 Non-Ambulance Transport (NAT) vehicles

20 support vehicles

