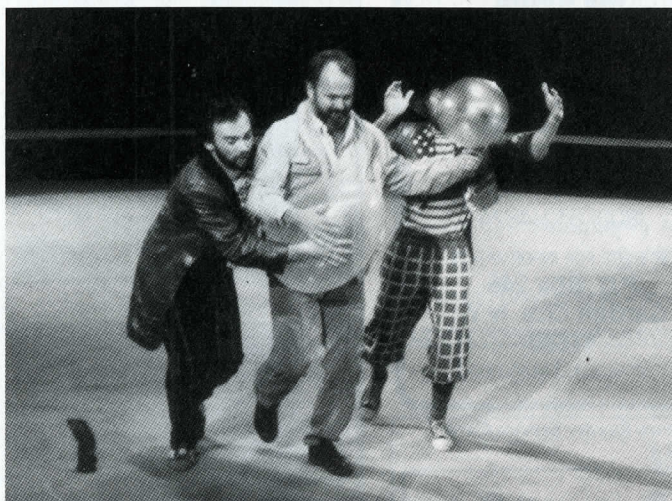


# IN THE INDUSTRY

**Pleasing Products**—Taking advantage of the new technology in emergency medicine, **Ohmeda** has put together a free educational videotape on pulse oximetry. Pulse oximetry provides immediate, continuous, noninvasive oxygenation monitoring in prehospital care, according to **Susan Dunahay**, Ohmeda's communications coordinator. The 17-minute tape demonstrates the application of pulse oximetry in a variety of emergency situations. Contact Ohmeda at 800/652-2469, ext. 323, for your copy... **Collins Ambulance Corp.** of Hutchinson, Kan., delivered 27 ambulances to **Wishard Memorial Hospital** in Indianapolis, Ind. One unique feature of the sale, according to a company news release, was a three-year, full-service maintenance contract... **Pyramid Film & Video** has a new release, *Trunkey on Trauma*, featuring **Dr. Donald Trunkey**, a leading authority on trauma and emergency medicine. Trunkey presents information on when trauma deaths occur, why trauma patients die in prehospital settings and which lifesaving techniques really make a difference. He places special emphasis on endotracheal intubation and the management of internal hemorrhage. Contact Pyramid at 800/421-2304 for details.

**The Clown Prince**—**Jack Stout** was among a U.S. delegation that traveled to the Soviet Union last spring, which included such EMS luminaries as **Tom Morgan**, **Paul Pepe, MD**, and **Bob Forbuss**. In the photo above, Stout is shown



The "Clown Prince" performs at a Soviet Circus.

doing his part to help with *perestroika*. He demonstrated to Soviet circus workers ways to maximize audience response while decreasing government subsidy. After his lecture, Stout was voted "Clown Prince" of circus consultants.

**Ford Reinspects Ambulances**—The effort that **Ford** has made to correct problems with the E-350 chassis used on ambulances intensified when Ford announced they would be reinspecting vehicles that had previously been serviced for fuel-system overpressurization and heater-hose replacement (see related *Inside EMS* story). Ford reps will be at the **Emergency Fleet Management Seminar** in Nashville, Tenn., Sept. 8 to 9 to discuss this and their Quality Vehicle Modifier program. Contact

*JEMS* for details.

**Training Consultants**—There was one special appointment that caught our attention recently. That was **Ann Demeules**, a licensed clinical social worker, joining **Hartson Medical Services** of San Diego as a long-term care and geriatric issues consultant. So what will she do? Demeules will incorporate education in geriatrics into the training programs for Hartson personnel, according to **John Reisdorfer**, EMT and nurse services coordinator for Hartson. "When our employees complete their training," said Reisdorfer, "they will have an increased knowledge of the geriatric patient and the network that services this population in San Diego County"... **EMP America**, a Eugene, Ore., firm that develops and produces emergency

response training systems, has brought on **Steve Bekofsky** as general manager. EMP America produces **Medic First Aid**, an instructional CPR/First Aid training program... Sad message from **Michael A. Massey**, Kenosha, Wis., fire chief, who tells us of the passing of assistant fire chief **Guido Marano**.

**Customer Based**—The **Acadian Ambulance Service** (Lafayette, La.) membership drive has always fascinated us. This is the largest membership drive we're aware of, with 129,180 people signed up at \$45 a family per year, according to **Richard Zuschlag**, Acadian's secretary-treasurer. This year, he says, in addition to a two-year membership, they are also offering a commuter membership for those who don't live in the 21 parishes covered by Acadian but commute inside the service area. "They have full coverage and all the benefits as long as they are inside the service area," Zuschlag said. "However, they receive discounted coverage once they leave the service area." This year, Zuschlag hopes to have over 130,000 members. *That's a membership drive.* □

**Rick Miner** is the associate publisher of *JEMS*. He has been an editor and writer in the prehospital care field for more than 11 years. *In the Industry* covers the business end of EMS companies and people. Send corporate announcements with photos to: *In the Industry*, P.O. Box 1026, Solana Beach, CA 92075.