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## 2000/01 MEMBERSHIP SURVEY RESULTS

**Total Responses: 38**

### 1. What is the size of your operation?

<u>Vehicles</u>		<u>Vehicles</u>	
1-5	12	26-30	3
6-10	11	31-35	0
11-15	5	36-40	0
16-20	1	41 & Above	3
21-25	1		

### 2. In your opinion, what kind of job is the CAA doing in helping to serve the important needs of the ambulance industry?

<u>17</u>	Excellent Job
<u>18</u>	Good Job
<u>2</u>	Poor Job
<u>0</u>	Unknown

### 3. How valuable do you consider your overall membership in the CAA to be? Would you say it is...?

<u>17</u>	Very Valuable
<u>19</u>	Valuable
<u>1</u>	Not Valuable
<u>1</u>	Unknown

**4. How important to you and your organization is each of the following characteristics of the CAA?**

RATING	1-Extremely Important	2-Important	3-Not Important	
RATING				
	1	2	3	
a. Confidence in the Association's elected Board of Directors and voluntary leadership.	25	10	3	
b. Effectiveness of the Association's committees.	21	17	0	
c. Effectiveness of professional Staff in working With the membership and understanding of industry problems.	27	8	3	
d. Planning for the future of the ambulance industry.	32	3	3	
e. Interest in the opinions of members.	13	20	5	
f. Keeping abreast of problems and changes in the Ambulance industry.	29	6	2	
g. Providing useful services to its members.	17	18	3	
h. Value of educational Programs.	9	26	3	
i. Public and media relations activities on Behalf of the ambulance industry.	11	23	4	
j. Effectiveness in dealing with government agencies.	24	11	3	

**5. How would you rate the performance of the CAA on each of the following characteristics?**

RATING	1-Excellent	2-Good		3-Poor		4-Unknown	
RATING							
	1	2	3	4			
a. Confidence in the Association's elected Board of Directors and voluntary leadership.	12	18	3	3			
b. Effectiveness of the Association's committees.	4	27	2	3			
c. Effectiveness of professional staff in working with the membership and understanding of industry problems	17	16	1	2			

RATING	1-Excellent 3-Poor	2-Good 4-Unknown	1	2	3	4
d.	Planning for the future of the ambulance industry		10	23	2	1
e.	Interest in the opinions of members.		4	27	4	1
f.	Keeping abreast of problems and changes in the ambulance industry		22	12	2	0
g.	Providing useful services to its members.		6	27	3	0
h.	Value of educational programs.		1	25	7	3
i.	Public and media relations activities on behalf of the ambulance industry.		1	22	9	4
j.	Effectiveness in dealing with government agencies.		13	21	1	1

THE FOLLOWING QUESTIONS PERTAIN TO SERVICES AND PROGRAMS PROVIDED TO THE MEMBERSHIP OF CAA:

**6. The CAA holds bi-monthly meetings and an annual conference. How many times a year do you attend?**

0	1	2	3	4	5
2	6	7	9	5	9

**How would you rate these meetings on the following categories:**

a.	Frequency of meetings:	Too many	6	Too few	1	Adequate	29
b.	Duration of meetings:	Too long	8	Too short	1	Adequate	27
c.	Location of meetings:	North	20	South	0	Alternating	16

**7. The CAA publishes The Siren magazine, and updates the membership through special mailings, broadcast faxes, e-mail and the web page ([www.the-caa.org](http://www.the-caa.org)). How would you rate these communications in the following categories:**

RATING	Excellent	Fair	Poor	
a.	Frequency of <u>The Siren</u> .	10	20	5
b.	Content of <u>The Siren</u> .	11	23	1
c.	Design and format of the CAA Web Site.	12	21	2
d.	Frequency of special mailing, broadcast faxes, e-mails	19	17	1

	Frequently	Occasionally	Never
e. How often do you access the CAA web site?	4	32	1

**8. Would you prefer to receive you information by E-Mail?**

31 Yes 4 No

**9. The following organizations offer group programs as a benefit to our members and the CAA. Please indicate which programs you participate in:**

0 I.C. Systems-Collection Agency.  
18 State Compensation Insurance Fund-Group Worker's Compensation Policy.  
2 American Agency Consulting-Employee Relations Consultation.  
6 California Association of Employers-Employee Relations Consultation.

**10. The CAA is investigating the feasibility of group purchasing in the following areas. Please indicate if you would participate in a program if it were offered. Please note, some of these programs are already being offered:**

Insurance	<u>21</u>	Yes	<u>14</u>	No
Industrial Relations	<u>12</u>	Yes	<u>23</u>	No
Products and Services	<u>27</u>	Yes	<u>8</u>	No
Legal Consulting	<u>16</u>	Yes	<u>18</u>	No
Telephone Services	<u>8</u>	Yes	<u>26</u>	No
Collection Agencies	<u>9</u>	Yes	<u>25</u>	No
Printing	<u>10</u>	Yes	<u>24</u>	No

**Please list any other group programs you feel would benefit your company:**

- ◆ Employee Health Ins.
- ◆ Supplies & Equipment
- ◆ Paging
- ◆ Uniforms
- ◆ Fuel Services
- ◆ Public Relations
- ◆ Marketing Materials
- ◆

**11. Following is a list of our commercial members. Please indicate which ones you conduct business with:**

<u>2</u>	Allen Hancock College
<u>4</u>	American Capital Enterprises
<u>13</u>	American Medical Pathways
<u>5</u>	Bay Area Credit Service
<u>5</u>	California Association of Employers
<u>7</u>	Cindy Elbert Insurance Service
<u>0</u>	CMRE Financial Services, Inc.
<u>0</u>	El Dorado County Ambulance Billing
<u>1</u>	GPD Capital Services, Inc.
<u>2</u>	Health Care Assn of So. California
<u>26</u>	Leader Industries Ambulance Manufacturing
<u>26</u>	Life Assist, Inc.
<u>9</u>	McKesson/HBOC Medical Group
<u>5</u>	Medical Transportation Insurance Professionals
<u>11</u>	Northern California Training Institute
<u>6</u>	On Assignment
<u>0</u>	P. Alshuth Ambulance Billing Service
<u>3</u>	Petrulakis, Jenson & Friedrich, LLP
<u>3</u>	Pinpoint Technologies
<u>15</u>	PMX Medical
<u>2</u>	Priority Services
<u>10</u>	San Joaquin Valley Insurance
<u>2</u>	Seyfarth, Shaw, Attorneys
15	State Compensation Insurance Fund

<u>22</u>	Styker EMS
<u>6</u>	Tri Tech Software Systems
<u>7</u>	Wheeled Coach Industries, Inc.
<u>8</u>	Wittman Enterprises

**12. Please list other vendors that you do business with:**

- ◆ McCoy Miller
- ◆ PMI Medical Products
- ◆ EMSAR
- ◆ Emergency Medical Products
- ◆ Zoll Medical
- ◆ Matrix
- ◆ Public Safety Products News
- ◆ American Ambulance Association
- ◆ Firehouse magazine
- ◆ Public Health Dept.
- ◆ All Health
- ◆ Reddinet
- ◆ FEMA
- ◆ NEMA

### **General Comments**

- ◆ The CAA needs to be more aggressive on gaining a much needed Medi-Cal enhancement. This should be a major focus and not one which would target an in measurable increase. The CAA needs a proactive effort in gaining membership with those services who do not participate. Consider single-Day seminars across the state to help get the information out and members up. EMS in California will head or may already heading in the wrong direction. A strong lobbying effort needs to be established like that in the Fire Service to get things done.
- ◆ I believe a study/survey on how many of our members would participate in a supervisor (field) Training program. It wouldn't have to be like the ASM program but similar and targeted at supervisors.
- ◆ Thanks to the CAA for all the help with NHIC and the Fee schedule.
- ◆ Thank you for all your work
- ◆ Need more small company topics
- ◆ Too often, information we receive is a rehash of what AAA sent out two days earlier.
- ◆ As an isolated rural provider we have enjoyed and benefited from the relationships developed through the CAA.
- ◆ We are not holding enough people on the third day of our meetings to justify having them. Consider dropping the third day or only going to noon so people can travel home.
- ◆ Doesn't seem to be any interest in working with the vendor. The Healthcare Assoc. of So. California has yet to hear from CAA members to improve their EMS communication systems within their areas. Where is the CAA at disaster drills and exercises? No one is present at any of the MMRS planning meetings as grants are awarded.