



you make a difference

STARS[®] report to the community



scott

recipient of heart transplant becomes STARS supporter

There was no reason for Scott Ouellette to suspect he was having a massive heart attack. The 28-year-old kept active with sports, there was no history of heart disease in his family and he watched his diet.

But on an April evening, Scott was playing ball hockey with friends in Red Deer. Midway through the game, he started having chest pains and couldn't catch his breath. Four hours after he got home, he was still having difficulty breathing and asked his girlfriend to take him to the hospital. Scott collapsed on the way to the car.

Fortunately, Red Deer EMS arrived within a couple of minutes and took him to the Red Deer Regional Hospital. Scott vaguely recalls the doctor telling him about the massive heart attack. The next thing he remembered was waking up a week and a half later in Foothills Medical Centre in Calgary, where he was hooked up to a ventricular assist device and waiting for a heart transplant.

Scott learned his doctor in Red Deer had called STARS to take him to Calgary, as there was a concern he might not survive without the rapid transport.

"If I hadn't got to the Foothills when I did, I would not be here today," said Scott. At Foothills, physicians immediately put a balloon and a stent in his heart to open the blood vessels, and Scott was then put on life support. "They were just trying to keep me alive."

For the next few months, Scott was hooked up to a machine to move blood out of his left ventricle and pump it into his aorta. Then on August 15, Scott received a successful heart transplant and began the road to recovery.

He returned to work two months later and recently began playing hockey again. He will be on medication for the rest of his life and will be assessed every year to make sure his new heart is healthy. He remains active and watches his diet.

Since his near-death experience, Scott has become a STARS supporter and volunteer. He purchases Lottery tickets and the calendar, in addition to volunteering at STARS events in and around Red Deer.

Scott and his fiancée Amy set their wedding date for the one-year anniversary of the day he received his new heart.

you make the difference.



"If I hadn't got to the Foothills when I did, I would not be here today. They were just trying to keep me alive."

Scott Ouellette, Red Deer, Alberta

OUR **vision**

Saving lives through partnership, innovation and leadership.

OUR **mission**

STARS is dedicated to providing a safe, rapid, highly specialized emergency medical transport system for the critically ill and injured.

The STARS **vision** and **mission** are supported by four pillars of activity.

emergency medical communications: finding the patient

The STARS Emergency Link Centre is a 24-hour communications centre facilitating emergency medical response, referral and transport.

patient care & transport: caring for the patient

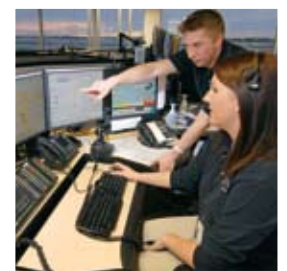
Highly skilled medical providers and aviation personnel using state-of-the-art medical equipment and helicopters provide for the care and transport of critically ill and injured individuals.

education & research: educating the providers

THE STARS CENTRE provides continuing education and professional development opportunities for our crews and our partners in community emergency services, as well as participates in research endeavours to enhance emergency medical response.

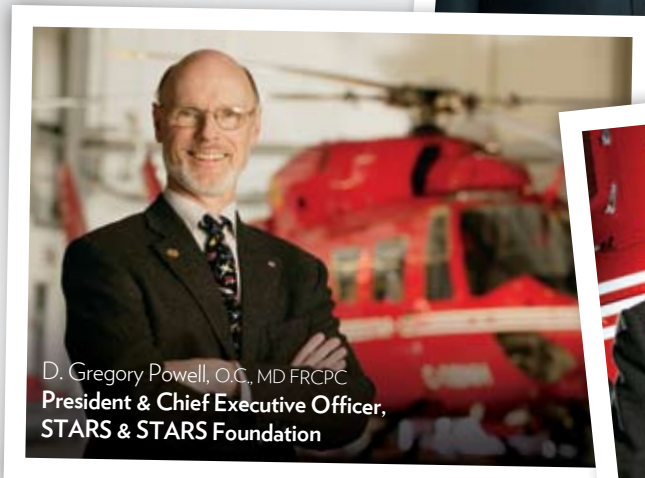
fundraising & community partnerships: raising funds and working with the community

The STARS Foundation coordinates fundraising and volunteer efforts in support of STARS, working in partnership with the communities we serve.





Allan R. Buchignani,
Chairman, STARS



D. Gregory Powell, O.C., MD FRCP
President & Chief Executive Officer,
STARS & STARS Foundation



Robert J. (Bob) Normand,
Chairman, STARS Foundation

MESSAGE TO **the community**

In an era of change in our provincial health care system and with economic uncertainty around the globe, STARS remains committed to making a difference in the communities we serve.

Our objective is to save lives safely. Over the past two decades, STARS has developed a very cost-efficient model based on the highest level of quality for the patients we transport. STARS is proud to play an important role in innovation and service which improves and strengthens access to health care for all Albertans. Over time, we have made an important contribution to the successful outcomes for patients whose lives have been saved, particularly when they require critical care and rapid transport from remote and rural areas to tertiary care in Alberta's major centres.

There is a positive financial impact on all Albertans when a critically ill or injured patient receives timely medical care. With ever-expanding technology, we are now better equipped to track patient outcomes and costs. With that knowledge, we can demonstrate that rapid, sophisticated intervention not only saves lives, but also offsets

long-term care costs to the health system. Quick intervention leads to better outcomes in cases of heart attacks, strokes and major multiple trauma.

As the future of health care in Alberta evolves, we will continue to provide an accountable, high-performance, reliable airborne critical care and transport service. Public trust has always been paramount to our organization. We will retain the confidence of patients, our partners in the Chain of Survival and the communities we serve.

People and relationships truly make good things happen. Care, compassion and excellence in all aspects of what we do underlie our vision and mission. Teamwork is key, working with the community, Chain of Survival partners, Alberta Health Services and Alberta Health and Wellness.

On behalf of our staff, crew, volunteer team and volunteer Boards of Directors, thank you for your continued support and partnership with STARS. Together, we can all make a difference to create a community of caring.

Allan R. Buchignani
Chairman, STARS

Robert J. (Bob) Normand
Chairman, STARS Foundation

D. Gregory Powell, O.C., MD FRCP
President & Chief Executive Officer, STARS & STARS Foundation



PARTNERSHIPS AND **support**

chain of survival

STARS is an integral link in the lifesaving Chain of Survival, which includes first responders, dispatch centres, ground and fixed-wing air ambulances, fire and police, search and rescue organizations, and hospital medical teams. We all strive toward positive patient outcomes, and we do our part by transporting and providing critical care safely in the shortest time possible.

alberta health services

STARS collaborates with Alberta Health Services in the provision of rotary-wing pre-hospital care. Pre-hospital care includes ground ambulance, helicopter EMS and fixed-wing air ambulance. A portion of STARS mission funding is provided through Alberta Health Services.

business

Strategic alliances between STARS and the business community are invaluable. STARS' innovative and entrepreneurial provision of emergency medical response coordination offers unique benefits for business. Innovative site registration, work alone and call centre solutions can ultimately support more rapid response to a medical emergency situation. In turn, these relationships often support STARS with funding and access to technologies and advancements not otherwise possible.

donors and community support

The ongoing commitment of donors and the community not only supports the care and transport of critically ill and injured patients we carry, but also contributes to the education and research projects we undertake as we strive for excellence in all areas. The majority of STARS funding is through donations, fundraising activities, sponsorships and innovative revenue-generating programs.

volunteers

STARS' partnership with the community is the essence of our organization. The commitment, passion and energy of our volunteers continues to be a cornerstone of STARS' interaction with the community.

crew and staff

We are proud of the passion, skill and commitment of the dedicated men and women who are part of STARS, both in the air and on the ground. There is an incredible sense of teamwork and family, supporting a culture of caring, compassion and excellence.





STARS and Penn West committed to the community

Since Penn West Energy started registering their remote industry sites with the STARS Emergency Link Centre, their employees feel a sense of reassurance that in the event of an incident, help will soon be on the way.

“The attention to detail, customer focus, and level of expertise from the STARS team provides us with the confidence that our employees and community members will be well cared for,” said Nicole Collard, Manager, Public Affairs at Penn West Energy.

Every year, the STARS Emergency Link Centre registers about 60,000 temporary and permanent industry sites with the objective of facilitating rapid emergency medical response for these remote work locations.

Over 5,500 sites have been registered for Penn West Energy since 2006, and it is this kind of corporate support that helps fund the 24-hour multi-function communications centre.

“We are extremely fortunate to have such great community-minded corporate partners,” said Ken King, Director, STARS Emergency Link Centre. “By supporting our site registration service, they provide needed funding to help fulfill our vision of saving lives.”

In 2008, Penn West opted to go beyond supporting the valued site registration program and committed to a major corporate donation of \$250,000 and a commitment by staff to get personally involved in volunteering and fundraising.

In an effort to share their support of STARS with employees and their families, Penn West recently invited STARS to participate in a family event. The event was held during a school break, and children of Penn West employees had the opportunity to see how the STARS Human Patient Simulator program works. STARS’ crews brought the motorhome to the downtown office building and provided tours and demonstrations to the children.

Employees like Laura Sobottka believe that STARS is an organization worth supporting.

“I personally have had family experience with STARS as both my brother and father have required emergency medical transportation and are alive today because of STARS. I am really glad to know my company has given so generously to STARS considering what they mean to me personally.”

Collard said Penn West was pleased to become a community investment partner with STARS.

“We are appreciative of the services STARS provides and have heard many affirmational stories from employees and community residents about the impact STARS has made.”

Phil Levson, Vice President, STARS Foundation, said in reality, it is the donors who truly make the difference.

“The support STARS receives from corporations like Penn West is invaluable,” he said. “Thank you for your ongoing commitment and contributing to our efforts to provide the best in care for the critically ill and injured.”

you make the difference.



“By supporting our site registration service, they provide needed funding to help fulfill our vision of saving lives.”

Ken King, Director, STARS Emergency Link Centre



FAST facts:

emergency medical communications

- * The STARS Emergency Link Centre (“ELC”) is a sophisticated communications centre staffed 24 hours a day, seven days a week, by a team of skilled Communications Specialists.
- * In the event of an emergency, Communications Specialists quickly coordinate and connect all of the emergency medical care providers into one call, thus saving valuable response time and avoiding miscommunications.
- * The ELC answers all requests for the STARS helicopters and facilitates medical referral requests and flight coordination for the three STARS bases.
- * STARS supports industry through a site registration program that works like an “Industry 911” system where the site locations and closest emergency services are known in advance.
- * The ELC offers Emergency Contact Centre and Work Alone solutions for industry.
- * The Southern Alberta Referral and Coordination Centre along with Patient Transport Services are housed in the ELC and share resources to bring an efficient referral and transport solution. This is a partnership with Alberta Health Services, Calgary zone and STARS.





Kaden *

"If STARS wasn't there, there's probably a good chance he would have died; we almost lost him."

Amy Holzwarth, Lethbridge, Alberta



patient's mother becomes STARS volunteer

Kaden likes to colour pictures and ride his toy tractor around the yard. The adventurous three-year-old is already a protector of his younger brother Chase, in more ways than he realizes.

When Kaden was a year old, he developed what appeared to be a common cold with a fever. As the days passed, he got progressively worse with his fever getting dangerously high. His parents, Amy and Scott, took him to the Chinook Regional Hospital in Lethbridge, where x-rays were taken indicating there was fluid around his heart.

Kaden was given medication to treat pneumonia, but Amy quickly realized it wasn't working. Her baby was getting worse, and when they returned to the hospital Kaden was covered in red bumps.

After five days in the Lethbridge hospital and no sign of improvement, doctors called STARS to transport Kaden to the Alberta Children's Hospital in Calgary.



"STARS picked him up and took really good care of him," said Amy, adding that the crew also helped calm her down, as she was understandably very upset.

Kaden spent seven days in the Alberta Children's Hospital, where he was treated for bacterial tracheitis, an uncommon infection that can cause an airway obstruction in children.

When Kaden came home, it took about a month for him to get back into a normal routine. Amy said he suffered side effects from the medication and had trouble sleeping.

Today, Kaden is a healthy young boy and Amy credits that to the care he received in both hospitals and the quick response by STARS.

"If STARS wasn't there, there's probably a good chance he would have died," she said. "We almost lost him."

The experience changed their lives forever. Amy and Scott don't take things for granted anymore, and they are very cautious in watching over the health of both their boys.

Prior to the experience in 2007, Amy admitted that her family really didn't have that much awareness about STARS. However, since then she has taken the time to learn about the organization and is now a volunteer.

Amy volunteers in the STARS Store in Lethbridge and also worked as a Lottery Show Home Ambassador during the 2009 STARS Lottery Campaign.

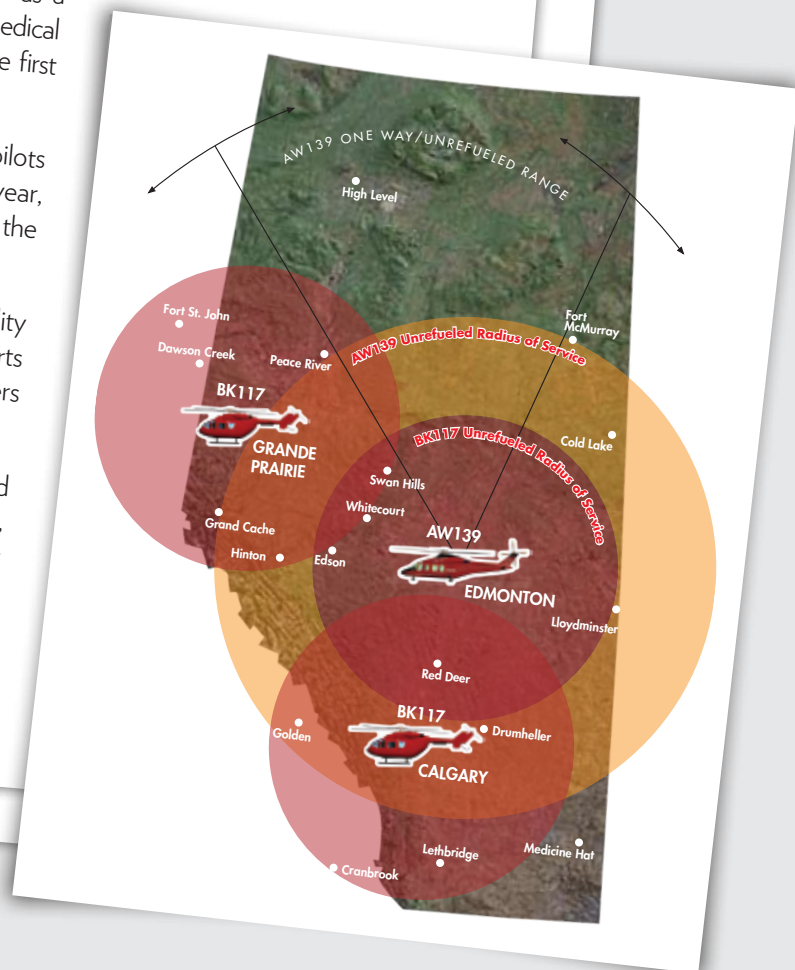
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FAST facts:

patient care and transport

- * The STARS fleet consists of five Eurocopter BK117 helicopters. Three of these helicopters are the primary aircraft at the bases in Calgary, Edmonton and Grande Prairie, with the other two used as back-up aircraft and for training.
- * The helicopters are equipped with sophisticated lifesaving equipment also found in ground ambulances, emergency rooms and intensive care units. The pilots are equipped with Night Vision Goggles (NVG), enhancing night mission capability.
- * Since 1998, STARS has held full accreditation as a critical care provider from the Commission of Medical Transport Systems (CAMTS). STARS was the first Canadian program to achieve this designation.
- * The STARS Air Medical Crew (AMC) and pilots are on call at each base 24 hours, 365 days a year, and can be in the air in less than 10 minutes from the time of dispatch.
- * STARS has an extensive patient care quality assurance program that ensures all of our transports are reviewed by multiple medical care managers and providers.
- * The highly-anticipated new AgustaWestland AW139 side-loading, EMS configured helicopter, which will fly further and faster than the current fleet of STARS BK117 helicopters, is being equipped with a specialized medical interior and will be able to transport two critically ill or injured patients.



HOW A **Mission Unfolds**

1. Call is placed to 911 or a call is received from a referring hospital

The 911 dispatcher or another emergency provider within the Chain of Survival (ground ambulance personnel, police, firefighters, park wardens, health regions, rural hospitals or the Provincial Flight Coordination Centre) calls the STARS Emergency Link Centre ("ELC") requesting STARS assistance.

After the Communications Specialist in the STARS Emergency Link Centre receives the request and helps determine the location of the patient, the crew at the appropriate STARS base is pre-alerted for a possible response.



6. When the STARS crew returns to the base, the helicopter is refueled, cleaned and medically re-stocked for the next mission.



Upon arrival at the hospital, the STARS AMC works with the emergency physicians and nurses to transfer all necessary patient information and care as quickly as possible.



5. The patient is transferred onto the STARS stretcher and moved onto the helicopter for transport to the receiving tertiary care hospital.

The AMC continues to treat the patient while in flight, with a physician either on board or available online to provide medical advice as required. The crew is also in contact with the receiving hospital, providing information and updates about the patient's condition and treatment. This helps the receiving hospital to prepare for the appropriate resources to serve in the best interests of the patient.





The Communications Specialist organizes a conference call with partners in the Chain of Survival to facilitate the transport of a patient. Each base has a referral emergency physician (REP) who is included in the call to provide specialized advice to optimize patient care. For inter-facility requests, the sending physician is linked into the call with the STARS REP and other specialists as required.

For scene calls, the Communications Specialists confirm the location, secure a helicopter landing zone and facilitate the launch of the helicopter. Landing zone safety is a very important part of the mission, and STARS works to pre-train emergency service partners for this function.

2. With that call, the helicopter is moved from the hangar to the flight area and the STARS Air Medical Crew (AMC) prepares for a safe mission response. This includes the pilot's weather check and ensuring the AMC's safety and special equipment requests are met.

In the event that a specialized team is required (such as the fire department dive team, a neonatal intensive care unit team or a pediatric intensive care unit team), the aircraft will be reconfigured to accommodate the specialty teams.



The helicopter is in flight within eight minutes from the time of dispatch unless there are significant weather considerations.

The right care for the right patient in the right time.



3. Upon take-off, the pilots communicate with air traffic controllers and get the helicopter on its way. At the same time, the AMC communicates with the STARS Emergency Link Centre and are informed of pertinent mission information (such as critical patient information and landing zone information). They also handle any other patient transport logistics.

If the mission is an inter-hospital transfer, the AMC will communicate with the STARS Emergency Link Centre and the referral emergency physician to familiarize themselves with the patient's condition and communicate with the sending hospital staff, ensuring the patient is prepared for flight transport. The hospital will also ensure the helipad is secure for landing.

There are times when the helicopter will rendezvous with an incoming ground or fixed-wing ambulance to facilitate the most expedient response, especially for longer range missions.

4. When the helicopter and crew arrive at the scene or hospital, they immediately meet with the ground emergency services or hospital staff and rapidly prepare the patient for transport. Additional treatment of the patient may occur prior to departure dependent on the patient's condition.

We work closely with fire, police and EMS on the scene, and hospital staff at rural hospitals. On the ground, the STARS co-pilot is responsible for safety in and around the helicopter.



New generation of critical care providers receive STARS training

After graduating from the STARS Critical Care & Transport Medicine Academy, Chris Larose and Melanie Vieira have a new sense of confidence in preparing and caring for critical patients for transport.

Vieira is a Calgary-based paramedic and signed up for the inaugural three-month program that was established in 2008 by *THE STARS CENTRE*, the educational pillar of STARS, to increase the number of critical care providers in Alberta.

“One thing I really found about the program was its focus on improving critical thinking skills,” she said. “Putting it all together so you can help keep your patient stable until you get to definitive care.”

Vieira said the program has provided her with the ability to focus on what needs to be done to prepare the patient for critical care and transport.

Larose, an emergency nurse in Grande Prairie, recently started working shifts with the STARS Grande Prairie base as a flight nurse.

“When I came to STARS, one of the big things for me was continuing my education,” said Larose, who admitted to initially being intimidated by the prospect of air medical transport.

“I had less experience than some of the STARS crew in the other bases, and I wanted to acquire the knowledge they had,” said Larose.

After taking the course, Larose now feels more confident in his role at STARS and also at the QEII Hospital.

“The Academy offered me education that I could take back and share among the hospital staff,” he said.



Mike Lamacchia, Director of *THE STARS CENTRE*, said these kinds of situations are exactly why STARS initiated the Academy program.

“There will be a shortage of these professionals, particularly in rural areas, and we are able to assist our partners in health with that need,” he said. “STARS is committed to providing continuing education and professional development opportunities for both our partners in health and our own crews.”

Lamacchia said this continuing commitment is made possible by generous donors who have supported the education and research programs, allowing STARS to provide these training opportunities.

you make the difference.



FAST facts:

education and research

- * “Commitment to learning” is the philosophy of *THE STARS CENTRE* in offering many educational and research opportunities to our crews and partners in the Chain of Survival.
- * The **STARS Critical Care and Transport Medicine Academy** covers all the fundamentals of critical care transport medicine based on applicable professional nursing and paramedic standards. The Academy will appeal to nurses, paramedics, respiratory therapists and physicians who wish to prepare for a career in transport medicine.
- * The **Mobile Simulation Program** offers a unique learning opportunity for rural and urban health care providers to enhance their team skills in critical care and crisis management. A computerized human patient simulator replicates complex medical and trauma situations so medical professionals can practice emergency response skills.
- * The **Operational Outreach Program** provides a forum for the exchange of information between STARS and the organizations we serve, ensuring the most effective patient care and transport possible.
- * The **Clinical Skills Development Program** develops unique training programs for the STARS Air Medical Crew (AMC). The program focuses on ensuring skill retention, while developing critical thinking skills required for advanced practice in critical care transport.
- * STARS continues to influence and support the development of clinical best practices in the medical transport industry.

recent accomplishments

- * Launched the first class of the STARS Critical Care & Transport Medicine Academy, which graduated in May, 2009.
- * Established a formal agreement with the Rural Physician Action Plan (RPAP) to continue offering simulation training to rural physicians and residents.
- * Fully implemented the Advanced Skills Institute for the STARS Air Medical Crew.





Community fundraisers are an inspiration

Fourteen years ago, Debbie and Jack French bought a STARS jacket and donated it as an auction item for a small fundraiser in Taber. Their 17-year-old son Chris had been in a car accident a few months earlier and was transported by STARS to a hospital in Calgary. The couple made the donation as a small token of appreciation to the organization they credited with helping to save their son's life on that early July morning in 1995.

Little did they know the jacket would be the instigator for an annual fundraiser that would ultimately raise hundreds of thousands of dollars for STARS!

Debbie explained how the local racquetball club in Taber started the small fundraiser for STARS by having a table of auction items at an event at a local lounge. When the French family donated the jacket the first year, they were shocked when a family friend purchased it for \$1,000 and later that evening gave it to Chris as a gift.

"Then every year after that, we would purchase a jacket that would be the last item on the auction list," said Debbie. "And it goes for crazy amounts of money!"

The jacket has raised up to \$6,000 in one night, and many of the buyers have specific reasons for purchasing it.

"It's so rewarding when somebody comes to buy the jacket and has a story about STARS," she said. "Everyone has a reason for buying the jacket."

While the jacket is the coveted item for bids at the annual auction, it's not the only item that raises significant dollars for STARS.



The local business community has been very supportive of the event, donating all kinds of items on an annual basis. Meanwhile, the event itself has grown exponentially over the years, having to move to larger venues several times.

The event has now raised a total of \$272,000 for STARS, and to recognize that contribution, a Taber Auction logo was placed on the helicopter in 2008.

The event has also raised substantial proceeds for local EMS, as half of the annual proceeds go to this Chain of Survival partner.

STARS Fundraising Events Manager Sarah Hughes said events like the Taber Auction are key to the success of the organization in its mission of providing a safe, rapid, highly specialized emergency medical transport system for the critically ill and injured.

"The support we have received over the years from communities like Taber is instrumental in our fundraising endeavours," said Hughes. "Fundraisers and donations account for about 30 per cent of our annual revenues."

She went on to say that the volunteers who coordinate these kinds of events are truly ambassadors of STARS.

"We couldn't do it without them," she said. "Thanks for helping keep STARS in the sky!"

you make the difference.

"The support we have received over the years from communities like Taber is instrumental in our fundraising endeavours."

Sarah Hughes, STARS Fundraising Events Manager



FAST facts:

fundraising and community partnerships

- * The Alberta Shock Trauma Air Rescue Service Foundation (STARS Foundation) is the fundraising arm of STARS.
- * STARS is fortunate to have the support of hundreds of community organizations, social groups and committees who volunteer to host special events, providing an ongoing source of funding to our programs.
- * The STARS Lottery is a major source of funding for the organization. Other significant fundraisers include the annual calendar campaign, direct mail campaigns and galas.
- * STARS has over 450 volunteers assisting in a variety of roles such as board governance, coordinating special events or being ambassadors of STARS at public presentations.
- * STARS Foundation also receives tremendous support from many corporate and family Foundation partners.



newest STARS base has special meaning for area resident

When the STARS Grande Prairie base opened in 2006, local resident Bob Hansen knew the tremendous benefit the organization would have on the community. Bob had first-hand experience.

A few years prior, Bob was inspecting pipes for the drilling rigs. One morning, as he traveled to the shop in Nisku with two co-workers from their hotel in Leduc, they were involved in a head-on collision.

The paramedics first on scene called STARS, and Bob was transported to the University of Alberta Hospital in Edmonton. He suffered serious head injuries including a fractured skull and bleeding on the brain. He also had a number of broken bones.

For the next eight months, Bob endured a long, painful recovery with migraine headaches and frequent trips back to the doctor.

About three months into his recovery, the impact of his accident set in for Bob, and he decided to visit the Edmonton base.

"I wanted to go and meet the people on board the helicopter," said Bob, who met one of the pilots and the Air Medical Crew during his visit.

"I ride in helicopters for work all the time, but it's nothing like that helicopter," said Bob, who feels that air medical transport is a necessity in the area.

He believes the ability for STARS to transport patients faster can prevent families from the sorrow of losing a family member.

"It affected my life a lot when I realized if they hadn't picked me up, it might have been game over for me."

As a result, Bob fully supported the opening of the base in Grande Prairie and has been thrilled to see the rest of the community come behind it as well.

"I'm glad STARS is there for my family and other families," said Bob.

Bob is now a volunteer for the Grande Prairie base, as is his mother who has helped out at numerous events in support of STARS such as Black Tie Bingo and local golf tournaments.

you make the difference.

"It affected my life a lot when I realized if they hadn't picked me up, it might have been game over for me."

Bob Hansen, Grande Prairie, Alberta



Bob *



Leading the forefront in technology

STARS strives to be an innovative leader in the provision of excellence in pre-hospital mobile emergency medical care, and in doing so has added additional advanced medical technology in its aircraft.

A hand-held ultrasound unit is now being used by crews from the Calgary base, with anticipated expansion to the Edmonton and Grande Prairie bases. Dr. Michael Betzner, STARS Senior Medical Director, said the ultrasound has become the standard of care in emergency departments, and STARS will be the first emergency services provider in Canada to adopt the use of this technology.

“We are on the forefront of the improvement in patient care resulting from the introduction of this advanced medical technology,” said Betzner, also a practicing Emergency physician.

“The ultrasound is becoming the new stethoscope for physicians,” he added, noting that a standard ultrasound can have an assortment of probes for different purposes.

The STARS equipment has a probe to look at the lungs and intravenous access sites, and a second to look at the abdomen and heart area.

In case of a cardiac arrest, the equipment allows the medical team to look at whether the heart has any functional activity.

“With standard monitoring equipment in the noisy environment of the helicopter, it can be very difficult to tell exactly what the heart is doing when a patient is in a full cardiac arrest situation,” said Betzner. “This equipment has major benefits towards directing our care in these critical situations.”

Another example of how the probes can be used is to look directly at fetal movement when a woman is in labour to see how the fetal heart is beating.

In addition to physicians, STARS flight nurses and paramedics have also been trained on the equipment, expanding the knowledge and skills of all team members.

you make the difference.





STARS commitment to health and safety

Safety for the STARS crew, patients and community is a top priority and key decision point when accepting and ultimately flying a mission, but it doesn't stop there. The STARS team has an integrated and very visible health and safety culture, both internally and externally, that is threaded throughout all aspects of the organization.

The STARS commitment to a safe and secure work environment has the objective of a healthy, accident-free workplace and a well governed and risk-managed organization. This includes ensuring the team has the proper resources, training, and support of an open and just culture.

STARS culture is driven by its values and beliefs. The teams responsible for patient care and aviation, as well as all other aspects of operations, embrace and incorporate safety into day-to-day operations. For example, we exceed compliance to the regulatory requirements in Transport Canada Safety Management Systems. STARS participates in the Aviation Safety Network with a goal of embracing best practices and achieving high standards in safety and risk management, and we go beyond the criteria set by the Commission on Accreditation of Medical Transport Systems. At STARS, safety is an attitude and a key element of our culture.

Accountability for safety is held at the highest level, with all levels of the organization being accountable for safety performance, starting with the Board of Directors and the Chief Executive Officer. Each team member also has a responsibility for their own personal well-being.

The STARS Safety & Risk Management lead is also vital to fostering and evaluating safety culture and processes for the three bases. Through this position, STARS facilitates internal education, procedural training and standards for all bases to support our team members to operate with knowledge and sound decision making.

Taking the STARS safety culture to the community we serve is equally important. Injury reduction and minimization through messaging is part of that strategy. STARS helps educate the public on injury prevention through public service announcements, videos, participating in safety events with the Chain of Survival and through regular prevention articles in key publications. By helping to reduce needless injuries, additional costs to the health care system are mitigated. Safety is for life and for saving lives.

you make the difference.



STARS AWARDS

1998: Entrepreneur of the Year Award, Special Category

Presented by the business community for excellence in the Special Recognition Category.

Accreditation — CAMTS

STARS was awarded, and has maintained, full “Critical Care Provider” accreditation by the Commission on Accreditation of Medical Transport Systems (CAMTS).

2001: Program of the year — AAMS

Presented to STARS by the international Association of Air Medical Services based in Washington, D.C., to recognize STARS’ air medical program for its superior level of patient care, community service and commitment to the medical community.

2002: Award of Excellence — AAOA

Presented to STARS by the Alberta Ambulance Operators Association to recognize STARS’ outstanding contributions to its community and to emergency medical services in general. The award also recognized the organization’s innovation and commitment to emergency medical services.

2005: Neil J. Armstrong Award

The Neil J. Armstrong Award recognizes individuals and organizations that have demonstrated excellence and a high level of achievement within the aviation and space industry of Western Canada.

2008: Best off-service rotation award from Royal College emergency medicine residency program

Dr. Mark MacKenzie and the Edmonton STARS base received this award for contributing to the education of Royal College emergency medicine program residents.

Gold Quill Award of Merit - International Association of Business Communicators

In recognition of the STARS Horizons newsletter as an effective communications tool for donors.

Community Spirit Award - Developmental Disability Resource Centre

This award recognizes STARS commitment to enabling volunteer opportunities for everyone.

Best Places to Work - Calgary Inc. Magazine

STARS was recognized in the Calgary Inc Magazine’s 2008 issue of Best Places to Work in the non-profit category.

2009: 2009 Conference Board of Canada/ SpencerStuart 2009 National Awards in Governance

STARS was recognized as one of the top three contenders in the 2009 National Awards in Governance. The National Awards in Governance recognize the innovations and achievements of private, public and non-profit organizations of all types.

STARS®

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Alberta Shock Trauma Air Rescue Society
Charity Business Number: 88636 7598 RR0001
Alberta Shock Trauma Air Rescue Service Foundation
Charity Business Number: 89509 4761 RR0001

STARS Calgary base - Head office

1441 Aviation Park NE, Box 570 Calgary, Alberta T2E 8M7
Phone: 403-295-1811 Fax: 403-275-4891

STARS Grande Prairie base

101C - 11010 Airport Drive Grande Prairie, AB T8V 7Z5
Phone: 780-830-7000 Fax: 780-830-7009

STARS Edmonton base

Building 16, 29 Airport Road Edmonton, Alberta T5G 0W6
Phone: 780-447-5492 Fax: 780-447-5493

STARS Foundation Lethbridge office

416 10 Street North Lethbridge, AB T1H 2C7
Phone: 403-388-8214 or 403-328-7161 Fax: 403-329-4101