



**For Immediate Release**

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**REACH Air Medical Services earns Diamond Certified Designation**

***Scores Highest in Quality in Customer Satisfaction Study***

**SANTA ROSA, CA / March 18, 2011 – REACH Air Medical Services**, with headquarters in Santa Rosa, CA and bases of operation throughout California, as well as in Oregon and Texas, has earned the Diamond Certified® designation. Earning the rating of “highest in quality” came after being rated in a customer satisfaction survey performed by American Ratings Corporation.

"Everyone at REACH is pleased to have earned the Diamond Certified designation," said Jim Adams, CEO of REACH. "We're proud of the high ratings, but especially grateful to hear from so many different types of customers. We work closely with hospitals and Emergency Medical Services providers, so we don't often hear directly from our patients who are flown in emergency situations. This survey gave us unprecedented access to people or their families who were transported by us. We learned a great deal and are gratified by the praise we received. Our flight crews deserve the credit for this work. We believe that no other air medical services company has been so rated by its customers."

Jim Stein, founder and CEO of American Ratings Corporation, said, "I've been focused on rating local service companies for the past 15 years and I'm always impressed at how certain organizations are so focused on satisfying their customers. REACH is one of those special companies."

In order to earn Diamond Certified, a company must apply to be rated by American Ratings Corporation (ARC) and pass each step of its twelve-step rating and certification process. ARC pulls a random sample of past customers from the applicant company's files and surveys customers by telephone. Not only do customers rate the applicant company on a 1 to 10 scale for quality, they also indicate their willingness to use the service again or refer other consumers to the company. Many companies do not qualify because a customer satisfaction survey score of greater than 90 on a 100 scale is required. REACH scored a composite score of 96.5, and was found to be without any registered complaints.

In addition, ARC verifies liability and workers' compensation insurance, state license status, complaint status, business practices, financial stability and legal judgment status. Additionally, ongoing customer satisfaction surveys are conducted to ensure a Diamond Certified Company is maintaining its high customer satisfaction.

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**About REACH Air Medical Services:** REACH Air Medical Services, headquartered in Santa Rosa, California, supports operations in Concord, Imperial, Lakeport, Marysville, Redding, Sacramento, Santa Rosa, Stockton, Thermal, and Upland, California as well as Corvallis, Oregon and San Antonio, Texas. REACH provides air medical transport services utilizing rotor- (helicopter) and fixed-wing (airplane) aircraft regionally and nationally and has performed more than 55,000 air ambulance missions since its inception in 1987. REACH offers a membership program, REACH for Life; a primary benefit of membership is the guarantee of no (or reduced) out-of-pocket expenses when members are transported by REACH. REACH has been accredited by the Commission on Accreditation of Medical Transport Services (CAMTS) since 1998. **[www.REACHair.com](http://www.REACHair.com)**.