

DIVISION OF EMERGENCY MEDICAL
SERVICES

EMS File # 05-029 *R*

IN THE MATTER OF:
Med-Tech Ambulance Service

CONSENT ORDER

This matter is before the Department of Health, Division of Emergency Medical Services hereinafter ("Department"), pursuant to § 23-4.1-17 which requires that every advertisement to the general public contain the language: "In case of emergency dial 911". An investigation into a complaint regarding Med-Tec Ambulance Service advertising revealed that in some advertisements the language was missing.

Finding of Fact

1. Med-Tech Ambulance Service was notified by the Department of Health in 1998 of its violation of the provisions of §23-4.1-17 that requires advertising to the general public to contain the phrase "In case of medical emergency dial 911"
2. Med-Tech ambulance Service through its President Gary R. Reis assured the Department by letter that it would comply with the law.
3. The Department learned that Med-Tech Ambulance Service violated that law in a printed advertisement.
4. The Department of Health learned that the advertisement was not e-mailed to the printer but rather sent to the printer by Med-Tech.
5. The printer provided the Department with a copy of the advertisement sent to it by Med-Tech.
6. Med-Tech Ambulance Service violated the provisions of § 23-4.1-17 by failing to comply with the requirements for advertising.

1. Respondent hereby acknowledges and waives:

- a) The right to appear personally or by counsel or both before the Department;
- b) The right to produce witnesses and evidence in his behalf at a hearing;
- c) The right to cross-examine witnesses;
- d) The right to have subpoenas issued by the Department;
- e) The right to further procedural steps except for those specifically contained herein;
- f) Any and all rights of appeal of this Consent Order;
- g) Any objection to the fact that this Consent Order will be presented to the Department for consideration and review;
- h) Any objection to the fact that it will be necessary for the Department to become acquainted with all evidence pertaining to this matter in order to adequately review this Consent Order;
- i) Any objection to the fact that potential bias against the respondent may occur as a result of the presentation of this Consent Order to the Department.

2. This Consent Order shall become a part of the public record of this proceeding once it is accepted by all parties.

3. Acceptance by the respondent and approval by the Department of this Consent Order constitutes an admission of the facts contained herein.
4. Failure to comply with the Consent Order, once signed and accepted, shall subject the Respondent to further disciplinary action.
5. Med-Tech hereby agrees to cease and desist all advertising that does not meet statutory requirements. Med-Tech Ambulance Service is hereby reprimanded and ordered to comply with the requirements of § 23-4.1 and all rules and regulations promulgated by the Department of Health.

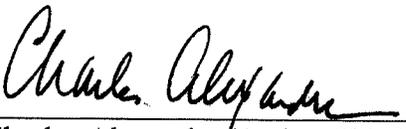
Signed this 17 day of February 2006



Gary R. Reis
President
Med-Tech Ambulance Service

Ratified as an Order of the Department

Dated: February 17, 2006



Charles Alexandre, Acting Chief
Health Professions Regulations
Health Services Regulation