

Protected by

ProCare®



## Organization overview

Bell Ambulance, a leading emergency medical services (EMS) provider in Milwaukee, Wisconsin, has been a lifeline for the community since 1977. With 48 years of experience, Bell serves residents across Milwaukee, Waukesha, and Ozaukee counties, responding to over 100,000 calls annually with a fleet of nearly 100 ambulances and a dedicated team of 750 employees. Operating at such a scale is no small feat, requiring reliable equipment and uninterrupted service to respond effectively to emergencies.



With ProCare, we're addressing potential failures before they happen. **It's a complete shift in how we operate.**

– **Craig Kaminski**  
Shop Manager  
Bell Ambulance

## Bell Ambulance

A decade of innovation and reliability in EMS operations

### The challenge: Adapting to advanced equipment and ensuring reliability

Nearly 20 years ago, Bell Ambulance faced mounting challenges. They relied heavily on manual cots, which strained paramedics physically and increased the risk of injury when compared to powered cots.<sup>1,2,3</sup> Maintenance and repairs were reactive rather than preventive, resulting in operational disruptions that impacted scheduling and resource allocations.

When Bell Ambulance transitioned to power-assisted equipment, such as Stryker's Power-PRO 2 powered ambulance cot, Xpedition powered stair chairs and Power-LOAD systems, it introduced new opportunities for efficiency. However, it also created a new need for Bell Ambulance: a proactive maintenance solution to ensure these highly technical tools remained dependable under pressure.

### ProCare's preventive solutions

In 2014, Bell Ambulance turned to Stryker's ProCare to address these challenges. Unlike reactive repair services, ProCare prioritizes prevention, identifying and resolving potential issues before they escalate. The transition to ProCare was a complete shift in how Bell Ambulance approached maintenance.

Previously, repairs were only addressed when equipment failed. Taking a more proactive approach, ProCare introduced an annual preventive maintenance schedule that left nothing to chance, covering the entire fleet and ensuring every piece of equipment was inspected and serviced properly. With an expert team in place, ProCare representatives can service Bell Ambulance's entire fleet each year in just a few days, significantly reducing disruption in providing the greater Milwaukee community with emergency services. Now, preventive maintenance minimizes potential failures, keeping operations smooth.

### Responsive repairs that keep Bell on the road

In addition to preventive maintenance, ProCare provides fast, responsive repair services that minimize downtime. When urgent issues arise, ProCare's local field service representative is readily available to address them, often resolving problems on the same day. This rapid response capability ensures that Bell Ambulance can continue operating without unnecessary delays.

ProCare's ability to stock original equipment manufacturers (OEM) parts locally further enhances this responsiveness. If a needed part isn't on the service truck, it can typically be sourced from a nearby facility, allowing repairs to happen quickly and efficiently. This streamlined process keeps ambulances on the road, ready to serve the community.



In EMS, every second counts. Our job is to make sure the equipment is reliable and ready to go, so teams like Bell can focus on saving lives.

**– Austin Yde**

Field Service Representative  
Stryker



### Empowering paramedics through reliable equipment

For paramedics, the stakes are personal. When tools fail in the field, it's not just an inconvenience—it can make a life-or-death difference. Having reliable, well-maintained equipment is critical for paramedics to do their job. The physical demands of the job<sup>4,5</sup> are intense, and equipment malfunctions can add unnecessary stress to already high-pressure situations. ProCare can help ease this burden, allowing paramedics to focus more on their patients rather than the condition of their equipment. This reliability empowers the team and reassures patients, who appreciate the seamless experience during their care or that of a loved one.

## Beyond maintenance: A trusted partner

ProCare goes further by acting as a trusted partner in Bell Ambulance's success. In addition to preventive maintenance and responsive repairs, ProCare representatives provide on-site training, equipping paramedics with the skills to troubleshoot issues quickly and reduce downtime.

ProCare also delivers operational insights that help Bell Ambulance optimize operations and maximize their equipment. By addressing challenges proactively and fostering a deeper understanding of equipment, ProCare ensures Bell Ambulance is prepared to meet the demands of over 100,000 emergency calls annually with confidence and reliability.

## The results: A model for EMS success

Since inception of the partnership, ProCare has helped to improve equipment reliability and fleet management operations at Bell Ambulance. ProCare's preventive approach has helped extend the lifespan of equipment, reduced the need for backup units, and allowed shop staff to focus on other priorities. In the past decade, Bell Ambulance has seen improvements in the following areas:

- **Equipment uptime:** Reduced downtime ensures ambulances remain ready to respond when needed.
- **Operational efficiency:** ProCare's proactive maintenance has extended equipment lifespans, reducing the frequency and cost of replacements.
- **Resource optimization:** By decreasing reliance on backup units, Bell Ambulance has been able to allocate more resources toward direct patient care.



Stryker's ProCare gives us peace of mind. When you're responsible for 100,000 calls a year, you need to know your equipment will work every time.

– **Wayne Jurecki**

Vice President and Chief Operating Officer  
Bell Ambulance





This partnership has strengthened operations, ensuring seamless reliability and uninterrupted care for Milwaukee and the surrounding communities. Over the years, the collaboration has served as a cornerstone of innovation and quality, consistently addressing the region's evolving healthcare needs. The renewal of Bell Ambulance's long-term contract signifies mutual trust and a shared vision for the future of community care. With another decade of collaboration ahead, this shared commitment to excellence will continue to help Bell Ambulance deliver lifesaving support to their community.

Thanks to ProCare's proactive approach, Bell Ambulance's paramedics now have the peace of mind that their equipment will perform when it matters most. With every ambulance operational, every paramedic equipped, and every patient cared for, ProCare has helped Bell Ambulance redefine readiness in EMS.



Stryker ProCare delivers a white-glove experience at every interaction, reflecting our mission to partner with customers to make healthcare better.

**– Mark Paulus**  
ProCare Regional Manager  
Stryker



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