

## Made in the Mid-Willamette Valley: Rural Metro of Oregon

February 12, 2012

Company name: Rural Metro of Oregon

Contact: Mike Andrews

Address: 1790 Front Ave. NE, Salem, 97301

Phone: (503) 315-2260

Website: [www.ruralmetro.com](http://www.ruralmetro.com)

Business description: Rural/Metro Ambulance of Oregon is a EMS industry leader in the delivery of emergency and non-emergency interfacility ambulance services. In addition to being the exclusive 911 emergency provider for Salem, in partnership with City of Salem Fire Department, Rural/Metro also provides non-emergency interfacility transports to the cities of Eugene and Springfield, in partnership with Eugene Fire Department and Springfield Fire and Life Safety.

Employees: 100 in Oregon

Business history: Rural/Metro has been serving Salem since 2005, but Rural/Metro's history goes back more than 60 years, when founder Lou Witzeman became concerned that his neighborhood didn't have fire protection. Witzeman pooled together money, bought a fire truck, and asked his neighbors to subscribe to his fledgling company.

With the company also was born a new way of thinking about health and safety services. As a private-sector company, Rural/Metro is dedicated to finding the most cost-effective ways to deliver the highest quality ambulance and private fire protection services. In 1969, Rural/Metro began operating ambulance services independently of its fire operations. What began with one man's vision has grown into a differentiated company that is the second-largest provider in the United States with more than 8,000 employees in 450 communities and more than 1.3 million transports provided annually.

What is biggest advantage of doing business in the Mid-Willamette Valley: The partnerships and relationships we have formed and opportunity to give back to our community.

Essential business philosophy: First and foremost, we are here to serve our community and save lives. Our business strategy focuses on growing our business through organic and strategic expansion in current and new markets, while differentiating Rural/Metro as the superior national provider of private ambulance and fire protection services.

Best way to stay competitive: Staying focused on our core mission of providing top level care to our patients, while delivering superior service within an efficient operating model and



**Special to the Statesman Journal**  
Rural/Metro Ambulance provides emergency services for Salem.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

includes standardization of key systems, including billing, purchasing and contract compliance. Our commitment to advanced technology also is a cornerstone in our dedication to excellence.

What is most challenging in work: Having to face the potential for tragedy and crisis every day. On the business side, adapting to and absorbing the reductions in Medicare and Medicaid reimbursements while staying competitive in the industry.

What trends do you see happening in your industry: Local governments are being forced to look at how they can better utilize revenue resources and so they are looking more and more to strategic public/private relationships.

Company affiliations: Salem Area Chamber of Commerce, Keizer Chamber of Commerce, SEDCOR, Oregon Ambulance Association, Oregon Healthcare Association

Major clients: The city of Salem.

For additional information, contact SEDCOR at (503) 837-1803 or email [sappleby@sedcor.com](mailto:sappleby@sedcor.com).