



**you** make a difference

**STARS**® report to the community

\*  
*stacey*



## teenager survives horrific rollover

Eighteen-year-old Stacey was traveling back to Grande Cache from Calgary in September 2007 with a friend. It was late at night and they were going through Banff Park on Highway 93 towards Jasper.

Her friend was driving, and to this day, Stacey doesn't remember what happened. She later learned that the vehicle had gone off a steep embankment and rolled 917 feet. It took eight hours for help to arrive. A rescue helicopter took her off the mountain and then transferred her to STARS. Stacey was taken to the Foothills Medical Centre in Calgary where she would spend the next two months.

Stacey's injuries were so extensive that she was virtually unrecognizable. Her mother Patty described how she identified her daughter by her fingernails.

"When I got to the ICU, she was on ventilators and listed as an unidentified female," said Patty. Patty had been working in the Hinton area when she initially received the call from the RCMP. "He said there's been an accident and Stacey was badly injured and in the air with STARS as we speak," said Patty. "If it wasn't for STARS, she wouldn't be alive today."

After the call from the RCMP, Patty's niece and daughter Stephanie picked her up and began the long drive to Calgary.

Stacey suffered major head, brain and facial injuries. She had broken bones including her scapula, collarbone, radius, ulna, wrists, tibia and ankles. Both her legs had crush injuries, and for the first while, doctors didn't know if she would lose them.

She was in a coma for the first two weeks and didn't remember anyone when she woke up. As Stacey began to recover, her memories came back slowly. One of the most emotionally painful moments for Stacey was that she hadn't remembered that her father had died nine months prior. Her mom had to break the news to her all over again.

Two months into her recovery, Stacey was moved to the Queen Elizabeth II Hospital in Grande Prairie so she could be closer to home. After another two months in hospital, she was finally able to go home, but her life would never be the same.

"I will probably be on pain medications for the rest of my life," said Stacey, adding that the simplest activities can sometimes wear her out quickly.

However, she's very independent and now lives on her own in a two-bedroom apartment in Calgary with her new pet Chihuahua Zorro, a 21st birthday present from a special friend.

**you** make the difference.

*"If it wasn't for STARS, she wouldn't be alive today."*

Patty Brady, Grande Cache, 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.

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### **emergency medical communications:** finding the patient

The STARS Emergency Link Centre is a 24-hour communications centre facilitating emergency medical response, referral and transport of critical “red” patients.

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### **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.

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### **education & research:** educating the providers

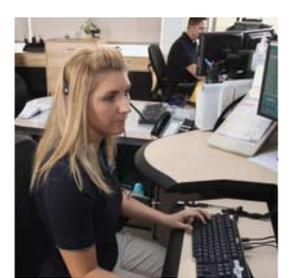
*THE STARS CENTRE* provides continuing education and professional development opportunities for our crews and our partners in community emergency services, as well as participates in research endeavours to enhance emergency medical response.

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### **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.

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Allan R. Buchignani,  
Chairman, STARS



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



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

## MESSAGE TO **the community**

STARS is celebrating a significant milestone in 2010 with 25 years of care in the air. From the early grassroots days to the development of a sophisticated critical care airborne medical referral and response system, many patients have been helped in the most difficult times of their lives. This has been a tremendous team effort of staff, volunteers, medical professionals, community, government, health region, emergency response services and corporations.

STARS has carried out more than 19,000 missions since we began in 1985. Through a combination of excellence in aviation, safety and critical care, we have proudly established a role as a leader in the air medical community and transport medicine.

Despite the tough economic conditions we have all faced over the past couple of years, STARS has persevered and strengthened our fundraising focus. With determination, creativity and the loyal support of our donors, we are ready to embark on an exciting new era - the next 25 years of critical care in the air. As we move forth, we are on the brink of significant changes.

For many years, STARS has been planning for the arrival of two new AW139 aircraft. The timeline for arrival has been adjusted for certification of the aircraft while finalizing the configuration of the medical interiors. This will allow the aircraft to best meet the needs of patients and the community for years to come. We thank our supporters

and community for their patience as we continue working towards implementation of these plans.

With the important changes that have occurred in the health system in the province, STARS has remained flexible and responsive, working closely with Alberta Health Services (AHS) and Alberta Health and Wellness to adapt to these changes. The recently signed multi-year agreement with AHS now includes partial mission funding for the Grande Prairie base, in addition to partial funding for the Calgary and Edmonton bases. Importantly, STARS now also assumes a province-wide role in coordinating the movement of critically ill and injured patients from rural hospitals to larger centres for definitive care and continues in the role of medical helicopter coordination and dispatch.

We are pleased to be working in collaboration with AHS and communities to strengthen the links in Alberta's health safety net and increase access to critical patient care.

We thank you for your tremendous support, in so many ways. One of STARS long-standing flight physicians has stated "It's about the patient." That simple yet profound statement will never change. Our promise to you is that we will continue to make a difference in the communities we serve. It will always be about the patient.

Allan R. Buchignani  
Chairman, STARS

Robert J. (Bob) Normand  
Chairman, STARS Foundation

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

## OPERATIONS & FINANCIAL **highlights**

### STARS STATISTICS

	2009	2008	2007
Number of Missions	1,368	1,465	1,428
Communities Served	224	229	226
Hours Flown	2,023	2,126	1,990
STARS Emergency Link Centre (Daily average industry site registrations)	3,100	3,500	3,000
Volunteer Hours Contributed	9,830	8,106	9,345
Total Learners Through Education	6,655	5,026	6,648

### FINANCIAL HIGHLIGHTS

	2009		2008		2007	
	\$000	%	\$000	%	\$000	%
<b>Revenue - Operating/Fundraising</b>						
Lottery (Net)	10,021	35%	8,895	33%	8,687	29%
Donations and Fundraising (Net)	7,738	27%	7,975	30%	8,507	29%
Calendar (Net)	1,272	5%	1,292	6%	754	3%
Government Contributions*	4,639	16%	4,878	18%	4,271	14%
Site Registration	1,955	7%	2,745	10%	2,619	9%
Other	2,534	9%	1,617	6%	1,207	4%
Investment	385	1%	(740)	(3%)	3,633	12%
<b>Total</b>	<b>28,544</b>	<b>100%</b>	<b>26,662</b>	<b>100%</b>	<b>29,678</b>	<b>100%</b>

	2009		2008		2007	
	\$000	%	\$000	%	\$000	%
<b>Expenditures</b>						
Aviation	9,546	33%	8,897	30%	8,604	31%
Medical Service	4,091	14%	4,752	16%	5,193	19%
STARS Emergency Link Centre	3,586	12%	3,917	13%	2,607	10%
<i>THE STARS CENTRE</i>	2,166	7%	1,905	6%	1,517	6%
Administration	4,785	17%	4,944	17%	4,745	17%
Amortization	2,984	10%	2,863	10%	2,183	8%
Fundraising Administration	1,837	6%	1,963	7%	1,885	7%
Chain of Survival Fund	2	1%	257	1%	590	2%
<b>Total</b>	<b>28,997</b>	<b>100%</b>	<b>29,498</b>	<b>100%</b>	<b>27,324</b>	<b>100%</b>

	2009		2008		2007	
	\$000	%	\$000	%	\$000	%
<b>Property and Equipment Expenditures</b>						
Advanced Technology Helicopter	0	0%	13,233	90%	0	0%
Helicopter Upgrades & Support Equipment	257	38%	230	2%	410	21%
Air Medical Equipment	18	3%	333	2%	6	0%
Communication Equipment	15	2%	73	0%	643	34%
Human Patient Simulators & Support Equipment	270	40%	213	1%	78	4%
Administration Equipment	102	15%	339	2%	375	20%
Buildings & Leaseholds	12	2%	352	3%	398	21%
<b>Total</b>	<b>674</b>	<b>100%</b>	<b>14,773</b>	<b>100%</b>	<b>1,910</b>	<b>100%</b>

\* Funding was previously received from predecessor organizations of Calgary Health Region and Capital Health, and is now received from Alberta Health Services. Revenue from the province of British Columbia are also included in annual government contributions.



# STARS Emergency Link Centre

## provides new service to industry partners

The STARS Emergency Link Centre (ELC) is offering a new service in emergency communications for its industry partners with the addition of an Industry Emergency Contact Centre (IECC) service in 2009.

Ken King, Vice President, Emergency Communications & Quality Management, explained that STARS established the IECC as a solution to companies that were asking for work alone monitoring along with a request from Husky Energy to respond to their toll-free emergency line and internal emergency numbers.

“Our team has been trained by the companies to process and dispatch appropriate support for any call we might receive through their toll-free number,” said King, adding that they have since expanded to include another industry partner, Cenovus Energy.

Ron Butler, Vice President of Corporate Administration at Husky Energy, said the company investigated a number of alternatives to secure expert assistance in 24-hour emergency support.

“It was important that the service provider had previous oil and gas experience and proven expertise and procedures in place to deal with emergency calls,” said Butler. “The synergies between Husky’s partnership with STARS and the STARS Emergency Link Centre were a good fit.”

Since the program launched in June 2009, the IECC has been responding to about 120 calls a month for Husky alone. While a majority of the calls are routine, non-emergency notifications or inquiries, there have been specific scenarios that exemplify how the IECC can have an impact in an emergency.

One example was in late 2009, when the IECC was instrumental in assisting a stranded oil field worker in northeastern B.C. The individual worked for another oil and gas agency that was aware of Husky’s Emergency Contact Centre, which in turn called for assistance. A plan was developed to assist the stranded worker and ensure his safe return home.

“Husky is very pleased with the level of professionalism and quality of resources STARS provides to complement the Husky team,” said Butler.

The STARS ELC is looking forward to offering the IECC service to new industry partners and expanding operations, adding additional services such as work alone monitoring and automated call out notification, according to King. “The benefit of an automated call out service is that you can contact a very large group of individuals simultaneously which ensures a prompt response when an emergency is occurring.”

Butler said Husky is considering expanding its current programs to include a work alone monitoring component in 2010.

“Work alone programs are developed to ensure that staff and contractors have an adequate monitoring system to ensure their safety while working or traveling alone on company business,” said Butler. “STARS will be an integral partner for the call centre portion of this program.”

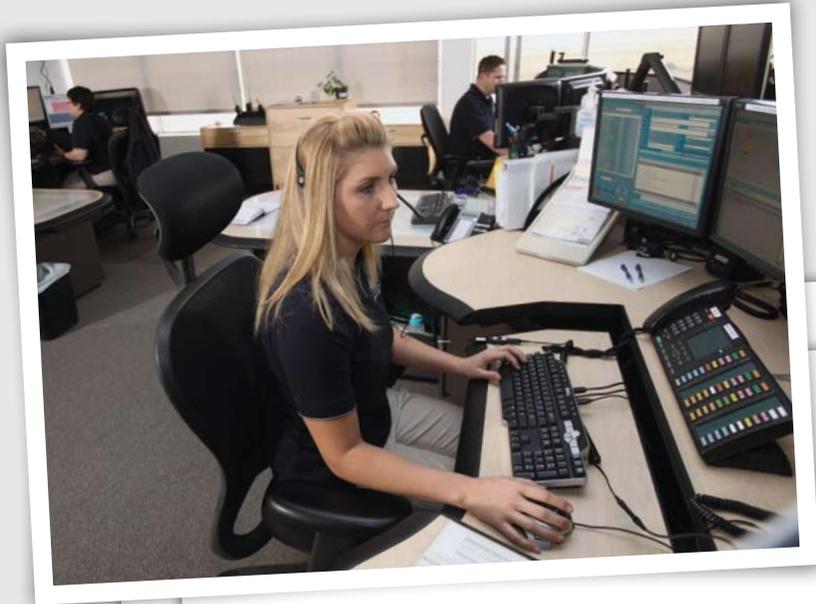
King said the service supports the safety of people in rural and remote areas by providing information about where they are located. “Thus, if someone runs into a problem in a remote area, we are in a position to start a neighbour helping neighbour solution where someone close by can help,” he said. “It may be as simple as pulling someone out who got stuck, or going to check on a lone worker.”

As the STARS ELC continues to evolve, King said one constant factor remains. “Everything we are doing is driven by a desire to improve the safety and well-being of our community.”

**you make the difference.**

*“Everything we are doing is driven by a desire to improve the safety and well-being of our community.”*

Ken King, Vice President, Emergency Communications & Quality Management



## 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 a medical 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 Industry Emergency Contact Centre services that include emergency call answer, work alone and automated call out.
- \* The ELC also does emergency fire dispatch for some rural counties.





## patient's father dedicates his time to STARS

The volunteers at STARS are a team of many different people, from different backgrounds, with varying reasons for being involved. Each of them shares one thing in common, the desire to help STARS in its mission of saving lives. Although he only recently joined the volunteer team, Dwayne Delfs has become actively involved in helping with local events.

Dwayne's involvement with STARS was influenced not from a personal experience but from the experience of someone very close to him. On the long weekend in August, 2009, Dwayne received a call from his wife informing him that their nine-year-old son, Tanner, had been in an ATV accident close to Invermere, B.C.

"It wasn't until nearly a half hour later that my wife called back saying that STARS was on the way to get Tanner that the gravity of the situation really hit me," explained Delfs,

"I knew it was serious as STARS isn't dispatched unless the situation is critical."

Tanner was the passenger on the back of an ATV when the accident occurred, leaving him impaled by a tree branch. The branch entered Tanner's body in his lower abdomen and exited close to his underarm,

causing major internal injuries. Tanner suffered from a torn stomach, a punctured lung, a nicked liver, damaged spleen and diaphragm, and is still considered lucky. The branch missed his heart by less than one centimetre.

The STARS crew was able to locate Tanner and prepare him for transport to the Alberta Children's Hospital where his dad anxiously waited. Upon arrival, Tanner was placed in intensive care where he would spend six days before he was stable enough to begin his recovery.

"I feel as though STARS gave Tanner a second chance. I truly believe that without STARS he wouldn't have had that chance," confessed Delfs.

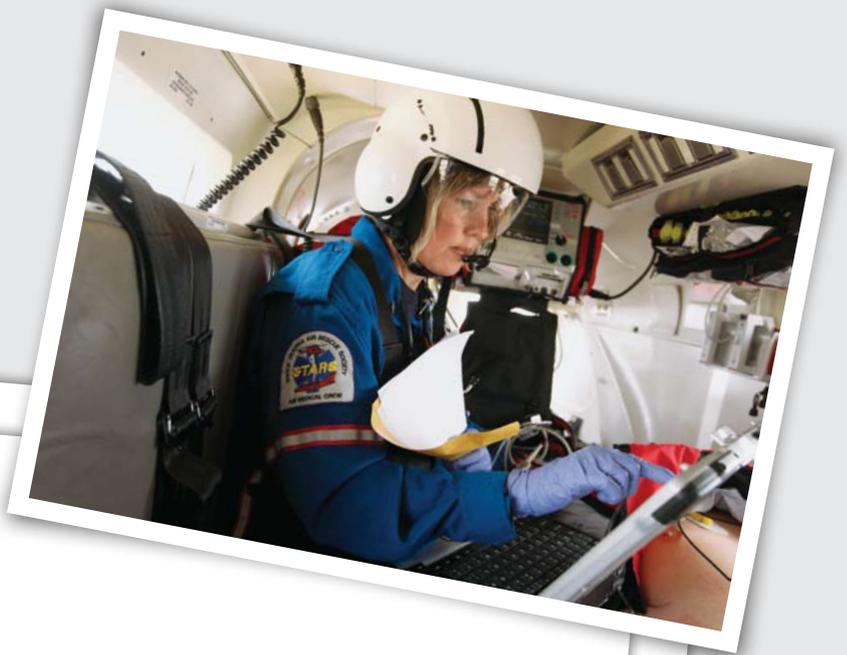
Tanner, now 10, is well on the way to a complete recovery and able to do the things ten-year-old boys do. Following in his father's footsteps, Tanner has become a volunteer, having taken on the role as a spokes-kid for the Alberta Children's Hospital's Radiothon fundraiser as his way of giving back.

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*"I feel as though STARS gave Tanner a second chance. I truly believe that without STARS he wouldn't have had that chance."*

Dwayne Delfs, Calgary, Alberta

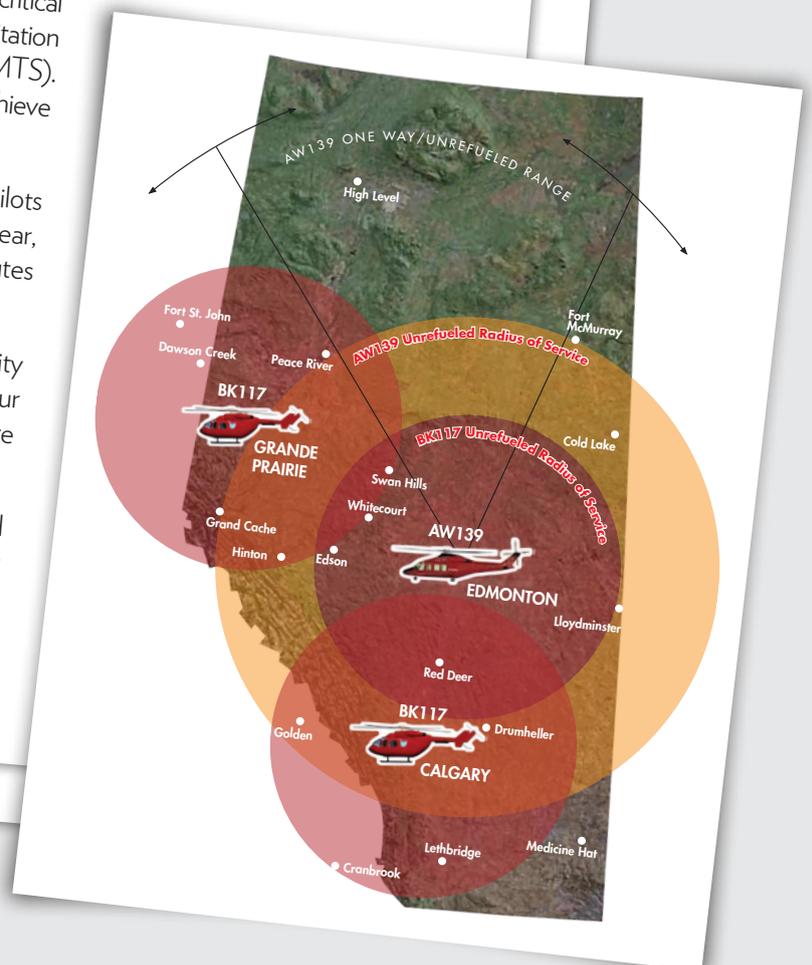




## FAST facts:

### patient care and transport

- \* STARS coordinates the care and transport of critically ill and injured (“Red”) patients province-wide from rural hospitals to larger centres.
- \* 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 life-saving 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 on Accreditation of Medical Transport Systems (CAMTS). STARS was the first Canadian program to achieve this designation.
- \* The STARS Air Medical Crew (AMC) and pilots are available at each base 24 hours, 365 days a year, and strive to be in the air in less than eight minutes from the time of dispatch.
- \* STARS has an extensive patient care quality management program that ensures all of our transports are reviewed by multiple medical care managers and providers.
- \* The highly-anticipated new AgustaWestland AW139 helicopter, which will fly further and faster than the current fleet of STARS BK117 helicopters, is being equipped with a specialized medical interior enabling care and transport for two critically ill or injured patients.



# HISTORY OF STARS timeline



\* 1985

The rotary air ambulance program, initially named Lions Air Ambulance Service, is established as a result of medical community concerns that Alberta had a 50 per cent higher death rate due to trauma when compared to other leading Canadian trauma centres.

The first mission is flown in December to transport a critically ill infant to tertiary care in Calgary.



\* 1988

STARS receives formal recognition as an essential service when the organization is integrated into emergency planning for the Calgary Olympic Winter Games.

\* 1986

Significant funding for the service is provided by the Lions of Alberta Foundation.

STARS is incorporated as a charitable society.



\* 1996

The STARS Emergency Link Centre is established with funding received from the Canadian Association of Petroleum Producers.

STARS Aviation Canada Inc. is established with the financed purchase of the Calgary and Edmonton helicopters.



\* 1998

A successful STARS Seconds Count Capital Campaign launches to raise funds to pay out loans on STARS' two helicopters.

STARS receives full accreditation as a critical care provider from the Commission on Accreditation of Medical Transport Systems (CAMTS).

STARS is presented with the Entrepreneur of the Year Award (Special Recognition Category) by the business community for excellence in management and leadership.



\* 1999

The Chain of Survival Fund is established to provide community emergency service providers with financial assistance for medical equipment and training needs.

The Human Patient Simulator Program is established in Alberta through the support of founding donors Lions International Multiple District 37 and Lockerbie & Hole.

\* 2004

The Vision Critical Campaign is launched to raise funds for the purchase of two advanced technology helicopters and to establish *THE STARS CENTRE* for education and research - efforts leading toward enhanced patient care.

For the first time, STARS simultaneously mobilizes three helicopters to respond to medical need in central Alberta.

A unique training system, Full Mission Simulation (FMS), is developed by STARS. FMS allows the medical and aviation crew to train as a team in a simulated environment.

STARS develops plans to enhance its site registration program over the coming three years through \$1 million in funding jointly provided by the Canadian Association of Petroleum Producers (CAPP) and the Small Explorers and Producers Association of Canada (SEPAC).



\* 2005

STARS acquires a fifth helicopter as an interim solution to meet the growing need in the community until the larger, new technology helicopters arrive.

STARS is recognized with a Neil J. Armstrong Memorial Award. The Armstrong Awards recognize individuals and organizations that have demonstrated excellence and a high level of achievement within the aviation and space industry of Western Canada.

Dr. Greg Powell, founder and STARS President and CEO, is named one of Alberta's 100 Physicians of the Century.



\* 2006

STARS establishes a base in Grande Prairie. Operations begin on November 1 on a 12-hour, seven day a week basis.



**\* 1991**

STARS' Edmonton base is established and carries out its first mission in December.

STARS is awarded rotary and fixed wing air medical ambulance contracts for both Edmonton and Calgary bases by the provincial government.

The Alberta Shock Trauma Air Rescue Service Foundation is established to consolidate STARS fundraising programs and provide opportunities for long-term funding.

**\* 1992**

STARBEAR, the official mascot of STARS, is born.

**\* 1993**

The first Calendar Campaign to raise funds for STARS takes place.

**\* 1994**

The first STARS Lottery is held.

The fixed wing repatriation program is developed.

**\* 1995**

STARS celebrates its 10th anniversary.



**\* 2000**

STARS celebrates its 15th anniversary.

STARS' third helicopter takes flight as the back-up and support helicopter to the two primary helicopters for use during times of maintenance and repair.

**\* 2001**

The International Association of Air Medical Services (AAMS) names STARS the recipient of its prestigious Program of the Year Award. STARS is the first international and first Canadian program to receive this honour.

STARS purchases a fourth helicopter for operational back-up and training to meet future additional aircraft requirements.

**\* 2002**

STARS is requested to be the air medical provider for the G8 Summit in Kananaskis. STARS' fourth helicopter is now ready for mission operations.

STARS surpasses the 10,000 mission milestone.

**\* 2003**

A mission to carry a patient from southeastern Alberta to Calgary marks STARS' first mission utilizing Night Vision Goggle (NVG) technology. STARS is also the first civilian air carrier to use NVG technology in Canada.



**\* 2007**

Grande Prairie base begins operating on a 24-hour, seven day a week basis.

Dr. Gregory Powell is made an officer of the Order of Canada for his contributions to health care during a ceremony in Ottawa presided over by Governor General Michaëlle Jean.

STARS Foundation opens an office in Lethbridge, Alberta.

**\* 2008**

STARS receives multiple awards including: Best Off-Service Rotation Award from the Royal College emergency medicine residency program, Gold Quill Award of Merit from the International Association of Business Communicators, Community Spirit Award from the Developmental Disability Resource Centre and Best Places to Work from Calgary Inc. Magazine.

**\* 2009**

STARS is recognized as one of the top three contenders in the not-for-profit sector of the Conference Board of Canada/Spencer Stuart 2009 National Awards in Governance.

**\* 2010**

STARS celebrates its 25th anniversary.

STARS and Alberta Health Services sign a 10-year affiliation agreement.



# Committed to training in-house and in the community

STARS' commitment to education and research is evident through extensive training for its Air Medical Crew and in creating opportunities to enhance the skills of critical care providers in the community.

Mike Lamacchia, Vice President, Medical Operations & Education, said that STARS fully implemented the Advanced Skills Institute (ASI) for its internal air medical team in 2009.

"We offer ASI training three times a year, for a week at each base," explained Lamacchia. "The intensive training includes curriculum specific day-long sessions on each of the topics of cardiac, pediatrics, safety & survival, trauma and medical scenarios."

The Clinical Team Leaders train and coordinate the ASI sessions that bring Air Medical Crew together from all three bases.

Bob Odney, Calgary Clinical Team Leader, said the ASI has replaced traditional courses that were not necessarily geared for air medical transport.

"A lot of what we do in ASI are actual flight cases that we've tailored to train our crew," he said.

Paula Rose-Sharman, Edmonton Clinical Team Leader, added that many of the skills are "high risk, low frequency," meaning that the crews may face these situations infrequently but the knowledge is essential for successful outcomes.

"All of the training we do helps our medical crew perform more effectively when caring for patients," said Rose-Sharman, who referred to a specific neo-natal example. "We picked up a baby born in the woods. The training we had in ASI enabled us to care for that child."

The level of expertise the STARS team acquires through experience and training is shared with and utilized by small rural hospitals when they are dealing with these types of unique situations.

Rural and urban areas also benefit from the STARS Mobile Simulation Program, which provides a learning experience for health care providers to enhance their skills in critical care by practicing on a computerized human patient simulator. The Calgary and Edmonton bases each have a motor home that houses the simulators, while the Grande Prairie base has a wireless simulator known as iStan, which can be taken into different care facilities for training purposes.

Another significant program that was established for health care providers was the STARS Critical Care and Transport Medicine Academy, which covers all of the fundamentals of critical care transport medicine based on applicable professional nursing and paramedic standards.

Lamacchia explained that a key objective of the Academy is to increase the number of critical care level providers in the province.

"There will be a shortage of these professionals, particularly in the rural areas, and we need to assist our partners in the chain of survival to increase the number of these providers."

**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 programs are:

- \* 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 **Community Education 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 community.





## STARS embraces a new era in e-philanthropy and social media

At the click of a button, STARS online supporters can register for an event, donate funds or get the latest news on fundraising initiatives and STARS activities.

This online community, available through the home page at [www.stars.ca](http://www.stars.ca), is part of a movement to e-philanthropy, a concept that many charitable organizations have adopted, according to STARS Foundation Vice President Phil Levson.

“Our goal is to have an online presence that gives STARS supporters convenience, connection and security,” said Levson.

“In 2009, we launched a new program that offers increased versatility to some very successful long-running fundraising events,” said Levson, adding that the online tools have also been a benefit to brand-new STARS fundraisers.

The Westlock Motorcycle Ride for STARS used this new program during its first-ever fundraiser in August 2009.

Ted Brooks, ride chairman, said the system allowed participants to register and collect pledges online.

“In the old way of fundraising, you would contact people and hope they showed up, and collect their pledges that day,” said Brooks. “With the new system of having a web page, we can get a gauge as to how many people are coming.”

It also tracks the dollars raised, and with individual participant pledge pages, visitors to the site can see the progress as the event nears.

The event ended up raising over \$16,000 for STARS with 200 riders participating. With the success of the first ride in 2009, Brooks immediately put plans in place to make it an annual event.

Other events that have used the online tool include the Millarville Ride for STARS, Battle River Ride, the STARS & Lions Golf Tournament and the STARS & SPURS Gala presented by PSAC.

“We will continue to work closely with all of our event organizers to assist them in using these innovative tools to help them help STARS,” said Levson.

Other ways that STARS has embraced changes in technology include its involvement in social media with the creation of a Twitter account and the addition of a STARS community blog on the website. More recently, STARS launched a fan page on the popular Facebook site.

“In today’s world of connectivity, we want to ensure we are part of the conversation,” said Communications Manager Bart Goemans. “It’s no longer simply about communicating to our stakeholders. It’s about sharing information and our experiences in an interactive way.”

For example, by becoming a Twitter follower, donors receive constant updates about what is happening at STARS.

The STARS Air Ambulance page on Facebook enables STARS to communicate with a broad base of “members” who can also share their own thoughts and experiences.

“When we launched our Facebook site, we were pleasantly surprised at how quickly our fan base grew,” said Goemans. “It’s rewarding to see our crew, former patients, members of the chain of survival and donors connecting online.”

One of the newest ways to support STARS online is through the Red Ring For Life™. Supporters can visit [www.redringforlife.ca](http://www.redringforlife.ca) and donate online to receive their STARS stainless steel red ring. The ring symbolizes the chain of survival and is worn by former patients, families, crew and members of the public as a reminder of the many hands involved in every life-saving mission.

**you make the difference.**



*“It’s about sharing information and our experiences in an interactive way.”*

Bart Goemans, STARS Communications 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.
- \* As of the end of 2009, a total of 211,824 donors had given to STARS since 1985.
- \* 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. Volunteers contribute over 9,000 hours every year to help STARS raise funds and awareness.
- \* STARS Foundation also receives tremendous support from many corporate and family foundation partners.
- \* STARS has 1,477 active monthly donors, a number of whom have been giving to STARS since 1985.



## the best birthday gift a mother could receive

The motor vehicle collision happened on his mother's birthday. Mark Perry's miraculous survival was the best gift she could have received.

Mark, age 21 at the time, was driving a tractor-trailer on a foggy night in Whitecourt in 2006 when he ran into a parked logging truck. He remembers nothing from that night. Even for the two to three years prior to the collision, Mark's memory is vague.

His mother, Brenda, fills in many of the details of the devastating crash that caused severe head injuries for Mark, including a shattered skull, a damaged frontal lobe and a damaged muscle in his right eye. In addition, his right nostril was almost ripped off and he was left with a severe brain injury.

Mark was airlifted by STARS and taken to the Royal Alexandra Hospital in Edmonton where he spent two months. He spent another two months in the Glenrose Rehabilitation Centre before finally going home that December.

"He was in a coma for five weeks," said Brenda. "When they brought him out of it, he didn't know who I was."

Considering Mark hadn't been expected to survive the ordeal, his family was simply happy to see him wake up.

His family had to re-acquaint Mark with occasions like Christmas and Halloween, but one thing that he remembered quite clearly was that he did not like cheese.

"He didn't like cheese before the accident and when they gave him a grilled cheese sandwich at the hospital, I was curious to see if he'd like it," said Brenda. "But he pushed it away!"

Mark continues to have memory problems and hasn't been able to work since the crash. With the help of EmployAbilities, a charitable organization in Edmonton, Mark does hope to return to the workforce soon.

"Considering what happened, I think I'm sitting pretty good," said Mark, who moved into a group home in Edmonton in 2009.

Physically Mark is fine. He enjoys playing his bass guitar and spending time with friends playing pool or foosball. He is fortunate to have a supportive family, and they feel lucky to still have Mark in their lives.

**you** make the difference.

*"Considering what happened, I think I'm sitting pretty good."*

Mark Perry, Edmonton, Alberta





## IT TAKES A **team**

### 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 "Red" or critical patient care through a multi-year affiliation agreement. AHS provides approximately 25 per cent of STARS annual mission funding for the three bases in Calgary, Edmonton and Grande Prairie. Through this agreement, STARS provides province-wide rural inter-hospital referral, care, advice and coordination of transport for the critically ill and injured. The combination of Alberta Health Services and STARS working in partnership strengthens the links in Alberta's chain of survival. Pictured above are Ken Hughes, Alberta Health Services Board Chair; Bob Normand, STARS Foundation Chair; Honourable Gene Zwozdesky, Minister of Health and Wellness; Dr. Stephen Duckett, Alberta Health Services President & Chief Executive Officer and Dr. Greg Powell, STARS President and Chief Executive Officer during the signing ceremony of the 10-year affiliation agreement on April 28, 2010.

### 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 the 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 and events, 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 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. STARS has been an early adopter of the Safety Management System required by Transport Canada. 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 STARS and STARS Foundation Boards of Directors and the Chief Executive Officer. Every 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 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

### 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: **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.

### 2010: **Accreditation – CAMTS**

STARS was awarded re-accreditation and has maintained full "Critical Care Provider" accreditation by the Commission on Accreditation of Medical Transport Systems (CAMTS) since 1998.

# STARS®

## **STARS acknowledges the professional services provided by:**

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