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OFFICE OF THE CITY CLERK

September 4, 2024

City of Las Vegas City Council
495 S. Main St
Las Vegas, NV 89101

Re: City of Las Vegas Ambulance Franchise Expansion

Mayor Goodman and Council Members:

On behalf of OptimuMedicine, a local ambulance services provider founded in 2017, we are enthusiastic about the consideration to expand ambulance franchises within the City of Las Vegas. OptimuMedicine pioneered the Advanced Critical Care Transport (A-CCT) model in the Las Vegas valley and can transport any level of care that may be required on both airplane and ground ambulance transports. As a locally owned and operated provider, OptimuMedicine has witnessed the growth of the emergent and non-emergent ambulance transport needs in the valley.

Las Vegas has grown significantly in recent years, with increasing demands on public services, particularly in the areas of healthcare and emergency response. As an institution committed to the well-being and safety of our community, OptimuMedicine recognizes the importance of expanding ambulance services to meet the evolving needs of our city's population. This expansion is essential not only for addressing current gaps in service but also for preparing for future growth and ensuring equitable access to emergency care across all neighborhoods.

The proposed franchise expansion aligns closely with our mission to support initiatives that improve the quality of life for all Las Vegas residents. By increasing the availability and efficiency of ambulance services, we can ensure faster response times, better patient outcomes, and a more resilient healthcare infrastructure. This is especially critical for our vulnerable populations, including the elderly, individuals with chronic conditions, and those living in underserved areas.

Moreover, enhancing our ambulance services contributes directly to the overall safety and well-being of the city. It ensures that first responders have the necessary resources to act swiftly and effectively in emergencies, thereby reducing the burden on hospitals and healthcare facilities and enabling a more coordinated and comprehensive response to public health challenges.

As this project moves forward, we encourage the City Council to continue engaging with all stakeholders, including healthcare providers, community organizations, and residents, to ensure that the expansion of the ambulance franchise meets the diverse needs of our community. OptimuMedicine stands ready to support this initiative and to collaborate with the City of Las Vegas in any way necessary to implement the expansion of ambulance services. We are confident that this effort will significantly enhance our city's emergency response capabilities and ensure a brighter and safer future for our community.

Sincerely,

Devon Eisma, CEO
OptimuMedicine

Submitted after final agenda

I fear 30

From: Kanani Espinoza <kanani@rowelawnv.com>
Date: Tuesday, September 3, 2024 at 4:36 PM
To: Russell Rowe <russ@rowelawnv.com>
Subject: Public Comment - Agenda Item 30 (9.4.24)

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Good Afternoon,

Attached is a letter of support regarding item 30 on the upcoming September 4, 2024 agenda. The letter is submitted by Russell Rowe, Rowe Law Group on behalf of Devon Eisma, CEO of OptimuMedicine.

Kanani G. Espinoza, DPP.
Senior Director of Policy & Public Affairs

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