

ANNUAL REPORT 2022

Reliable.
Professional.



Always Ready.





Board of Directors



Dennis Mietz
President

Dennis J. Mietz, CPM, is the President of BVA. He has been a volunteer at BVA since 1990 and held numerous management positions as well as an EMT on the road. Dennis is the Owner of Park Centre Properties, a local Real Estate Management firm. He is also Chairman of the Town of Brighton Zoning Board, and formerly Vice-President of Marine Midland Bank USA.



Mike Murphy
Vice President

Michael Murphy has been Vice President Operations/EMT for 41 years. Member at BVA since May 2001. Positions held at BVA include former Director of Operations, Captain, and BOD member since 2005. Degree is a BS in Health Care Administration. Prior Chief Hospital Corpsman in the US Navy and currently the DBA and a System's Administrator at Radnet Inc.



Jeff Gutenberg
Treasurer

Jeffrey S. Gutenberg, PhD, was a professor at SUNY Geneseo for 40 years, where he taught courses in marketing and strategic management. He also owned a Rochester-based marketing research company that served many of Rochester's most prominent businesses and not-for-profit organizations. He joined the Board in 2019 as the first "community" (non-EMT) member, and has served as treasurer and head of the marketing committee.



Tim Hutchings
Secretary

Timothy Hutchings, NR-P, has been a first responder for just over 20 years, beginning his service as a volunteer with the Hilton Fire Department before joining Brighton Volunteer Ambulance in 2012. Throughout his time with BVA he has held a variety of positions. Timothy has been dedicated to the mental health and wellness of first responders and is heavily involved in the development and education of future EMTs and Paramedics through Monroe Community College.



Michael E. Pollock
Board Member

Michael E. Pollock, EMT (Ret.), joined BVA in 1987 as a volunteer holding various operations staff, administrative, and Board positions. Michael has been credited for saving two lives off-duty and received the American Red Cross Certificate of Merit signed by a U.S. president. In addition, he has been recognized for his multi-faceted community service receiving an NYS Senate Commendation, a Monroe County Legislature Recognition, and Rochester Business Journal – Health Care Heroes – Lifetime Achievement Award.



Dan McCue
Ex Officio Member
Board Adviser

Daniel L. McCue, PhD, EMT-B, is an entrepreneur and former VP of Information Technology at Xerox. Dan served as a volunteer EMT at BVA from 2007 to 2020. During that time, he responded to hundreds of emergency calls, taught CPR, ran a community blood pressure clinic, participated in multiple Board committees, and served as President of the Board of Directors. Since retiring from road service, Dan continues to serve as a consultant to the Board.



Julieray Romano
Ex Officio Member
Business Manager

Julieray Romano has had a career in accounting and office management spanning 36 years. She has brought her vast expertise from previously working in the not-for-profit world, as well as profit companies. She has been the Business Manager at Brighton Volunteer Ambulance since 2018. Additionally, she co-owns a successful internet retail operation, distributing custom made products nationwide.



Jevon Tomaschko
Ex Officio Member
Chief of Operations

Jevon M.K. Tomaschko began his EMS career working for both American Medical Response (formerly Rural Metro) and Monroe Ambulance. Eventually, Jevon was selected as one of the first Paramedics to be employed by Perinton Ambulance, and was appointed Health and Safety Officer. Jevon joined Brighton Ambulance in June of 2018. Shortly after, Jevon was promoted to Captain, and eventually, in 2021 Chief of Operations.

To Our Residents:

The year 2022 was challenging for Brighton Volunteer Ambulance.

During the previous three years, our call volume fluctuated widely because of the effects of COVID-19. With Doctor's offices closed, surgical procedures cancelled and more people working from home, there was less traffic was on the road and fewer calls for service. During early 2022, as life began to return to "normal," BVA call volume began to return to Pre-COVID levels as well.

But COVID wasn't done with us. Additional expenses for COVID-related supplies, protective equipment, and pandemic-related cost increases in medical supplies, fuel, and labor presented challenges for us in managing our zero-based budget of over \$3,000,000. Resources and effort were also required to support our providers' emotional and mental health in this highly stressful environment.

Despite these obstacles, Brighton Volunteer Ambulance completed its mission of providing the highest level of emergency medical services to the Brighton Community.

In 2022, BVA adopted the slogan "Reliable. Professional. Always Ready." But to put that slogan into action, we need the support of the community we serve. With more than 8,000 requests for service—as well as high demand for community-based CPR and first aid classes, and Loan Closet items like walkers, wheelchairs, and canes—we respectfully ask you to consider supporting Brighton Volunteer Ambulance like your life depends on it.

Because, someday, it just might.

Dennis Mietz

Dennis Mietz
President

Adjusting to COVID, and its aftermath, has been difficult.

Staffing shortages combined with a surge of patients who had delayed routine care for chronic conditions has created a perfect storm. Too many patients with too few providers is a situation that no one wants to face. So we asked ourselves: How can we provide appropriate care when there are so many in need, and so few of us? The answer was adapting and innovating. We had to change our approach.

We invested in state-of-the-art cardiac monitors, capable of checking vital signs and cardiac rhythms, performing ultrasound scans, and teleconferencing with an emergency or primary care physician. We also invested in our training department, enhancing our staff's knowledge base with immersive simulation training sessions and rigorous online training modules.

As neighboring districts began to lean more heavily on us for assistance, we realized that to be "Always Ready" for the Brighton community, we would have to become more selective about what calls for assistance we would respond to in neighboring districts. This allows us to help our neighbors as much as possible—and when it matters most—while ensuring, to the best of our ability, that there would be a Brighton Ambulance in Brighton, at the ready, to answer calls for help within the community.

Being a first responder has many challenges. Some encounters are truly a blessing, and the people we helped that day will leave us with fond memories and sometimes even a few laughs.

Others can change you forever, leaving a scar, ever present in our hearts and minds, never letting us forget those whom we couldn't save; always driving us to do better, try harder, give just a little bit more, so that next time, we might be able to change things for the better. No matter the call, it makes the duties of being a first responder just a little bit easier, when you work in, and for, a community that is as committed, empathetic, and compassionate, as Brighton.

Jevon Tomaschko

Jevon Tomaschko
Ex Officio Member
Chief of Operations

Reliable. Professional. Always Ready.



Photo: Tim Toal/TJT Photography

Twenty years ago, Paul Fredericks was driving from Rochester to Palmyra on his way to work when a deer jumped in front of his car as he crested a hill. Neither Paul nor his car were damaged. However, the very next morning, at the same spot, a deer again galloped across the road, but this time a motorcyclist was coming the other way and ran directly into the side of the deer.

Photo: Michael E. Pollock



EMT Paul Fredericks

As the rider lay injured by the side of the road, Paul felt frustrated, wanting to help but not knowing what to do. Soon an ambulance arrived and started treating the fallen rider.

That marked a significant point in his life, as he decided to learn how to handle such emergency situations. "I wasn't really sure how to help him. So at that point, I decided I thought I would learn more and figure out what I could do."

Reliable.

In the next days he started exploring what he could do to know how to react if a similar situation should occur. Soon that brought him to Brighton Volunteer Ambulance (BVA), where he learned about volunteer

BVA has 23 EMTs—7 of them volunteers—and 15 paramedics, one of whom is a volunteer.



Photo: Tim Toal/TJT Photography



opportunities in emergency medical services. Paul decided he wanted to become an Emergency Medical Technician (EMT), which requires months of classroom instruction followed by several months of in-the-field training. His training was sponsored by BVA, and he became a state certified EMT in 2003. Paul joined a squad that today includes roughly 38 other emergency medical professionals, seven of whom are volunteers.

Since then, with the exception of a few years away from EMS, working in teams of two with other volunteers and paid EMTs and Paramedics, Paul has consistently committed to volunteering one shift per week.

Paul has spent thousands of hours providing emergency services to more than 10,000 patients, treating minor injuries or dealing with life-threatening situations. All the while, he's engaged in the persistent requirements for learning new technologies and service standards and dealing with an increasingly older population. And in addition, he has trained others as a certified CPR instructor. Paul's patients were among the thousands treated each year by BVA. BVA makes more than 8,000 runs per year at an average of 58 minutes per run total an impressive level of service to the Brighton community.

Professional.

To make himself even more prepared, Paul has begun training to become a Paramedic, which requires an additional eighteen months of education and training including classroom instruction followed by several months of in-the-field training. As a paramedic, Paul will be trained to start intravenous lines, provide advanced airway management, and interpret EKG results. Along with the many other paramedics at BVA, he will be even more ready to help, proving yet again that the terms "volunteer" and "professional" are not mutually exclusive. Paul's service at BVA has

been extremely rewarding: "I really enjoy helping out older folks when they're in need. There's something about helping somebody off the ground, making them comfortable, seeing that smile."

But there are also other rewards: "I enjoy the relationships. I enjoy meeting people. there's something really rewarding there. And there are the relationships that you develop with your coworkers, your crew mates. There's that feeling of belonging to something that's critically important. I think that's really the crux of it. There's an innate kind of underlying service aspect, but then there's the things I get from the relationships and feeling like I'm being an active, valued, contributing member to my community. Crew members learn from each other and hold high expectations for one another in the delivery of service."

In both his vocational and avocational life, Paul's interest in serving others and his community is crystal clear.

Paul is employed by Heritage Christian Services, currently as Associate Director of COVID Employee Support, Incident Review Chairperson. Paul has worked for Heritage since before graduating from SUNY Brockport with a Bachelor of Science degree in Healthcare Administration in 2000.

When asked what he would tell a potential volunteer, he responds: "I would share with them that it's a great experience. You get to help people at the most basic level. You get to meet lots of different people from all walks of life. And you get to see and experience incredibly fascinating, and sometimes scary, things."

Always Ready.

At the CharBroil, a popular diner on Monroe Avenue in Brighton, co owner Mike Tette learned first hand why BVA's slogan includes the words "Always Ready."

For seventy-two year old Marty O'Neill, July 24, 2019 began as every

other Summer morning in Brighton begins, with a trip to The Charbroil restaurant to meet up with his friends to drink coffee, eat breakfast and catch up on the latest news.

Marty felt a bit sluggish that July morning as he arrived at breakfast about 45 minutes later than usual. A BVA EMT, another regular attendee of the Charbroil breakfast bunch, was exiting the restaurant as Marty entered. The EMT called after him, "Where have you been? You're late!" Marty said that he figured he would sleep in a bit because he was feeling a bit tired. Then the two went their separate ways—the EMT to his car to exit, and Marty inside to eat.

Except, Marty didn't make it inside. He opened the door to Charbroil and collapsed right in the vestibule. The Charbroil staff called 911, then called the EMT on his cellphone and asked him to return immediately, even before he left the parking lot. Upon his return, the EMT saw immediately that his friend had collapsed from a

massive heart attack. Another regular customer, Dr. Morris Wortman, and restaurant manager, Michael Tette, had already begun CPR.

While Marty did require CPR, he also needed more advanced equipment to monitor his condition, and immediate advanced life services care, including drug therapy to return a heart rhythm. Three crucial interventions occurred that restored Marty's heart rhythm that July morning:

- Immediate administration of CPR by trained community members;
- Brighton Fire Department's quick arrival on the scene with an Automatic Electronic Defibrillator, to shock his heart; and
- Brighton Volunteer Ambulance's two (2) crews arrived quickly to administer emergency advanced life services, including drug therapy.

Without all three interventions, Marty may not have survived.

Thirty years ago, Marty watched his own father die of a massive heart attack. At the time of this July incident, Marty was under the care of a cardiologist and was in good health, with no signs or symptoms prior to his attack.

"I am so appreciative of the care I received from my friends at BVA. I know that my wife is appreciative, too," Marty says. He goes on to say, "I am happy to have the opportunity to move forward with my life." We all want to lead as healthy life as possible, without the necessity of medical intervention, but, it is nice to know that BVA is there when a community member needs help. Your donations continue to make this effort possible.

As a result of this incident, The Charbroil Restaurant, located in Brighton, bought their own AED, doing their part to protect Brighton community members and staff. BVA has trained Charbroil employees on proper AED use, and support them on an ongoing basis—which is another way BVA is "Always Ready" to serve our community.



Photos on this spread: Tim Toal/TJT Photography

BVA EMTs arrive on the scene in under 8 minutes most of the time—even quicker in life-threatening situations. They come prepared to stabilize patients so they can be moved to area hospitals. While there are many routine calls, there are many that are literally matters of life-and-death.



Performance Metrics.



8,713

Annual Call Volume

2021 7,267
 2020 6,528
 2019 6,000
 2018 5,702

BVA has experienced steady growth in call volume over the last few years, which has been challenging in light of difficulties filling open positions on our staff.



7:28

Response Time (in Minutes and Seconds)

2021 7:32
 2020 7:14
 2019 7:10
 2018 6:37

BVA's response times are well within national standards for ambulance response and beat national standards in most categories.



1,085

Mutual Aid Calls Declined

2021 185
 2020 29
 2019 58
 2018 41

In an effort to ensure that a BVA ambulance is available for Brighton calls for service, BVA instated a resource preservation policy, drafted to triage less serious calls, while ensuring we can help our neighbors when their need is great. As a result of this policy, BVA was available to respond to 531 calls within the Town of Brighton, that otherwise would have been assigned to Mutual Aid.

Financials.

September 2021 - August 2022

Income

Donations/Fund Drive	\$363,010
Fee for Service Income	2,642,091
Training Income	6,696
Other Income	-44,032

Gross Profit **\$2,967,766**

Expenses

Communications	\$2,327
1551 Winton Rd. South	96,623
Brookside Facility	11,514
Vehicle Expense	81,321
Medical Expenses	126,503
Membership Benefits	38,612
Corporate Initiatives	2,210
Payroll Expense	1,705,280
Public Relations	6,059
Fund Drive	20,941
Health & Safety	7,176
Training	24,522
General & Administrative	343,863
Depreciation	156,441

Total Expenses **\$2,623,391**

Net Operating Income **\$344,375**

Amortization Expense	950
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Net Other Income **-\$950**

Net Income **\$343,425***

* Audited net income is elevated due to 2020's PPP Loan Forgiveness in the amount of \$281,508, which is included in the donation line. Without it, net income would be \$61,917.

In The Community.



Photo: Michael E. Pollock

As an integral part of the Brighton community, BVA does much more than respond to 911 calls. Our service extends to a wide variety of community involvement, including among others:

- Stand-by attendance at community events such as the Brighton Farmers' Market, Fourth of July celebration, high school sporting events, and many others
- Training for Brighton residents (as well as the EMS community) in CPR/AED and First Aid
- Ambulance tours to neighborhood associations
- Annual open house with participation from local fire, police, and other emergency services
- Participation in Brighton Central School's "Festival of Ideas" (see photo)
- "Loan Closet," which provides free use of crutches, wheelchairs, etc. to Brighton residents



BRIGHTON VOLUNTEER AMBULANCE

1551 S. Winton Road
Rochester, NY 14618

RETURN SERVICE REQUESTED

