



# MEDEX Celebrates 30 Years

## Celebrating 30 Years of Dedicated Service

In 1977, Elvis Presley died, insulin was first created in a science laboratory, a gallon of gas cost \$0.67, and cellular phones, the internet, and compact discs were in the early stages of development.

While such events were shaping the world, a company that would affect millions of travelers was being formed. The founders of this company sparked a dedication for helping international travelers that has burned steadily for thirty years. Such commitment to serving

The success of MEDEX rests largely upon the dedication, devotion and determination of our employees.

-Linda McGee, President  
MEDEX Insurance Services

both organizations and the people within them became a hallmark of MEDEX's service.

Jack Shettle, CEO from 1986 to 1995, saw the company grow from a small company relying on word-of-mouth exposure to one of the most prominent assistance companies in the world. A significant portion of this growth is attributed to MEDEX's customer service breeding customer loyalty. "The industry knows the quality of our service and we continue to grow in size and reputation," Shettle says today. Still active in the company, Shettle's determination and dedication to service helped shape MEDEX.

## The Evolving Emergency Response Center

The process for delivering such quality service has changed dramatically throughout the years. "The biggest change in the Emergency Response Center is the technology we have available," says Erin Martin, the most tenured person in the ERC. Before today's sophisticated technology was available, every MEDEX case was maintained by hand, leaving Assistance Coordinators to rely on handwritten notes, thick notebooks, and colored tabs. As new technology became available, MEDEX embraced it. "The technological updates Emergency Response Center has experienced over the years are impressive," Erin says with pride. "Today, each coordinator uses dual computer monitors to allow them to see the details of a case, the customized client case instructions, location-specific intelligence and other information that could influence the ability of getting appropriate care for a traveler."

Arranging international emergency medical evacuations can be a complex process. MEDEX assistance coordinators work with travelers every day to coordinate treating physicians, hospitals, ground ambulance providers, air ambulance companies, insurance companies, employers, and most importantly, the patient. In the early years of MEDEX Assistance, such computerized telephone technology was not available. Today, tens of thousands of phone calls and faxes are managed and distributed through a complex telephone routing system.



MEDEX Senior Leadership Team (from left to right): **Josianne Pennington**, Chief Marketing Officer; **Eddie Jenkins**, Information Technology Manager; **Ron Varlotta**, Chief Financial Officer; **Bruce Kirby**, Chief Executive Officer; **Linda McGee**, President of MEDEX Insurance Services and Vice President of Sales; **Dr. Walter B. Koppel**, Medical Director; **Thomas Hudson**, General Counsel; **David Mair**, Director of Client Relations; Not Pictured: **Rob Currie**, Chief of Operations; **William Irwin**, Security Director

## More Organizations Discover MEDEX

Originally, MEDEX Assistance's primary client base was initially vacationers from Canada. Now, MEDEX clients include corporations, non-profit organizations, scholastic institutions, insurance companies, government agencies, and individual travelers. Deneen Detorie, who has been with MEDEX for 20 years, says, "It's interesting to note how the MEDEX client base has changed with significant dates in history. When the Berlin Wall came down and a new market for global business opened in Eastern Europe, MEDEX gained many new corporate clients. The North American Free Trade Agreement also opened up a wealth of corporate opportunities for us. In more recent years, we are experiencing a surge in organizations sending travelers to the Middle East and Asia and economic and philanthropic opportunities open up there."

The strength of the personal and professional relationships formed between MEDEX and our clients is a testament to our high commitment to service.

-Chris Steber  
Project Manager



## The Rewards of MEDEX

Most people are amazed at the types of cases that MEDEX Assistance has managed over the years. When a student researcher in a remote region of Papua New Guinea needed to be evacuated, the rescue helicopter was unable to land because of the jungle density. Local villagers chopped down enough trees and brush with machetes to create a clearing, allowing the helicopter to land and the patient to be safely evacuated for care.

"The most rewarding part of working for MEDEX Assistance," says Erin Martin, "is feeling good about the work that we do. It is fulfilling and truly makes a difference in someone's life - sometimes at the most meaningful times." She tells of a case where a man was in a horrible accident and unfortunately, nothing could be done to save his life. The MEDEX Assistance team arranged for him to be flown home, where he was able to spend his last hours in the presence of family and friends. "It's cases like that which make it so rewarding to work here," Martin says.

Diana Winslow, Senior Client Relations Manager, tells of a time when a woman approached her at a tradeshow. "She came up and thanked me for saving her child's life. I know that I could never make such a difference in a person's life in another job, and I can't imagine working anywhere but here," says Winslow.

While **Pascaline Wolfmann**, Resource Development Director, and **Jacqueline Connor**, Client Relations Manager, (top) discuss the quality of medical care available for a client located in central Asia, **Phillip Hirschfelder**, Emergency Response Center Assistance Coordinator, (right) arranges an emergency medical evacuation for a patient with a lung infection in Kenya.



**MEDEX Mission Statement:**  
**MEDEX is uniquely prepared to provide peace of mind anytime, anywhere for travelers and those who care about them.**  
***The customer is our #1 priority.***