McCORMICK AMBULANCE

MEMO #: 20-05

DATE: December 8, 2020

TO: All Employees

FROM: Management

SUBJECT: **Communication of New Information**

EFFECTIVE: Immediately

Thank you to all that provided feedback by completing and submitted the survey regarding communications of information for the Company. Your feedback is important and based on the information received, we will be making the following changes.

EMAIL:
We will continue to utilize the Mailchimp service for mass email communication to employees. However, we will make the following changes:

- Only 1 email will be sent out each day.
- The timeframe for the email to be sent out will be between 1330 and 1430 each day.
- The email message will contain pertinent information but will direct employees to read/obtain additional information at each of the station's bulletin boards.
- The issue with the emails being marked as spam or junk is outside of our control. At the bottom of each email is a link to add the sender to your address book. Once this is clicked, it should help in not marking the emails as spam or junk.
- Lastly, the name of the email sender will always be "Info" and the sending address will always be info@mccormickambulance.com This was done to help unify the email information so that it can be prevented from being marked as spam or junk.

McCORMICK EMPLOYEE ZONE APP:
The app will continue to be used and updated with important information and links.

QR CODE UPDATE:
We will continue to use the QR update page to provide information and updates, but the information will direct employees to review/obtain additional information from each station's bulletin board.

TEXT MESSAGING:
We will be utilizing a new text message system for those that want to be notified of important Company information. The text message will simply contain information directing employees to review/obtain the information at each station's bulletin board. For example, "A new memo regarding helicopter fly-outs has been posted at the stations. Please review for additional information."

General Info Updates via Text:

If you would like to receive a text message to your phone with brief information in the future, please text the word "**enroll**" to 833-632-0539. *You are not required to enroll or participate in this messaging platform. You may also unsubscribe at any time by texting the word **Stop** to the same number listed above.*

Emergency Info via Text:

If you would like to receive text messages regarding emergency information pertaining to the Company and operations, text the word "**911info**" to the 833-632-0539. *Again, you are not required to enroll or participate in this messaging platform. You may also unsubscribe at any time by texting the word **Stop** to the same number listed above.*

Overtime / Scheduling Info via Text:

If you would like to receive text messages regarding overtime shifts and/or immediate scheduling needs, text the word "**deployment**" to the 833-632-0539. *Again, you are not required to enroll or participate in this messaging platform. You may also unsubscribe at any time by texting the word **Stop** to the same number listed above.*

FAQ's:

Q: Why can't we just use ePro again?
A: Unfortunately, we are not able to utilize that system and it does not appear that it will be an option in the future.

Q: Why can't you make it so that the emails do not get marked as spam or junk?
A: The marking of emails is based on the user or recipient end and cannot be controlled through Mailchimp or any other mass email platform.

Q: Why can't you send emails directly to employees and not use a mass email platform?
A: It takes approximately 60 to 180 minutes to send out a mass email message without using a mass email platform. We have tried to make it work but it simply does not function in usable timeframe.

Q: How can I sign-up to receive the emails from the Mailchimp system?
A: Simply use this link, https://mailchi.mp/mccormickambulance/signup complete the form, and submit.

Q: My station does not have a bulletin board, what will we do?
A: A bulletin board will be provided, and the Crew Chiefs and Field Supervisors will be responsible for updating and maintaining it.

Q: Why are there so many different options for information to be sent out to employees?
A: We are trying to ensure that all employees have easy access to important information by utilizing any means available. (Except ePro-see above)

Q: What is my responsibility as an employee to read or obtain any new information that is distributed?
A: As an employee you are responsible for reviewing the bulletin board at your station each shift you work. You do not need to have email, text messaging, the app, and/or internet access in order to view the QR Code Updates. You simply need to read the information at the start of each shift that has been posted.

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