

ANNUAL IMPACT REPORT

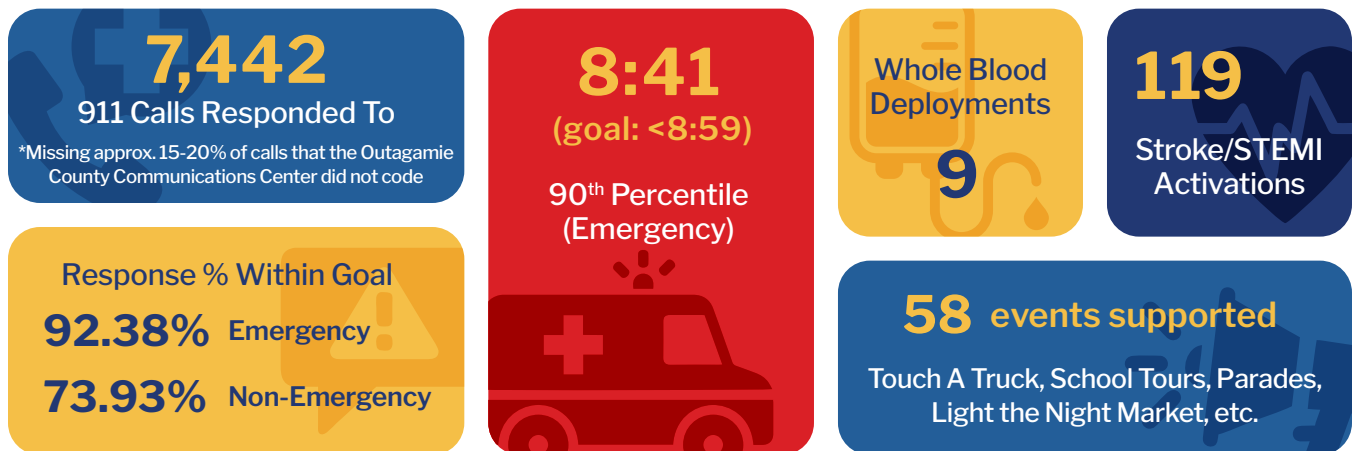
City of Appleton | October 2024 - September 2025



YOUR COMMUNITY. OUR COMMITMENT.

Since 1991, Gold Cross has delivered the highest level of emergency medical care to communities across the region. We operate with full transparency, using data-driven decisions to optimize response times, maintain high clinical standards, and ensure cost efficiency for taxpayers. We value our partnership and are pleased to share the following annual report for your municipality. As part of our commitment to transparency, we will share similar reports on a quarterly basis.

AT-A-GLANCE METRICS



HIGHLIGHTS & IMPROVEMENTS

TRAINING AND EDUCATION EFFORTS

- + GCA & AFD continue to collaborate on:
 - County-wide RTF Training
 - City of Appleton EOC Training
- + Whole Blood Education for AFD staff during roll-out period in Q4 2024
- + Quarterly invites to ThedaCare Trauma Education
- + DC Homman ride-along education for paramedic engine transition
- + Future work with the State of Wisconsin Department of Health Services Approved Training Center certification
- + Graduated 7 paramedics and 5 EMTs from FVTC and Lake Country Cadet Programs. 7 more paramedics on track for 2026 graduation.

COMMUNICATIONS IMPROVEMENTS

- + Gold Cross has transitioned to dual-banded Kenwood radios, which allow for consistent monitoring of AFD Main radio channels
- + Gold Cross and AFD Joint Paramedic Engine Survey
- + Monthly Response Time and Quality Assurance Data Exchange
- + Strategic Plan participation and collaboration with AFD and COA leadership
- + Leadership KPI includes Radio Contact w/ AFD

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HIGHLIGHTS & IMPROVEMENTS CONT.

SERVICE EXPANSION

- + Medic 1 expanded coverage
 - 2024: 8 hours, 5 days a week
 - 2025: 12 hours, 7 days a week
- + Medic 4 expanded coverage
 - 2024: 12 hours, 7 days a week
 - 2025: 24 hours, 7 days a week

ADDITIONAL IMPROVEMENTS AND COLLABORATIONS

- + Oxygen tank transition to improve safety and consistency for AFD
- + Joint celebration and recognition of positive patient outcomes
- + Collaboration With Local Medical Directors
 - Monthly meetings/communication between Dr. Rose and Dr. Bope are ongoing
 - GCA and AFD medical directors collaborating on creating ALS protocols for AFD for more universal alignment of protocols in the future.
 - Developed the standard of care for patient care transitions when AFD goes to the ALS engine model.



AWARD

2025 American Heart Association Gold Award for Cardiac and Stroke Care

We're proud to be nationally recognized by the American Heart Association with a Mission Lifeline EMS Gold Award—the highest level possible—for our commitment to high-quality heart attack and stroke care.

Gold Cross is one of just five EMS services in Wisconsin to earn a spot on the Target: Heart Attack Honor Roll, reflecting our team's continued excellence in cardiac emergency response.



LOOKING AHEAD

The collaborative partnership between Gold Cross Ambulance, the City of Appleton, and the Appleton Fire Department continues to deliver measurable progress, operational enhancements, and improved patient outcomes. Throughout the past 20 months, we have strengthened our communication, expanded service capabilities, and aligned clinical protocols—all of which contribute to a more integrated and responsive emergency medical system. As the Appleton Fire Department transitions to a paramedic engine model, we remain committed to providing exceptional service, continuous training, and mutual support. Together, we are building a unified approach to public safety and emergency healthcare that benefits the entire community. The future of this partnership is promising, and we are proud of the shared achievements to date.