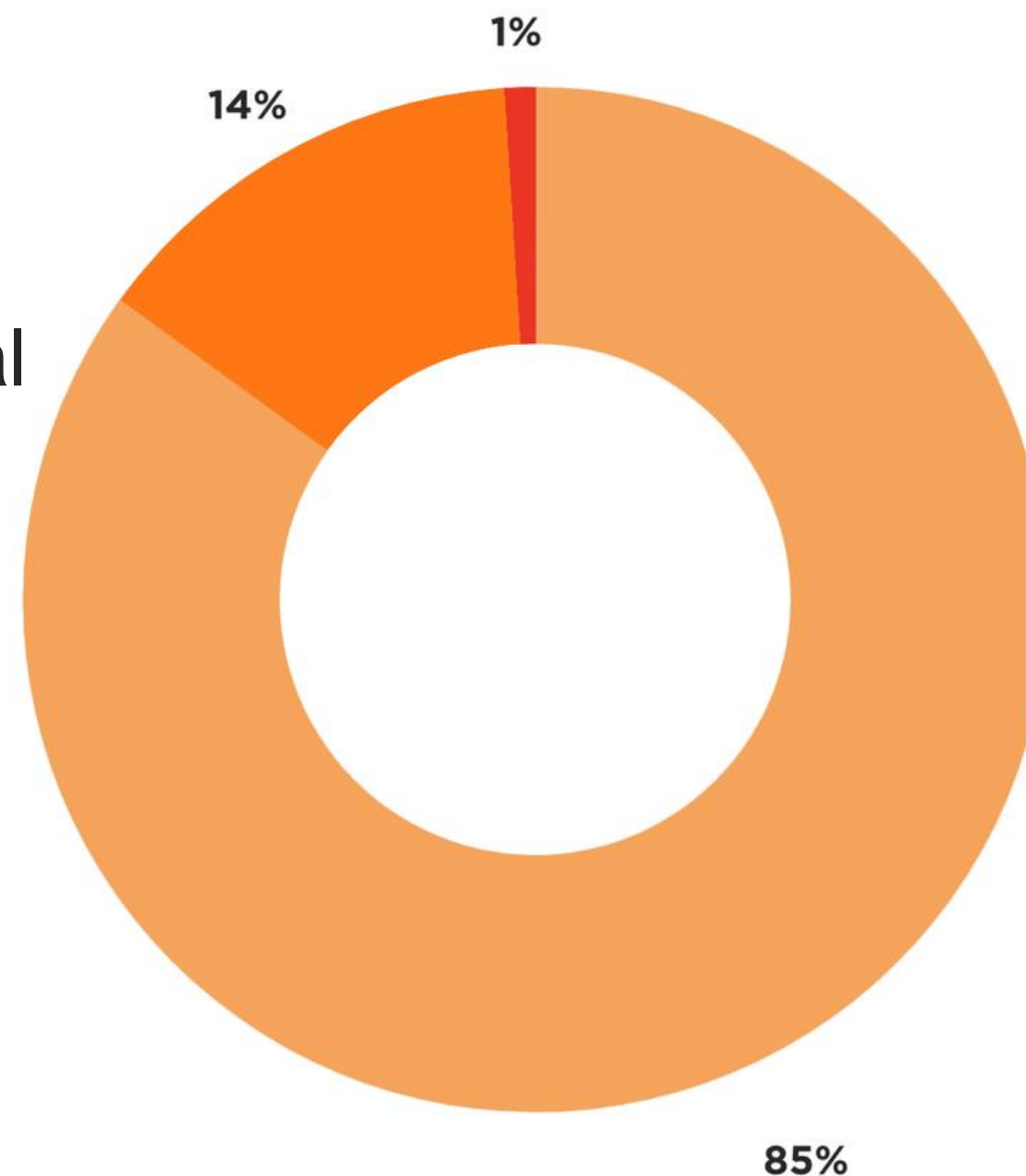


EMSA ANNUAL BUDGET FY24

- No money from Tulsa's General Fund
- Primarily funded by commercial insurance & federal reimbursement programs
- Lowest-cost provider in OK – Oklahoma Healthcare Authority



- **NET PATIENT REVENUE**

Commercial Payors, Medicare/Medicaid, Self-Pay

- **NON-CAPITAL SUBSIDIES**

- Beneficiary & Non-Beneficiary City Subsidies
- EMSAcare Subscription Revenue through City of Tulsa (6%) and City of Oklahoma City (6%) Utilities - Non-Beneficiary Revenue (2%)

- **OTHER REVENUE**

Special Events, Interest, Etc.

How an EMSAcare Membership Works



After an emergency ambulance transport (a transport ending at a hospital ER), a claim will be submitted to the patient's insurance provider. EMSA may contact the patient to obtain specific coverage details.



After the patient's insurance provider processes the claim, any cost share (deductible, co-insurance, and co-pays) are covered through an EMSAcare membership.



If insurance denies the claim, patients are still covered for all out-of-pocket costs through their EMSAcare membership. EMSAcare *ONLY* covers EMS transport expenses.



EMSAcare members receive a 40% discount on non-emergency transports (ambulance transports that do NOT end at a hospital ER).

EMSAcare Value & Benefits

- Tulsans have saved \$55M in last five years.
- More than 70% of Tulsa single family homes are enrolled.
- 2023 Tagline: Medical emergencies shouldn't be financial emergencies.

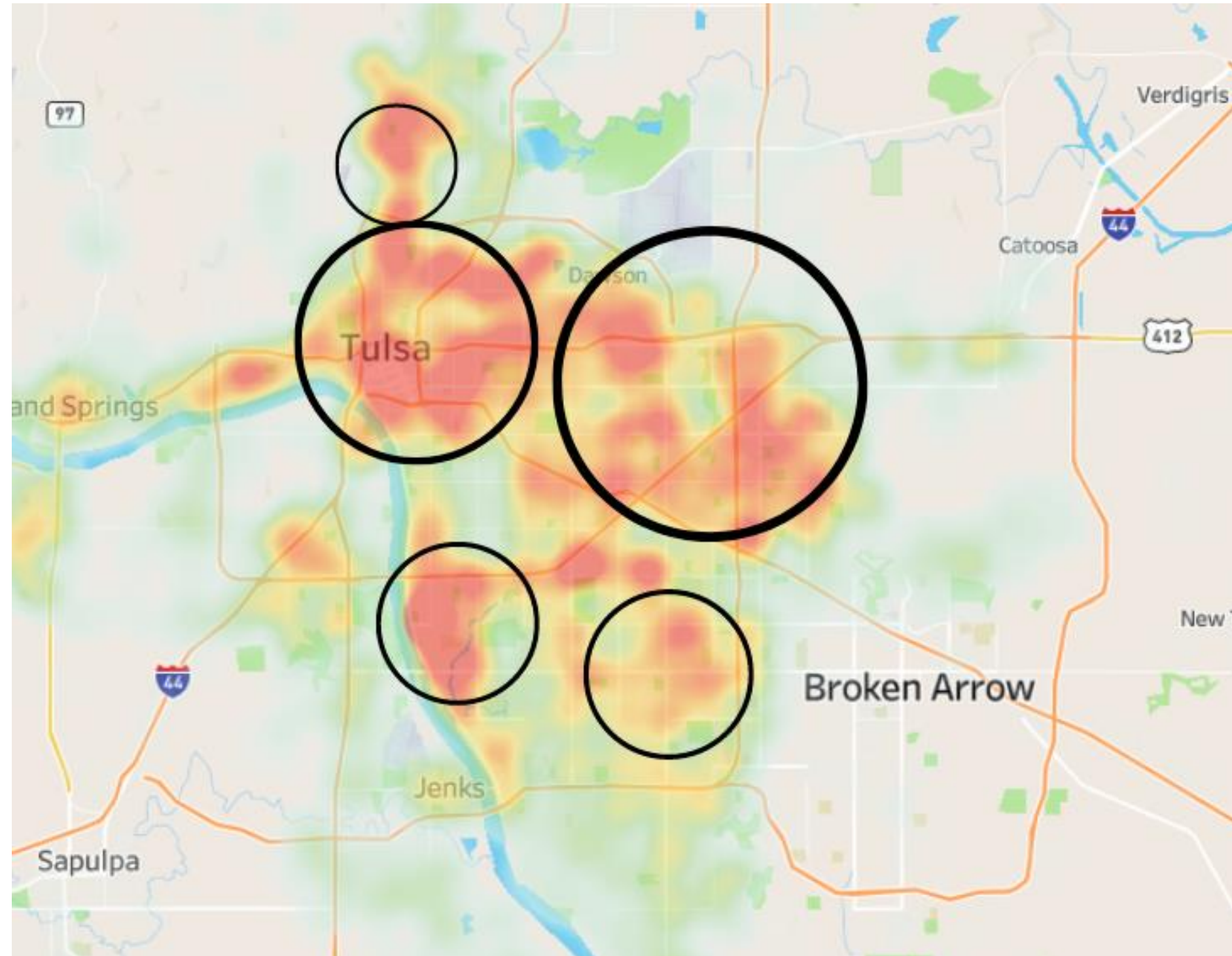
City of Tulsa 2023 EMSAcare Campaign

- Targeted outreach – High Response/Transport Volume and high percentage of opt-outs
- Multichannel Messaging
 - Social Media (English & Spanish) and banner ads
 - Digital Billboards
 - Direct Mail
 - July and August COT Water Bill Insert Articles – All Account holders

YTD Transports/Target Areas

Social Media Visibility Strategy

- Target zip codes with low enrollment coupled with high transport volume
- Focus on residents who would benefit from an EMSAcare membership



Social Campaign Stats

8/1/23 - 8/7/23

- 38,725 impressions receiving 1,360 clicks for a click thru ratio of 3.51% with a budget utilization of \$323.67.
- The highest performing ad in terms of impressions and click thru ratio is the video with 26,933 impressions and 1,088 clicks for a click thru ratio of 4.04%.

EMSA OKLAHOMA
Published by Harrison Flowers · July 27 at 2:22 PM ·

Don't let a medical emergency become a financial emergency. Join EMSAcare for \$5.45 a month and pay nothing if we transport you to the E.R.

JOIN EMSA care
for only
\$5.45/mo
\$0 out-of-pocket expenses

EMSAONLINE.COM
Join EMSAcare [Learn more](#)

23 7 3

EMSAcare Social/Billboards

