



Tulsa City Council
August 7th, 2024

EMSA EASTERN DIVISION FY25 REVENUE SOURCES

- **86% NET PATIENT REVENUE**

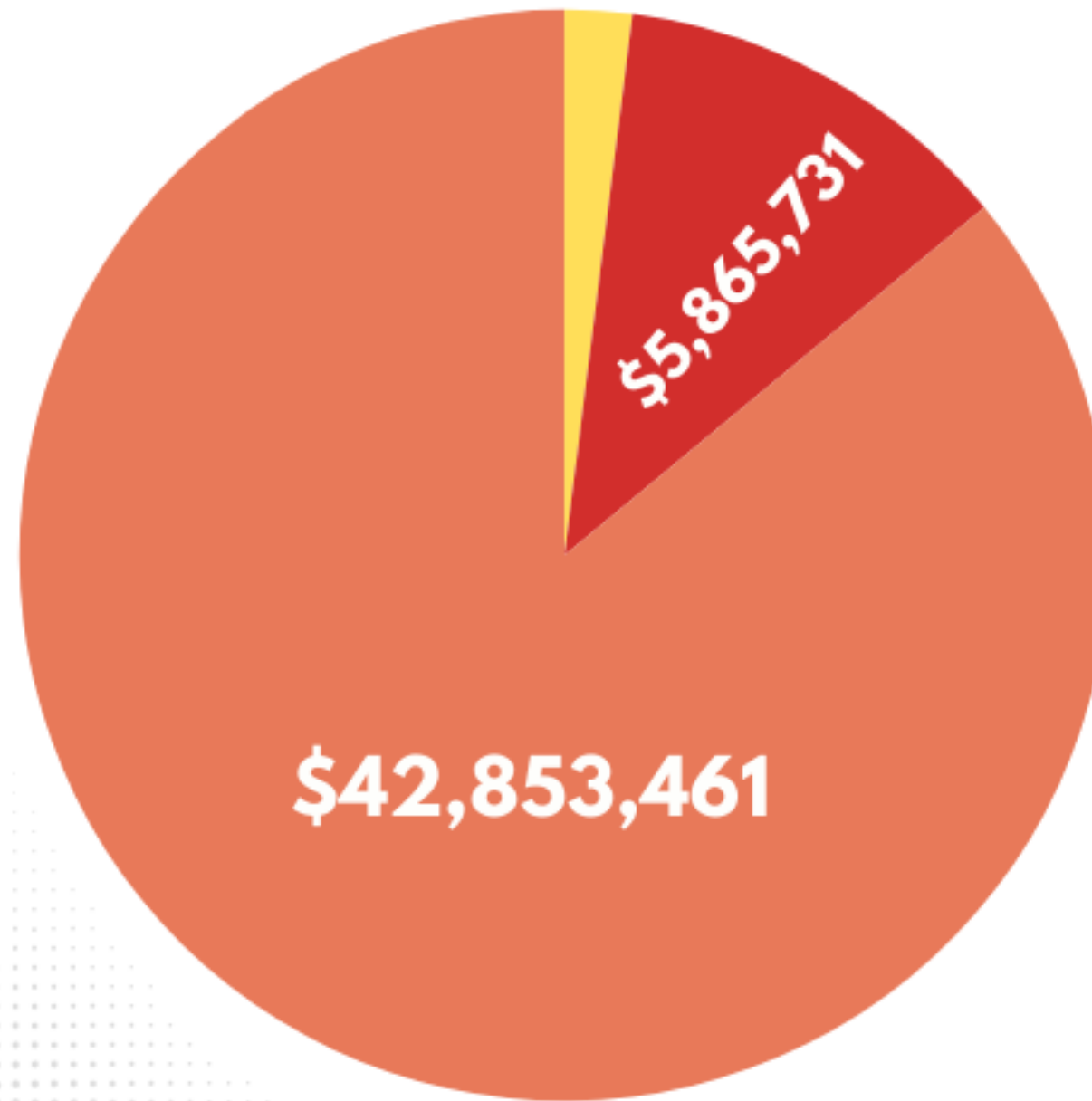
Commercial Payors,
Medicare/Medicaid, Self-Pay

- **12% EMSACARE FUND DISTRIBUTION**

- Beneficiary & Non-Beneficiary City Subsidies
- EMSAcare Subscription Revenue through City of Tulsa (11%) - Non-Beneficiary Revenue (1%)

- **2% OTHER REVENUE**

- Special Events, Interest, Etc.



- No money from Tulsa's General Fund
- Primarily funded by commercial insurance & federal reimbursement programs



City of Tulsa Distribution Trend

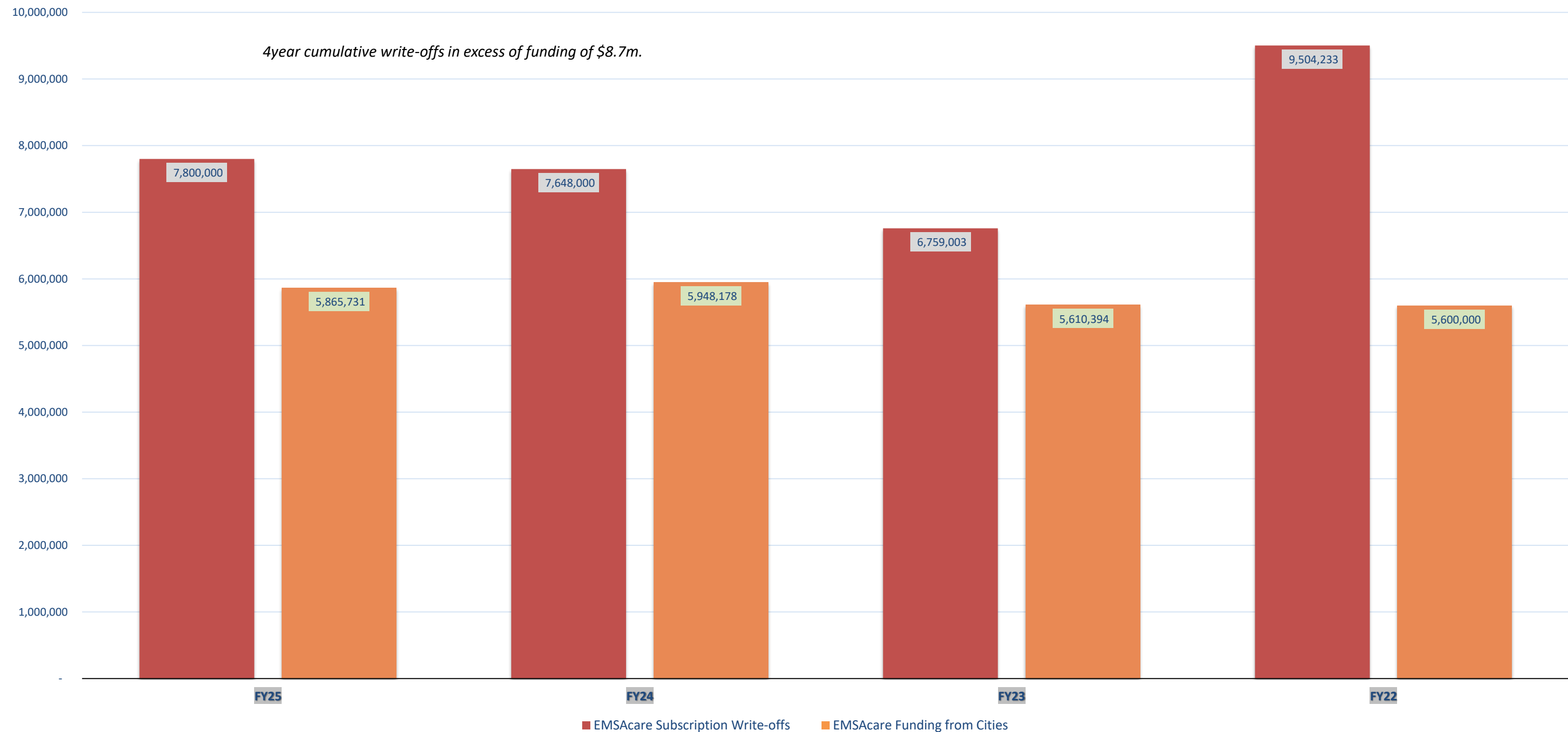
	Budget FY2025	FY2024	FY2023	FY2022	FY2021
City of Tulsa	\$5,280,000	\$5,040,000	\$4,800,000	\$4,800,000	\$4,700,000

- *EMSA's Compound Annual Growth Rate is 10.52%. Cumulative EMSAcare funding growth is 3.0%.*



Funding Projections and Comparison

East EMSAcare Funding



EMSAcare Value & Benefits

- Eastern Division households have saved \$55M last five years.
- More than 70% of single-family homes in Tulsa are enrolled.

2024 EMSAcare Tagline

*Medical emergencies
shouldn't be financial
emergencies.*

City of Tulsa 2024 EMSAcare Campaign

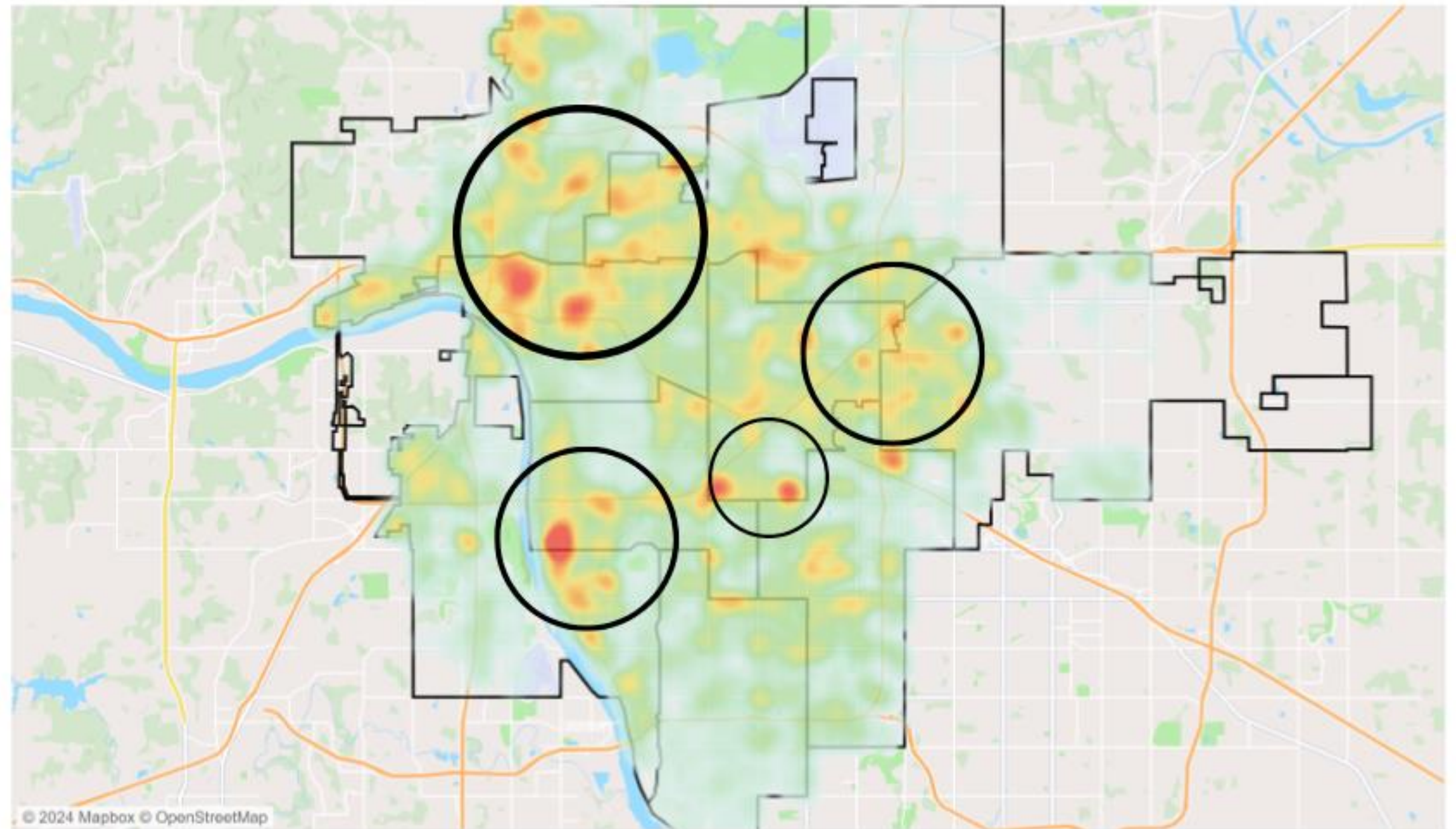
- Goal – Reach Tulsans in areas with high EMSA Response/Transport Volume and high percentage of EMSAcare opt-outs
- Multichannel Messaging
 - Social Media (English & Spanish) and digital ads
 - **Animated Digital Ads (Social, Pre-roll, and Mid-roll) – *NEW!***
 - Digital Billboards
 - July and August COT Water Bill Insert Articles – All Account holders
- Lean into directing people to Tulsa Utilities web portal on digital ads

2023 Transport Map & 2024 Marketing Target Areas

Social Media Visibility Strategy

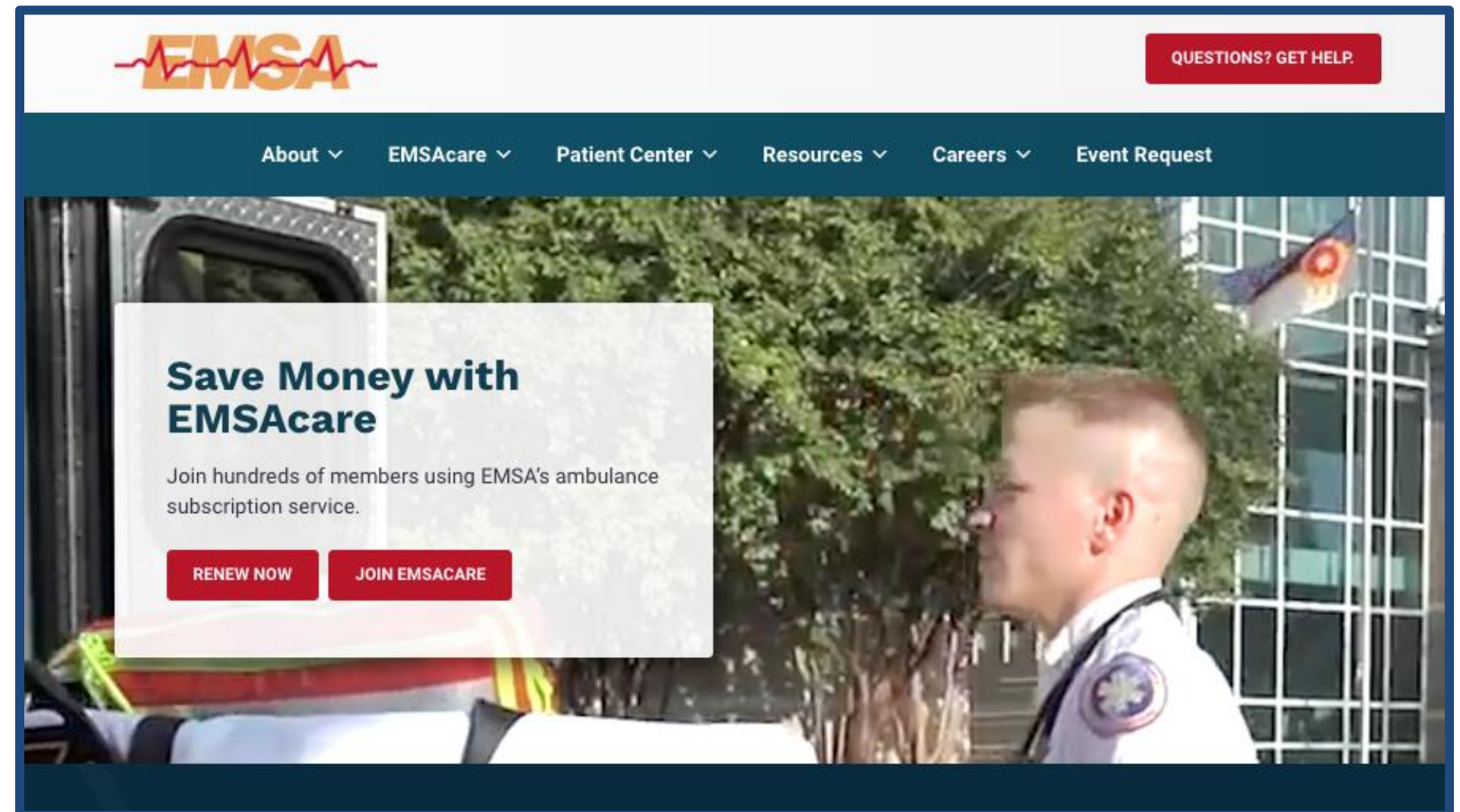
- Target zip codes with low enrollment coupled with high transport volume
- Focus on residents who would benefit from an EMSAcare membership
- MFH Residents
- 40 yo+ Females living in the City of Tulsa

2023 Response Density Map



EMSA's Customer Service Team

- Four full-time in-house Customer Service Representatives
- Able to answer questions about:
 - EMSAcare sign-ups
 - EMSA transport bills
 - Transport follow-up questions
- During August, customer service calls to EMSA typically increase 26% compared to July
 - Increase is directly tied to EMSAcare enrollment month



Social Campaign Stats

8/1/24 - 8/4/24

- **Programmatic**

Impressions 27,969 (English = 13,995 and Spanish = 13,974)

Clicks: 23 (English = 16 and Spanish = 7)

- **Social**

Impressions: 13,556

Clicks: 379

CTR: 2.80%

:30 second video has generated the most clicks and served the most impressions

Digital Ads

Tulsa

All English Ads Will Link to cityoftulsa.org/utilities



No permita que una
emergencia médica se convierta
en una emergencia financiera.



UNIRSE **EMSA**
care

EMSAcare Billboards

402.004027 - 3811 E I-44 .25 miles E/O Harvard SS EF 2024-08-02 CDT 07:12:43



Lamar Digital Billboard
Fri., August 2, 2024
I-44 and Harvard

EMSAcare Digital Commercial

