

ATTACHMENT 1

NOTIFICATION LETTER



togetherforbetter

November 20, 2024

Department of Business License

VINCENT V. QUEANO

DIRECTOR

500 SOUTH GRAND CENTRAL PKY, 3RD FLOOR

BOX 551810

LAS VEGAS, NEVADA 89155-1810

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<http://www.clarkcountynv.gov/businesslicense>

NOTIFICATION OF PROPOSED AMENDMENT TO CLARK COUNTY CODE TITLE 5, CHAPTER 5.03 – AMBULANCE SERVICE

Dear Licensee and Community Partners:

Pursuant to NRS 237.080, please be notified of proposed amendments to Clark County Code, Title 5, Chapter 5.03 – Ambulance Service. The amendments are available for your review online at www.clarkcountynv.gov/businesslicense/proposedamendments.

Specifically, the proposed amendments will revise sections of Title 5, Chapters 5.03 regarding ambulance services. The proposed amendments address the following key areas:

- **Chapter 5.03** – throughout the chapter the EMS priority dispatch category “O” level of service is added where appropriate.
- **Section 5.03.010** adds a new definition for “CPI-U” for Consumer Price Index.
- **Section 5.03.115** to extend the use of ambulance vehicles to 500,000 miles if a new engine and transmission have been installed prior to the odometer reading reaching 300,000 miles.
- **Section 5.03.120** is revised to:
 - update the maximum allowable ambulance service rates to the current amounts plus a 3% increase;
 - add a new maximum service rate for cardiac arrest patients that are treated on scene but not transported, and;
 - revise the method of calculating annual increases to the ambulance service rates.
- **Section 5.03.140** revises the procedure for requesting mutual aid to restrict cancellation of such requests, excluding such requests from performance standards, and requiring requests for mutual aid to be made within 1 minute of receiving the call from the FAO.

In accordance with NRS 237.080, business owners and interested parties may submit data and arguments to the Clark County Board of Commissioners, in care of the Department of Business License as to whether the proposed amendment will:

1. Impose a direct and significant economic burden upon a business; or
2. Directly restrict the formation, operation or expansion of a business.

Please direct your comments, data and arguments in writing to PublicCommentCCBL@ClarkCountyNV.gov by 5:00 p.m. on December 18, 2024.

Sincerely,

Michael Harwell

Michael Harwell, Franchise Manager

BOARD OF COUNTY COMMISSIONERS

TICK SEGERBLOM, Chair • WILLIAM MCCURDY II, Vice-Chair
JIM GIBSON • JUSTIN JONES • MARILYN KIRKPATRICK • ROSS MILLER • MICHAEL NAFT
KEVIN SCHILLER, County Manager

ATTACHMENT 2

PUBLICATION NOTICE



Las Vegas Review-Journal
1111 W. Bonanza Road
Las Vegas, NV 89106

CC BUSINESS LICENSE
PO BOX 551810
LAS VEGAS, NV 89155

Order Confirmation	
Order No.:	326245
Order Po.:	
Date:	11/20/2024
Account No.:	104048
Account Manager:	Aidan Smith asmithic@reviewjournal.com

Start-End Date	# of Ads	PO Number	Description	Ad Size
11/26/2024-12/2/2024	9		Review Journal Online AMENDMENT TO CC CODE TITLE 5, CHAPTER 5.03	Legal Display 3 Column 3col (4.90) x 7.50 inches

Summary	
Total Net Amount	\$ 2,650.00
Total Amount	\$ 2,650.00

ATTACHMENT 3

RESPONSE #1



December 6, 2024

Clark County Board of Commissioners

Department of Business License
500 S. Grand Central Parkway
Las Vegas, NV 89155

Subject: Comments on Proposed Amendments to Clark County Code Title 5, Chapter 5.03 – Ambulance Service and Their Impact on Business Expansion

Dear Clark County Board of Commissioners,

As the Chief Executive Officer of Guardian Elite Medical Services, a licensed special event medical service provider in Clark County, I am writing to express my concerns regarding the proposed amendments to Title 5, Chapter 5.03, and how the broader regulatory framework, including the restriction to three designated ambulance providers in Clark County, significantly restricts the formation, operation, and expansion of our business.

Direct Restriction of Business Expansion

The restriction of ambulance operations in Clark County to three primary providers, codified within the current ordinances, creates significant barriers for businesses like Guardian Elite Medical Services. Despite being a licensed provider specializing in special event medical services in the unincorporated Clark County and a franchised ambulance provider in the City of Las Vegas, our ability to expand into general emergency and non-emergency ambulance services within the unincorporated area of Clark County is effectively blocked by this limitation.

The proposed amendments, particularly those addressing mutual aid and rate adjustments, further exacerbate this restriction:

1. **Mutual Aid Requests:**

The revised mutual aid procedures prioritize the three designated ambulance providers, further marginalizing businesses like ours. The requirement to initiate mutual aid requests within **1 minute** and exclude such requests from performance standards ensures that the existing providers maintain dominance in this space. This prevents companies like Guardian Elite from contributing to the broader EMS response system, even in situations where we could deploy resources effectively.

2. **Ambulance Service Rates and CPI Adjustments:**

While the proposed 3% increase to ambulance rates and CPI-U adjustments provide financial relief to the existing providers, these updates do not account for the operational constraints faced by businesses restricted to special event services. The inability to bill for broader EMS services restricts our revenue potential and limits our capacity to invest in fleet expansion or advanced training programs for our staff.

3. **Vehicle Use Extension:**

The allowance for vehicles to operate up to 500,000 miles could reduce costs for the three designated ambulance providers. As a special event medical provider, Guardian Elite



Medical Services is exempt from this mileage requirement and can operate vehicles with unlimited mileage. However, this exemption highlights the disparity in regulatory standards: while our fleet can operate indefinitely, we are restricted to a narrow scope of operations and cannot expand into emergency or non-emergency services, which limits the utility and revenue potential of maintaining high-mileage ambulances. This disparity creates an uneven playing field where the designated providers benefit from regulatory adjustments designed to reduce costs, while businesses like ours are excluded from broader operational opportunities that could justify similar fleet investments.

Impact on Formation and Growth

Guardian Elite Medical Services has the infrastructure, staff, and expertise to expand into emergency and non-emergency ambulance services within Clark County. However, the current ordinance structure and these amendments perpetuate a system that directly restricts the growth of new entrants into the market. By maintaining the exclusivity of the three providers, Clark County:

- **Restricts Competition:** The lack of competition in the ambulance market not only limits our growth but also stifles innovation and efficiency in EMS service delivery.
- **Prevents Market Entry:** Companies like ours, with proven track records in special event services and emergent/non emergent ambulance services, are unable to provide broader EMS services despite having the capacity to do so.
- **Limits Service Expansion:** The inability to operate as a full-service ambulance provider prevents us from serving the community to our fullest potential, especially in times of increased demand or emergencies requiring additional resources.

Proposed Solutions

To address these issues and support business formation, operation, and expansion, we respectfully request that the Clark County Board of Commissioners consider the following:

1. **Reassess the Three-Provider Restriction:** Introduce a framework that allows additional qualified providers to operate under the Clark County ambulance system.
2. **Integrate Special Event Providers into Broader EMS:** Create opportunities for licensed special event providers to contribute to mutual aid requests or other county EMS operations, particularly in underserved areas or during peak demand periods.
3. **Ensure Equitable Access to Benefits from Amendments:** Adjust the proposed amendments to allow businesses like ours to benefit from rate adjustments, vehicle use extensions, and other changes that could foster growth and financial stability.

Conclusion

The current ambulance provider restrictions, coupled with the proposed amendments, create significant barriers to the expansion and operation of businesses like Guardian Elite Medical Services. We have the capability to meet the county's growing EMS needs and believe that a more inclusive regulatory framework would benefit both the community and the industry as a whole.



Thank you for considering our input. We welcome the opportunity to engage further on these issues and work collaboratively toward a solution that supports business development while maintaining high standards of care for Clark County residents.

Sincerely,

Samuel Scheller
Chief Executive Officer
Guardian Elite Medical Services

ATTACHMENT 4

RESPONSE #2

From: [Schmitt, Kirk](#)
To: [BL Public Comment](#)
Subject: Proposed Ambulance Ordinance CCC503_Ambulance_Amend_2024a - BIS Comments
Date: Wednesday, December 18, 2024 11:46:04 AM
Attachments: [image001.png](#)
[Clark County Ordinance response 12-18-24.pdf](#)

Clark County Ordinance Officer(s)

Thank you for the opportunity to review proposed changes to the current Clark County Ambulance ordinance. AMR/MWA understands the importance and impact of an ordinance change. AMR/MWA, respectfully, is providing input during the established BIS comment period.

Please see attached document regarding certain proposed changes to Clark County Code, Chapter 5.03. In the attached document, sections of the proposed changes are included and followed by an AMR/MWA response in bold print.

AMR/MWA has proudly served the citizens of Clark County for decades and wish to continue to be a valued partner. We welcome any additional dialogue that may be generated from our response and will be available.

Best regards,

Kirk Schmitt

Regional Director – Southern Nevada
AMR & MedicWest Ambulance
C: 702.767.7003



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5.03.115 Operating requirements of a franchisee.

- (i) Any ambulance [Ambulances] used for [emergency] 911 operations [responses] with an odometer reading over 300,000 miles must have a new engine and transmission installed prior to reaching that mileage. After the installation, the ambulance cannot be used once it exceeds 500,000 miles. Throughout its operation, both the body and patient compartment must be maintained in a professional appearance and kept fully functional at all times. The Franchisee is required to notify the County and provide proof of compliance with these standards before using the ambulance beyond the 300,000-mile limit.

**What defines ‘maintained in a professional appearance and kept fully functional at all times’.
Example – if a cabinet door is broken is the patient compartment fully functional?**

Also, does both the engine and transmission need to be replaced prior to 300,000 miles or is it either? And is there a minimum mileage requirement prior to engine/transmission replacement, meaning a franchisee changes an engine at 75,000 miles does the 500,000-mile rule then apply?

Recommendation – Maintain current language. As a current franchisee, and framing the questions and concerns above, there is no issue with the current 300,000 mileage for ambulances designated for 911 operations.

5.03.120 Ambulance service rates.

- (c) Ambulance service rates shall be adjusted as follows:

(1) New rates shall be effective February 1, 2025, or upon approval by the Clark County Board of Commissioners, whichever occurs later. For each successive fiscal year beginning February 1 thereafter, the [The] rates will [shall] be adjusted [annually on February 1] by the percentage of change, rounded to the nearest hundredth of a percent, in the annual average of the CPI-MCS for all items, not seasonally adjusted, between the most recent twelve-month period ending on December 31 as compared with the prior twelve-month period ending on December 31[, with no rate adjustment when there has been no change in the CPI-MCS during that twelve-month period when compared with the prior twelve-month period; in no case; however, shall the adjustment in rates be greater than ten percent of the then current ambulance service rates unless the county commission, in its sole discretion, approves an adjustment pursuant to subsection (c)(2) of this section.]. The adjusted percentage increase in rates shall not be less than three percent (3%) nor greater than five (5%).

Propose - The adjusted percentage increase in rates shall not be less than four percent (4%) nor greater than six (6%). Reasoning, regulated rates have not kept up with costs associated with continuing to provide services within Clark County jurisdiction since before the COVID pandemic. Adjusting the rates upward by 1% will rectify the past many years of lagging Franchise ambulance rates over the duration of the proposed length of franchise agreements.

5.03.140 Response time standards—911-dispatched ambulance service.

(g) When a franchisee requests mutual aid from another franchisee, the requesting franchisee will count that call in its total monthly calls in calculating its ninety percent on-time response requirements of this section and will be responsible for any incidental late penalties for such response. When a franchisee requests mutual aid from another franchisee and the other franchisee accepts the call, the original franchisee requesting mutual aid cannot cancel the mutual aid unless the accepting franchisee agrees. The franchisee requesting the mutual aid cannot use the response time by the accepting franchisee to enhance their compliance percentage. Franchisee requesting mutual aid must make the request within 1 minute (60 seconds) after receiving the call dispatched by the FAO so the accepting franchisee can respond in a timely manner.

‘The franchise requesting the mutual aid cannot use the response time by accepting franchisee to enhance their compliance percentage.’ –See proposed agreement and possible conflict.

Recommendation - Have Mutual Aid incident rules apply uniformly, meaning late response incur requisite penalties and on-time incidents included in aggregated compliance.

5.03.140 Response time standards—911-dispatched ambulance service.

(j) Upgraded Calls. If a call is upgraded by the FAO from Level O or A to Level B, C, D or E prior to arrival on scene, the franchisee's performance compliance will be calculated based on the elapsed time from the time the call was received by the franchisee to the lesser of:

Recommendation - Proposed clarification/addition specific to LOS incidents where LOS is upgraded in a call criterion in a like time criteria:

(b) **Upgraded LOS Calls. If a call is upgraded by the FAO from ILS capable to ALS required of a Level B, C, D or E prior to arrival on scene, the franchisee's performance compliance will be calculated based on the elapsed time from the time the call was received by the franchisee to the:**

(1) **The time of the upgrade will restart Clock Start time.**

Example: an B, C, D or E Level call.

(c) Received time of 15:00:00. Ten minutes into the call, FAO upgrades the call to ALS Response. The call's Clock Start time now restarts to 15:10:00, and the response time standard remains the same (eleven minutes and fifty-nine seconds)

ATTACHMENT 5

RESPONSE #3

From: [Julian Dewberry](#)
To: [BL Public Comment](#)
Subject: Proposed Amendments Seeking Public Comment: Revision of sections of Title 5, Chapters 5.03
Date: Wednesday, December 18, 2024 4:34:51 PM
Attachments: [Outlook-z5z3luoa.png](#)
[Clark County - Proposed Amendments Seeking Public Comment - Falck.pdf](#)

Good evening,

On behalf of Falck, I respectfully submit the attached response to Proposed Amendments Seeking Public Comment: Revision of sections of Title 5, Chapters 5.03. Please let me know if anything else is needed from us. Thanks for your time and have a great week!

Kind regards,

Julian Dewberry
Director of Business Development
Falck USA

Mobile +1 714 867-4094
Email julian.dewberry@falck.com



Falck USA, Inc.
1517 W. Braden Court
Orange, CA 92868
USA
Falck.US

“CONFIDENTIALITY STATEMENT AND PERSONAL DATA STATEMENT: The information in this e-mail and any attachments is confidential. It is intended for use only by the addressee. If you have received this e-mail in error, you must not forward this e-mail or any attachment or disclose the content to any other person. If you are not the intended recipient of the e-mail, please erase all copies of the e-mail and its attachments and notify the sender immediately. This e-mail may contain personal data. Please ensure to observe applicable data protection legislation when processing the personal data included in the e-mail and any attachments, including appropriate data minimisation and deletion. SECURITY STATEMENT: Please note that e-mail communication is not 100% secure. Therefore, this e-mail may not be fully secure, and you are also advised to take this into account when e-mailing us. Although we have taken steps to ensure that this e-mail and attachments are free from any virus, we recommend that the recipient takes measures to ensure local scanning of the content and any attachments.”

All Proposed Amendments Seeking Public Comment: Revision of sections of Title 5, Chapters 5.03

(Due December 18 at 5:00p to PublicCommentCCBL@clarkcountyNV.Gov)

Falck is a leading EMS and healthcare provider in the U.S., responding to over 720,000 Emergency 911 requests annually in California alone. With proven financial stability, a track record of response compliance, and strong municipal partnerships, Falck boasts a multi-national healthcare and emergency services footprint in 26 countries and employs approximately 26,000 professionals worldwide.

We hereby acknowledge the request to obtain broader feedback from the community and develop a revised draft Ordinance for Clark County - Nevada. Falck commends the County for this opportunity.

We respectfully suggest the following criteria for consideration:

- 1. Consider reviewing the current ordinance and removing specificity that should be reserved for contractual franchise agreements.**
 - a. Applying language to an agreement rather than a city ordinance allows for more flexibility and specificity tailored to the particular needs and circumstances of the parties involved, facilitating smoother negotiations and compliance. Additionally, agreements can be modified more easily than ordinances, which often require a more complex legislative process to amend.
- 2. Mass Gathering Policy – Staging Requirements / Set Unit Determination (No current policy in place).**
 - a. Providing language on specific policy regarding large scale events.
- 3. Fee Schedule Recommendations (5.03.120 Ambulance service rates).**
 - a. A one-time additional adjustment of \$314 to each of the currently proposed base rates within the proposed draft Fee Schedule, which will align with the City of Las Vegas Fire & Rescue study where their cost increased 60% in the same period.
- 4. Increase to Current Fee Schedule with Recommended Options for Fee Adjustment Language (5.03.120 Ambulance service rates) (modeled language from separate, current 911 Ambulance Agreement):** Base rates are for commercial insurance only. Medicaid and Medicare are set on a separate fee schedule established by the State and Federal government respectively. An increase in CPI only affects the commercial rates and does not equal additional revenue on all transports. In a typical EMS system, commercial insurance only applies to between 8 and 18% of all patient transports. This commercial rate increase is paid primarily by insurance companies and not the patients themselves. Therefore, to increase revenue to offset actual cost increases on an annual basis, we suggest one of the following options:
 - a. **Option A:**

The rates charged by Provider shall be regulated by the County and shall increase every year by the percentage increase in the Consumer Price Index

used for the Urban Wage-Earners and Clerical Workers (the “CPI Increase %”) on an annual basis using the following formula:

Current rates x (CPI Increase %/CI%)

In the formula above CPI% = the percentage of Provider’s transports in the prior year which were patients who were covered by commercial insurance.

Notwithstanding the above, in the event that market conditions justify larger increase, Provider may make such a request of the County, which approval of such increase is at its sole discretion.

b. Option B:

Regular and ordinary annual Consumer Price Index (CPI)-based rate adjustments will be implemented following completion of the first year of service and annually thereafter until the termination of the contract, if approved by the County. The increases shall be set forth as described within this section.

The County’s decision will be informed by documentation submitted by the provider to substantiate the need for a rate increase. Such documents may include but are not limited to audited financial statements, collection rate, and payor mix.

The County has final authority to set the CPI rate adjustment, which may vary from no adjustment to a CPI-based increase at the greater of the following percentages:

- 1. 2% divided by the Contractor’s average collection rate from the previous twelve (12) month period for which figures are then available; or*
- 2. 5% plus the percentage calculated from the following Consumer Price Index (CPI) as recorded by the Department of Labor, Bureau of Labor Statistics CPI as of the previous twelve (12) month period for which published figures are then available for all urban consumers, 50% of the Medical Care CPI; and 50% of the Transportation Group CPI.*

The County shall have the right to review Contractor’s uncollectible claims to verify that all reasonable efforts to collect have been made and are within industry standards.

In the event that changes occur within the County that substantially impact the Contractor’s costs of providing services, such that the CPI-based rate adjustments do not compensate for the increased costs of operating the 911 Ambulance Service, the Contractor may request an additional rate

increase, which shall be subject to approval by the Clark County Commission.”

Additional Considerations:

1. If reimbursement rates do not cover operational costs, the Franchisee struggle to achieve profitability. This can lead to financial strain, making it difficult to sustain operations in the new market, damaging reputation and leading to constituent dissatisfaction. Increase allows for Franchisee to offer competitive rates for employees, Market stability / long-term sustainability, opportunity to invest in growth initiatives, upgrading facilities, and/or investing in community education and technology.
2. Only Commercial insurance groups will see an increase in payments (Medicaid / Medicare have federally set rates and will be unaffected by any Ordinance change).
3. Increase to Commercial Rate has less than one-half of one- percent (< .5%) effect to Commercial Insurance Group’s bottom line.
4. Recommend one rate for all service levels (BLS, ILS, & ALS), as cost of readiness is similar for all three.