



## MEMORANDUM

**To:** Maine EMS Board  
**From:** Melissa Adams, Licensing Agent  
**Subject:** Ambulance Call Sign "Medic (#)" Lettering on the Vehicle  
**Date:** August 30, 2023

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A municipal fire-based EMS agency, licensed at the EMT level and permitted to the Paramedic level, has inquired if lettering their vehicles with assigned call signs "Medic (#)" is or is not considered advertising a "Paramedic" license level, or otherwise conflict with Maine EMS Rules.

Relevant Maine EMS Rules:

- Chapter 3 §7. A ground ambulance service or non-transporting service will be licensed at the level at which is agrees to provide, on all emergency medical calls, at least one emergency medical services person who is licensed and able to provide care at or above the service license level...
  - (2) A ground ambulance service or non-transporting service may obtain Maine EMS permission to provide on some calls, based on personnel availability, a higher level of care than that for which it is licensed.
  - (3) A ground ambulance service or non-transporting service shall not advertise (in newspapers, telephone directories, on television or commercial radio, on billboards or vehicles, or by other means of public promotion) themselves as providing a level of care other than that at which they are licensed under this section. A board permit to provide a higher level of care is not a license for advertising purposes. The Board may prohibit advertising language from any medium listed above if it deems such language to be potentially deceptive or confusing to the public with regard to the services offered.

The licensee representative has provided the following information for consideration:

"The words 'ambulance' and 'Rescue' are a lot less descriptive in the actual services or expected services that will be provided by the responding apparatus. Rescue refers to 'Heavy Rescue' within the NIMS nomenclature so we cannot use that anymore. Portland uses MEDCU. The military uses the term "Medic" to describe any medical corpsmen or medically trained individual. Medcu has become a trade mark of a Portland ambulance, Westbrook would like to



use Medic to differentiate our service from the other services that use the call sign 'Ambulance or Ambulance One'. Our radio call sign is currently 'medic and then the truck #' We would like the radio call number to match the label on the side of the truck for consistency and lack of confusion.

Meriam Webster dictionary defines the word 'MEDIC' as: one engaged in medical work or study.

Meriam Webster dictionary defines the word 'PARAMEDIC' as: (1) a person who works in a health field in an auxiliary capacity to a physician (as by giving injections and taking X-rays); (2) a specially trained medical technician licensed to provide a wide range of emergency services (such as defibrillation and the intravenous administration of drugs) before or during transportation to a hospital compare EMT."