



MEMORANDUM

To: Board of Emergency Medical Services

From: Soliana Goldrich
Community Paramedicine Coordinator, Maine EMS

Date: December 27, 2023

Subject: Community Paramedicine Vehicle Branding

The office recently received a request to clarify allowances around branding specific to Community Paramedicine. In this case, the requesting agency is licensed at the EMT level but permitted to the paramedic level. They also have a Community Paramedicine designation. They are seeking clarity on whether they can brand a fly car with the wording “Community Paramedicine” or “Community Paramedics”. At the October 4th board meeting the board reviewed a request to utilize the call sign “Medic” on vehicles of an agency permitted to the paramedic level, but not licensed at that level. At that time, the board motioned “that the term medic presents confusion and could be potentially deceptive or confusing to the public in regard to the services offered if posted on an ambulance not licensed at the paramedic level”. That motion carried and utilized the following rule for decision-making.

According to the Maine EMS Rules in Chapter 3, section 7, subsection 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.

This case differs in that the agency is designated to provide Community Paramedicine services per rules and statute, which are not specific to paramedic-level providers. The office believes that the usage of “Community Paramedics” is similar to the prior decision and may cause confusion. The usage of “Community Paramedicine,” however, is something that the agency is designated to provide and is not license-level specific and, therefore, should not provide confusion or risk to the public. The usage of Community Paramedicine for fly car branding has been viewed as standard practice in the past as well. The office seeks board input regarding setting a precedent for Community Paramedicine branding in the future.



Thank you for your time and consideration around this matter. Please don't hesitate to contact us if you have any additional questions, comments, or concerns.

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