



The International Air  
Ambulance Alliance



# About IAAA

## accountability among fixed-wing air ambulances

The International Air Ambulance Alliance (IAAA) was conceived of an industry-wide view that business transparency was lacking between fixed wing air operators, patient management, and the payers of these services.

During the 2009 International Travel Insurance Conference (ITIC) in Athens, a debate took place among air operators, medical personnel, and insurance/assistance providers on this very topic, ultimately culminating in the idea to create the IAAA and ensure these industry concerns were addressed.

### Our Vision

To be a global voice that holds fixed wing owner operators accountable for standards of patient care, ensure business transparency with payers of fixed wing services, and work with mutual partners and supportive organizations to create continuous industry change.

### What Does the IAAA Do?

The IAAA has developed a “total solution” of services and operational management to support both fixed-wing operators and the payers of such services. This ensures business transparency exists between entities while still encouraging continuous improvement of patient care.

- The IAAA works with member payers to monitor patient care in “real time.”
- The IAAA independently adjudicates complaints or referrals, liaising with partners and taking appropriate action based on the severity of the referral.
- The IAAA collates statistical data based on surveys and performance information and shares such data with its partners and members where appropriate.
- The IAAA acts as ambassadors, working with other advocates to ensure fixed-wing operators are well represented.



## Member discounts

The IAAA works to give back to its members by rewarding their higher standard of service through the association's collective buying power. Members already enjoy benefits from discounts on aircraft equipment such as gurneys, and as more organizations continue to support the IAAA we anticipate offering member discounts for other products and services too.

## Transparency

The problem many insurers face is not knowing whether an operator is a broker or operating its own services. IAAA membership is given only to owner operators who are not only prepared to support formal audits of their business, but also host random service evaluations as part of IAAA membership.

Such commitments enable the IAAA and payers to work with fixed wing members in achieving continuous improvement.

# Membership benefits

enjoy the rewards



## Influencing change

One of the most difficult aspects of any industry is not letting changes to standards of performance negatively impact a business. Rather than being forced into a majority rule or having your fixed wing needs overlooked, IAAA members benefit from their association and its political contacts and government lobbyists.

## Global community

The best part of any association is how it connects you with a network of professionals and organizations for prospective business opportunities and support. IAAA doesn't just have members who are air operators; we also have insurance providers, payers, and other healthcare institutes as members. Whether it's sharing retired equipment with operators in less fortunate countries or providing cultural knowledge to operators working in unfamiliar regions, drawing on the resources of members is a truly powerful attribute of IAAA.



# Transparency

business without barriers

The problem many insurers and assistance companies face is not knowing:

- If an air ambulance operator is a true operator or broker
- Whether the services agreed upon, are the same services a patient receives
- Whether the cost of an evacuation is real or inflated, including fees for other involved parties without the payers knowledge
- If the assigned medical team is truly able and qualified to operate medical equipment in mid-flight conditions

Transparency in any organization is critical to demonstrating positive business ethics. Transparency

equates to assurance, developing healthy communication and operational honesty between organizations. Less information means less clarity to business partners and creates the possibility of a financial risk.

If an IAAA member breaches its obligations, the IAAA works with the aggrieved party and the operator to resolve such issues. If such a referral to the IAAA is of a serious nature, further action is taken to avoid additional poor conduct.



# Accreditation partners

raising ems standards

The IAAA has an exclusive partnership with NAAMTA for medical transport accreditation and shares complementary business values, essential when working together. NAAMTA's accreditation standards are built on industry best practices, state and federal regulations, and other regulatory agency guidelines relating to transport safety and quality of patient care.

NAAMTA is the only air ambulance accrediting company in the world that is independently audited as part of their ISO 9001:2008 certification. This third-party review ensures all activity by NAAMTA is not only transparent, but includes a control mechanism that holds all fixed wing operators independently accountable. As part of their ISO certification, NAAMTA is independently audited as an organization to ensure that it is fully compliant with the ISO standards.



ARGUS International is an internationally-recognized aviation services company, offering programs to make air operators more educated and capable of managing risk. They offer on-site safety audits and safety management system (SMS) solutions for the betterment of the aviation industry. Since 1995, ARGUS has been actively engaged with organizations throughout the world from North America to Asia.

The relationship with ARGUS International is an important one for IAAA as it emphasizes the safety component that is core to the heightened standards of overall care that IAAA strives to help facilitate among air ambulance providers globally.

ARGUS' audit and SMS solutions is important for IAAA Members and adds to the 'total solution' package that the IAAA brings to its Members and partners.



# IAAA board

comradery through diversity

The IAAA is not a closed organization, but seeks input from all professional voices of our industry to ensure that we are challenged as a board and ensure ongoing industry relevance that will add value to members and partners alike.

The IAAA board is made up of fixed-wing operators, members of the NAAMTA accreditation organization, ARGUS aviation safety professionals, and experts from payer organizations, all of whom actively contribute to the objectives and goals set at the Alliance level.

As the IAAA operates on a global basis, we continue to learn and adapt to the cultural and domestic regulations that exist among different countries. This ensures that we don't simply apply a one rule fits all philosophy, but rather adjust to the circumstances and needs of developing countries and air ambulance operators.





# Sponsors

boosting visibility

IAAA operates as a non-profit organization and relies on revenue generated by membership fees to continue providing benefits to members. Sponsoring IAAA succeeds in furthering that goal, while also creating opportunities for the sponsoring organization to become associated with the Alliance.

Sponsors benefit from this mutual partnership by furthering their corporate identity and profile as it will be displayed on the IAAA website, referenced in IAAA correspondence, and showcased as part of public events we participate in.



iaaa

fixed wing

[theiaaa.org](http://theiaaa.org)