Acadian Ambulance Service

Acadian Ambulance Service | Driving EMT Recruitment Through Strategic Communications

CHALLENGE

Since its founding, Acadian Ambulance Service has been at the forefront of training expert EMS professionals through the National EMS Academy (NEMSA). With its expansion into Texas, NEMSA now trains hundreds of EMS professionals annually. However, with increasing competition from municipal, college, and for-profit training programs, traditional marketing tactics were no longer sufficient to sustain desired growth.

OBJECTIVES

Recognizing the urgent need for more EMTs, NEMSA set an ambitious goal: expand its training program by 1,000 students over a three-year period. To achieve this, Acadian wanted to develop and implement a comprehensive strategic communication strategy that would attract qualified candidates and convert them into Acadian employees.

SOLUTION

Pierpont executed a multi-phase strategic approach to refine Acadian's marketing and recruitment efforts. First, we conducted a competitive landscape audit, analyzing the marketing strategies of competitors to identify key differentiation opportunities. Simultaneously, we performed an internal audit and stakeholder interviews, gathering insights from both internal and external perspectives to refine Acadian's positioning.

Next, we undertook a target audience analysis to better understand what messaging would resonate with prospective EMT candidates. From these insights, we refined Acadian's messaging approach, shifting the focus from simply promoting NEMSA to selling the broader idea of becoming a medic. This approach widened the top of the recruitment funnel, making EMT careers more appealing to a larger audience.

To implement the refined strategy, we developed an integrated marketing campaign designed to place key messages in front of the right people. This campaign included a paid digital advertising initiative aimed at targeting prospective candidates online, a robust media relations strategy that secured high-impact press coverage, and community partnerships designed to foster engagement with local organizations and high schools. Additionally, we implemented a comprehensive organic social media strategy to ensure ongoing visibility and engagement with

potential recruits.

Pierpont delivered these insights and strategies in a comprehensive marketing plan, positioning Acadian for sustained growth.

RESULTS

Pierpont's strategic plan was so impactful that Acadian brought us on as their Texas Agency of Record to execute the plan. The results were exceptional:

Earned Media Success: Within the first month, broadcast coverage in outlets like FOX Houston, Telemundo, and Spectrum News generated significant interest.

Surge in Registrations: Following the FOX Houston segment, NEMSA saw 311 student registrations within 72 hours—a staggering increase compared to the previous average of 50 per class.

Revenue Growth: With each registration valued at $400, this single earned media segment alone generated over $120,000 in revenue for National EMS Academy.

By refining Acadian's messaging, broadening its recruitment funnel, and implementing a data-driven, integrated marketing strategy, Pierpont Communications successfully positioned Acadian and NEMSA for long-term growth. The campaign's initial success demonstrates the power of a well-executed communication strategy, and we are excited to continue with driving results in Dallas-Fort Worth and other key markets.

BY THE NUMBERS

511%

Increase in Student Registrations