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Mr. Brian Cleaver
Regional EMS Administrator
195-B Concourse Blvd
Santa Rosa CA 95403

November 2, 2018

Dear Brian,

I have had the pleasure of working with Bell's Ambulance Service (Bell's) for several decades. As an emergency room nurse in this county for over 25 years, I found Bell's to have excellent paramedics, EMTs, support staff and management. The level of care they provide is professional, high quality and compassionate to patients and other members of the health care team. Bell's participates in community events, volunteering their services and always present to assist those who require services or just advice.

As an Administrator for both Sutter Emergency Department, then as the Chief Operating Officer for Healdsburg District Hospital, I worked with Bell's administration and paramedics, regarding patient care, stroke protocol, sepsis protocol, quality assurance and logistical issues. I have found them to be responsive, timely and professional. They have been easy to work with over the years and are always anxious to find ways to improve the services they offer. The care they provide is ethical and has always demonstrated best practices in the ever changing and challenging aspects of health care. They stay involved with local hospitals to insure their care is consistent with expectations and standard of care. I believe the communities they serve are fortunate to have a local service that cares about their patients and community while providing excellent care.

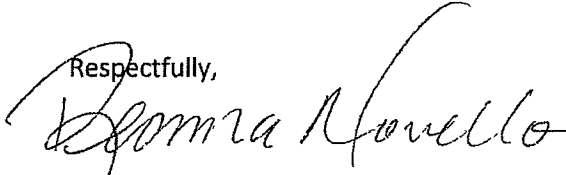
In my current position as Regional Director of Urgent Care Clinics for the Providence St. Joseph Health System, I continue to choose to work with Bell's on yet another another level. The Urgent Cares do not have an emergency response other than an AED. When the caregivers initiate "911" Bells Ambulance team is always responsive and they go over and beyond by providing the caregivers follow-up on their patients. Bells also respond when patients are needed to be transferred to a higher level of care, they always arrive timely knowing these patients are in need of treatment. When the caregivers call Bells for a transfer, their first priority is always the patient's needs, we never hear "what type of insurance do they have." This attitude is refreshing and makes it much easier than most agencies to get the patient's needs met.

What makes Bells Ambulance, the Paramedics, EMTs, Office Staff and owners unique, is that these folks are committed to the community in which they live and serve. I have been proud to partner with them through the years and I have always appreciated the dedication, professionalism and compassion from Pam Bell Simmons. She is the heart of this company which carries through to her team.

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I support Bell's continuing to service our community and I look forward to continue working together. Please do not hesitate to contact me.

Respectfully,



Regina Novello

cc: Pam Bell Simmons