



FOR IMMEDIATE RELEASE

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## **DNSSAB Welcomes Robert Smith as EMS Chief and Advisor on the Review of Direct Delivery for Land Ambulance in Nipissing District**

*North Bay, ON* – The District of Nipissing Social Services Administration Board (DNSSAB) is moving forward with its decision to explore the potential of direct delivery of EMS/Land Ambulance Services in the District. With this in mind, it has hired Robert Smith as its Chief of EMS, who will work with current contracted service providers in their delivery of land ambulance services for Nipissing District and in his examination and report on the direct delivery consideration.

Rob has the knowledge and experience to conduct this in-depth analysis on direct delivery. He has been involved in the Paramedic System in Ontario for 36 years, starting his career in Haliburton then moving to the Metropolitan Toronto Department of Ambulance Services and then the Ministry's Air Ambulance system as one of the early Critical Care Paramedics. In 2000, Rob joined the City of Greater Sudbury as part of the transition team as Deputy Chief. Later he held the position of Associate Vice President of Ornge, Operations and since 2017, Rob was Chief of Paramedic Services for Manitoulin-Sudbury District Services Board (MSDSB).

Rob has an undergraduate degree in Paramedicine and a Master's degree in Emergency Management. His focus relates to resilience development for vulnerable members of society.

Rob believes that the next year will be an incredible opportunity to work with a forward-looking organization and community partners for the consideration of direct delivery.

"DNSSAB is extremely pleased to have Rob join its executive leadership team and looks forward to his review of the system which will be undertaken in coordination with community partners and working with ambulance operations senior leadership," says DNSSAB CAO, Catherine Matheson.

"I'm confident that with Rob's extensive experience, he will provide valuable insight and guidance to the Board on this very important issue," says DNSSAB Board Chair, Mark King.

DNSSAB is one of only a few municipal entities in the province that continues to contract services out to third party operators, rather than through direct delivery.

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