



February 28, 2020

Dear Valued Partner,

We recently shared news that Airlift Northwest's reciprocity arrangements with other air ambulance services will be discontinued March 25, 2020. We appreciated hearing your feedback and want to provide you more background about this change.

To begin, our decision was not a business strategy.

We needed to make this change based on federal laws that drive national standards in the air ambulance industry. Historically, reciprocity arrangements provided greater air ambulance access in underserved rural areas. Following airline industry deregulation and changes in Medicare reimbursement, air ambulance services with overlapping geographic service areas have dramatically increased, and reciprocity arrangements largely no longer serve their original purpose.

Following best practices to comply with federal laws that prohibit marketing or offering inducements to patients to choose a particular medical service, Airlift Northwest has determined it no longer may "honor" memberships of other air ambulance services.

Our team is looking at other options for AirCare members to address effects of the change. We understand you are receiving questions from community members regarding this issue. You may want to share with them what families in other states are doing to protect themselves from large out-of-pocket expenses should air transport become necessary. In Alaska and Oregon, families may purchase air ambulance memberships from multiple providers. In Washington State, we estimate the cost for this would be under \$150 per family. To defray these additional expenses, we plan to reduce membership prices to \$60 per family. This will take effect when our members renew their memberships.

If you have any questions about your membership, email membership@airliftnw.org, call 1-888-835-1599, and visit our website at airliftnw.org/aircare.

We value our partnership with you and we will keep you apprised of enhancements to our AirCare program. Thank you for your continued support.

Sincerely,

The Airlift Northwest Membership Team

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