



**Boston MedFlight**  
Bedford, MA

Services provided by CRI 2006 – Present: *Development strategic plan, Executive recruitment, Direct mail*

**Boston MedFlight** (BMF) is a CAMTS accredited Critical Care Transport service. BMF's mission is to extend the tertiary care services of the major Boston hospitals to the citizens of Massachusetts and New England. The service is available 24 hours a day and seven days a week. As a non profit organization, BMF transports patients regardless of their ability to pay. MedFlight is financially supported in part by a consortium of Boston hospitals including Beth Israel Deaconess Medical Center, Boston Medical Center, Brigham and Women's Hospital, Children's Hospital, Massachusetts General Hospital, and Tufts Medical Center. Since 1985, Boston MedFlight has played an integral role as part of the Massachusetts EMS system and the community hospitals of New England.

CRI began its service to Boston MedFlight by creating a development strategic plan to assist the organization to elevate their development operation and performance to meet its anticipated growing financial needs. Following the plan, the MedFlight board of directors followed the leadership of CEO Suzanne Wedel, MD and decided to make a major investment in the development program, and asked CRI to recruit its first Vice President for Development. Jay McGovern was recruited from Massachusetts General Hospital and has rapidly begun to grow the development program. Part of this effort was to engage CRI to conduct MedFlight's first direct mail acquisition program on Nantucket Island, where MedFlight provides irreplaceable medical transport to island residents. Mail results are have exceeded expectations.