

SJAS

From IT to social media, physical security to Microsoft 365...

with Jake Carr, Operations Director & Dwane Weekley, Co-Owner



At St. Joseph's Ambulance Services (SJAS), nothing is more important than efficiency, precision, and communication. With lives on the line, every second counts, and that's why SJAS utilizes Biztec.

In 1973, St. Joseph's Hospital launched the ambulance services to provide the local area with quality emergency care. The hospital ran the service until 2003 when Dwane Weekley, Co-Owner, and Tom Joyce, Co-Owner of SJAS and Mayor of Parkersburg, West Virginia (WV), purchased the service. Since then, SJAS has operated privately, serving communities in the Mid-Ohio Valley (MOV) region.

The service operates as one of the two primary emergency responders in Wood County, WV. It provides a range of aid including emergency medical services, event standby, and wheelchair transport.

Upon acquiring SJAS, Weekley and Joyce reached out to Joe Sams, President and Owner of Biztec, to initiate their business' email accounts. At the time, Biztec was not yet a company, but SJAS's new owners had previously worked with Sams and knew his expertise was exactly what they needed to build a strong IT foundation.

"Tom and I knew Joey from

working at the hospital. Initially, we needed email accounts. The hospital was removing us from their emails [and] secure electronic record keeping. The state was looking into electronic medical records. There were several different pieces that Joey helped us with," Weekley said.

After creating their email accounts and helping with a variety of tasks, Sams continued to assist SJAS with their IT needs. When he launched Biztec in 2007, SJAS became Biztec's second official client.

"Shortly after, they (Biztec) started developing a software for our transport schedules. In 2011, they started with the scheduling software," Jake Carr, Operations Director, said. "They started helping us with all of our physical security camera work, [and] the actual hardware of the IT world. Before that we were in the hospital, and we didn't need hot spots and stuff. Once we moved here, they had to install the whole IT [infrastructure]."

What began as a simple email setup project quickly expanded to include software development, physical security implementation, and network installation. Each new project allowed SJAS to continue growing as an organization and serve the members of the community more effectively.

"The scheduling software was a huge leap. [It was] redeveloped through SharePoint; [we] had never had anything like that," Carr mentioned. "They were able to tweak things for us that we wanted, the design of it that fit our company, that fit our needs. We didn't have to change our operation to make it work they made the software fit our operation."

Over time, the ambulance service realized that technology alone wasn't enough; they also needed to enhance their online presence to connect with the public and increase their awareness. This led SJAS to leverage Biztec's marketing services, including website design and social media management, to promote their services, engage with the community, and build a stronger brand identity.

"Prior to Biztec, we had a Facebook page. Our website was from 2011, originally designed by Biztec, but we didn't stay up with it and they weren't contracted to maintain it, just fix it if it was broke," Carr stated. "With Facebook, we tried to do it on our own, self-managed with an advisor."

SJAS's previous website was outdated and difficult to navigate. It also didn't have the features and functionalities Carr and Weekley were searching for.

Additionally, their Facebook page was rarely updated and inconsistent.

Now, however, SJAS has a new user-friendly website that represents who they are, as well as an active social media presence.

“Marketing – that has been great. Completely smooth, no problems at all. They are wonderful to work with,” Carr said. “Even if you don’t want to do it Kaitlyn (Director of Marketing) is so chipper that I cannot tell her no. It’s hard to say no; she’s able to con [everyone] into pictures. She does a great job. I have had some people reach out with [job] applications because of the link on the website. The PR has been great. Nothing but positive feedback from the community, our competitors, [and] former employees. [They say] ‘Our Facebook people are doing a great job!’”

“It is better; the PR has been good. Everything we have heard from the community has been positive,” Weekley added.

With Biztec’s customizable approach to business solutions, SJAS has implemented strategies that have provided them with the flexibility they need to remain operational.

“They fix all kinds of stuff. They create all of the access for all of the office staff, troubleshoot hardware issues [and] software issues. They helped us through Microsoft 365, switch[ing] from server to cloud-based [migration]. They just keep it working every day,” Carr mentioned.

From IT to social media, security cameras to Microsoft 365, Carr and Weekley have found a provider that has enabled them to scale their organization on all fronts.

Visit www.sjaswv.com for more information about SJAS.



Pictured: Jake Carr, Operations Director, SJAS