

Why choose Medical Response Industries for your event cover

*“Our team are subject matter experts in the delivery of
medical cover for major events.
We pride ourselves on collaborative planning, and seamless
delivery of our services”.*

*Alofa Goodall
Director | Event Medical Consultant, MRI*

Opening Statement:

At Medical Response Industries (MRI), we recognize that standing out in the field of event medical services is crucial. We are committed to meeting and exceeding medical coverage's standard expectations. Our distinctive approach is rooted in our dedication to innovation, event-specific service, and seamless integration with event operations. We strive to set ourselves apart through our expert team, advanced medical solutions, and unwavering commitment to safety and excellence. By continuously evolving and adapting our services to the unique needs of each event, we ensure that our clients receive unparalleled medical support that truly makes a difference.

Our Point of Difference

At MRI we understand that exceptional medical coverage is not just about providing basic first aid - it's about delivering comprehensive, compassionate, and timely care tailored to the unique needs of each event we serve. Here's what sets us apart:

Personalised Service

We believe in a personalised approach to event medical coverage. We work closely with event producers to understand each event's specific needs and potential risks.

MRI's Event Medical Consultant will assess your event information and conduct an event risk assessment with industry information along with intel provided by you. Complete transparency will be provided during the stage of assessing your event's medical needs, providing an understanding of each service MRI proposes for your event.

This collaborative effort allows us to develop tailored medical plans that provide optimal coverage and peace of mind.

Unmatched Expertise and Experience

With over 30 years of combined industry experience in the field of event medical services, our team is composed of highly skilled professionals who are well-versed in managing medical emergencies in diverse and dynamic environments. From small community gatherings to large-scale festivals, our expertise ensures that attendees receive high-end care when it matters most.

Our workforce consists of a wider scope of clinical expertise than that of other providers. Not only do we offer clinicians from within the pre-hospital emergency setting such as EMTs, Paramedics, and Critical Care Paramedics - we are also pleased to offer a range of expertise from direct hospital services, including Nurses, Extended Care Paramedics, Urgent Care Doctors, and General Practice Doctors.

This wider scope of clinical ability supports our dedication to innovation and ultimately increases patron services and well-being.

Additional clinical services MRI can offer include the following:

- **Back slab plastering** for potential fractures allows patrons the ability to wait until public medical services are open for further assessment and definitive treatment.
- **Advanced wound care** for injuries requiring effective cleaning, suturing, dressing, antibiotic provision
- **Prescription Services** for patrons requiring extended care post-event, MRI Doctors will have the ability to prescribe several medications for the patron to collect from their local pharmacy
- **Assessment interpretation** of several advanced assessment equipment, including mobile ultra-sound and blood taxology screening

Advanced Medical Solutions

Equipped with state-of-the-art medical equipment and technology, our team is prepared to handle a wide range of medical situations. MRI provides the technology, equipment, and medication to support the increased scope of clinicians and their ability to utilise these tools. Effectively MRI will bring the “hospital” to your event, limiting the need to send your patrons to the “hospital”.

Community and Professional Integration

Ensuring Medical Response Industries (MRI) stays well-informed of industry trends and best practices, we are committed to maintaining strong networks with local healthcare providers, emergency services, and event producers. This collaborative approach enhances our ability to deliver seamless and integrated medical coverage, ensuring that our response is both timely and effective.

Our partnerships with local hospitals and clinics allow for efficient patient transfers and continuity of care. By working closely with emergency services, we ensure coordinated responses to any incidents that may arise.

MRI's Medical Director proudly remains an active Medical Doctor for Health New Zealand, working hands-on with community urgent care departments. This direct involvement in frontline healthcare keeps our practices aligned with the latest medical standards and ensures that our team is equipped with the most current knowledge and skills.

Crowd Care Services

We understand that ensuring the safety and well-being of event attendees goes beyond just medical emergencies. That's why we offer comprehensive crowd care services designed to support and protect individuals in various situations, including those who may be intoxicated or experiencing emotional distress.

Our crowd care team is trained to handle situations involving intoxicated individuals with care and professionalism, with each team member holding a level 2 first aid certificate at a minimum. The crowd care team will be led by an experienced alcohol licensing manager, trained in the identification and classification of intoxicated persons. We provide a safe and supportive environment where intoxicated attendees can receive the necessary care and supervision they need.

In addition to intoxication monitoring, MRI can provide services known in the event industry as "Safety Zones" or "Chill out Zone". These services will be led by a team of compassionate individuals trained in managing a variety of emotional, behavioral, and mental situations where patrons require a safe space to recover.

Our goal is to mitigate potential harm and ensure the safety of both the individuals affected and those around them.

Commitment to Te Tiriti o Waitangi

At MRI, we are dedicated to upholding our obligations as NZ healthcare providers to Te Tiriti o Waitangi. Operating in New Zealand, we recognize tino rangatiratanga (self-determination), pātuitanga (partnership), and mana taurite (Equity) as the foundational principles of Te Tiriti o Waitangi.

Our commitment to these principles begins with culturally competent care that respects and integrates tikanga Māori into our practices. MRI upholds tino rangatiratanga by ensuring a place for Māori on our Medical Advisory Board and partnering with Māori health providers to support our commitment to equitable health services.

What sets us apart from other providers, is our provision of a Māori and Pacific health advocate (MAPHO) at every major event and any event specifically tailored to Māori and Pasifika. The MAPHO will ensure your patrons of Māori or Pacific descent receive services targeting equitable health outcomes.

MRI aims to not only meet regulatory standards in this sector, but exceed them by embedding principles of cultural safety, respect, and responsiveness into our operational framework.

Our Point of Parity

At MRI, we recognize that while our points of difference set us apart, our points of parity are equally vital to our customers. These aspects ensure that we meet industry standards and customer expectations, providing a reliable and trustworthy foundation for our services. Here's what you can rely on:

Meeting Industry Standards

Our commitment to adhering to industry standards guarantees that our customers receive a consistent level of care and professionalism comparable to other top providers. This adherence includes rigorous training for our staff, compliance with health and safety regulations, and the use of approved medical equipment and procedures.

Event producers can trust that our services are benchmarked against the best in the industry, ensuring quality and reliability.

Consistent Quality and Reliability

By aligning our services with recognised industry practices, we ensure that every customer experiences the same high level of care and support. This consistency is crucial for building trust and confidence, particularly in high-stakes environments such as large events and festivals. Event producers know that they can rely on us to deliver dependable and effective medical coverage every time.

Integration and Collaboration

Our ability to integrate seamlessly with other medical providers and emergency services is a key point of parity that benefits our customers. This collaborative approach means that in the event of an emergency outside of the usual event medical provider abilities, we can work efficiently alongside other agencies, providing coordinated and comprehensive care.

You can be assured emergency ambulance services such as Hato Hone St John or Wellington Free Ambulance will provide the same priority classification services to MRI as they do all allied medical providers. Ensuring each patient that requires hospital transport will be triaged with the appropriate priority for their presentation, and an ambulance will be dispatched appropriately in accordance.

Comprehensive Coverage

Our services encompass all the fundamental aspects of event medical coverage, from basic first aid to advanced emergency response. This comprehensive approach ensures that we are fully equipped to handle any situation, providing a complete solution akin to other providers within the industry.

By maintaining these points of parity, Medical Response Industries ensures that our customers receive not only exceptional and distinctive services but also the foundational reliability and quality they expect from a top-tier medical provider. This balanced approach is key to delivering the best possible care and support at every event.

Closing Statement:

By choosing Medical Response Industries, you are partnering with a team dedicated to excellence, innovation, and the well-being of your event attendees. Trust us to be your reliable medical partner, ensuring a safe and enjoyable experience for everyone involved.