

NEWS RELEASE

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For immediate release

REACH AIR AMBULANCE COMMITS TO LEAN LEARNING CENTER TRAINING

Air medical company dedicated to continual improvement

Novi, Mich., August 7, 2002 – The Lean Learning Center, a leading provider of lean curriculum to a variety of industries, has signed a contract with Reach Air Ambulance (Santa Rosa, Calif.) to provide company-wide lean transformation services. The scope of services involves a combination of lean learning laboratory and training; and leadership coaching and development. Select Reach Air Ambulance personnel will attend sessions at the Lean Learning Center in Novi, Mich., as well as receiving on-site coaching visits by lean trainer and Center partner Jamie Flinchbaugh.

Reach Air Ambulance provides rotor and fixed wing patient transfers for critically ill and injured patients. “We are in a continuously evolving, high-risk business,” says Reach Air Ambulance chief executive officer Jim Adams. “We need to be able to respond to our customer needs in a highly organized and expeditious manner. There is no room for error. By implementing lean techniques throughout our organization, we believe we will improve on everything from response time to financial strength.”

Says Lean Learning Center’s Jamie Flinchbaugh, “We admire Reach’s commitment to improving their services. We know from our experiences in providing lean transformation services that even minor changes in a specific task can have major impact on a company’s efficiencies.”

The Lean Learning Center was founded in early 2001 by manufacturing and consulting industry veterans Dennis Pawley, Andy Carlino and Jamie Flinchbaugh to address the gaps and barriers that are holding back companies from successful lean transformation. In addition to the advanced curriculum, the Center has developed a learning environment designed specifically for adult learning, utilizing techniques that include discovery simulations, case studies, personal planning and journaling. Just over a year old, the Center boasts over 400 alumni with 60 percent of its business coming from repeat customers.

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Editor notes:

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