



## **Seth Myers, President and CEO Air Evac Lifeteam**

West Plains, Missouri  
[www.lifeteam.net](http://www.lifeteam.net)

If you live very far outside a metro area, sometimes you have to think outside the box. In the case of Air Evac Lifeteam of West Plains, Missouri, that meant looking at the entire air medical industry in a whole new way. Air Evac Lifeteam was founded in 1985 as the world's first community-based model for air medical rescue, meaning it was the first such business not to be affiliated with or funded by a medical center. Instead, it was designed as an independent service provider strategically located closest to those in need. Seth Myers, President and CEO, talks about the industry giant from a small Missouri town.

"I joined Air Evac Lifeteam in 2003, but they'd already been on my radar screen for sometime. As a 25-year veteran of the business, I knew how important it was to provide service to rural areas that had previously been underserved by the industry. West Plains' Air Evac founders had it figured out from the start.

"The air ambulance business took note of what was going on in West Plains, and today about 50% of all air medical companies follow the Air Evac model. I'm proud to be here where it started, and I'm proud of the work ethic we have. In addition to our air ambulance operations, we have a completion center where we rebuild helicopters for emergency medical use and an Operations Center staffed round the clock to monitor flights and communicate with crews. From a town of only 10,000 people, we are able to work with our 90 helicopter bases and over one thousand hospitals and ambulance services in 14 states, making us the 2nd largest air ambulance service in the world."

Seth Myers also enjoys the quality of life in West Plains.

"West Plains is an amazing place to live and work. The North Fork of the White River cuts through the area, offering spectacular views of cliffs and hardwood forests...and some of the best canoeing you'll find. The West Plains Country Club dates back to 1926, and I golf it often. Mostly, though, I'm partial to riding my Harley down the area's winding roads that in some spots are completely covered by a canopy of trees. You can't find that just anywhere."