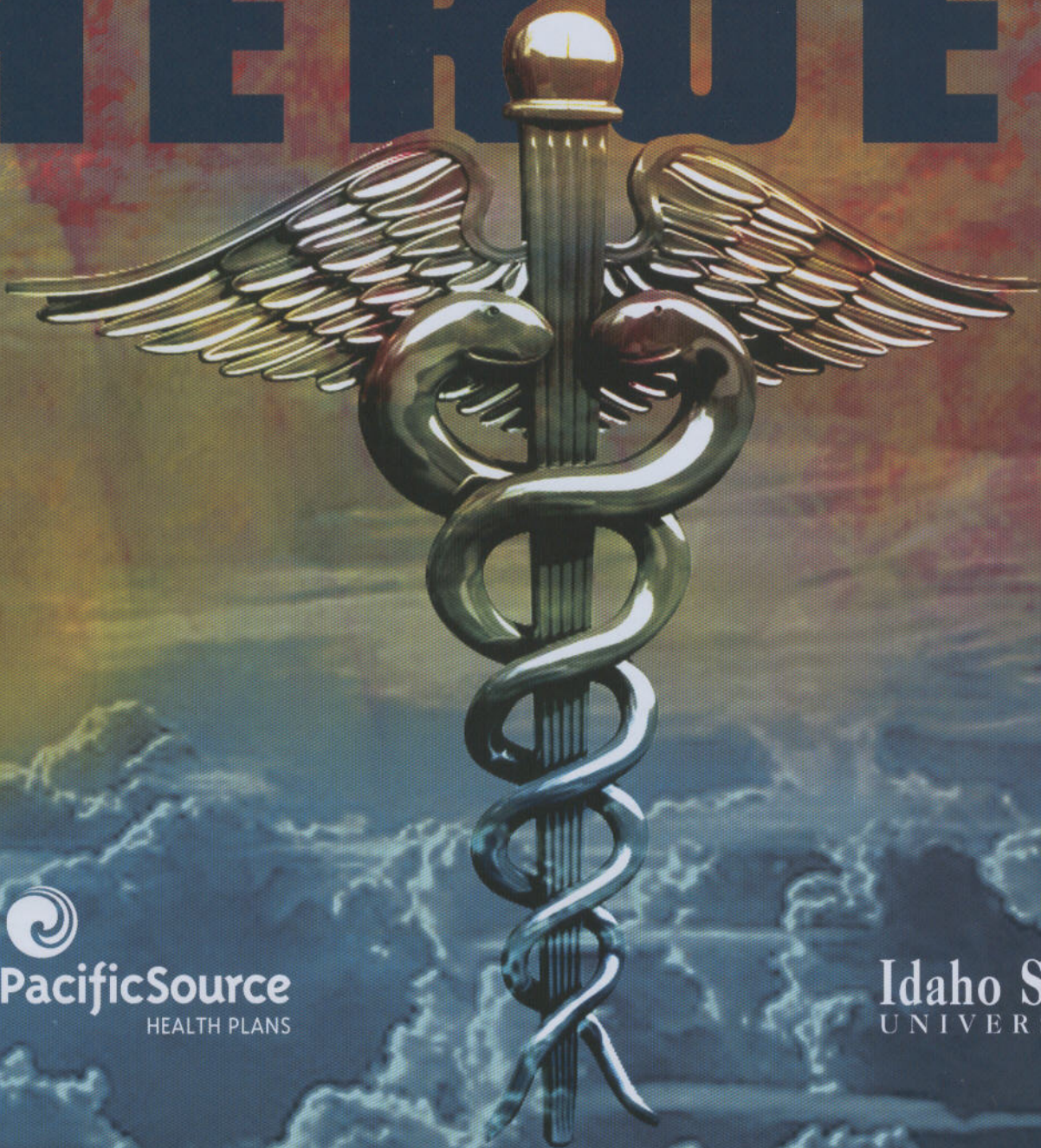


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EMERGENCY SERVICES

## Jeffery Fletcher

Undergoing rehab for a severe ankle injury in college piqued Jeff Fletcher's interest in the medical field, but the terrorist attacks of Sept. 11, 2001, made him a firefighter/EMT.

"While watching the horrific events unfold that day, I was awestruck by the sense of duty and higher purpose borne by these heroes," he said. "I couldn't get past the magnitude of responsibility that careers in emergency response carry."

Within a week he was down at Coeur d'Alene Fire Station #1 "begging for the opportunity to join," he said. He didn't get on with the department until 2003, but it was worth the wait.

"I took a 60 percent pay cut in getting hired as a firefighter/EMT and was ecstatic. There hasn't been a single day gone by that I regret my decision to join the EMS field," he added.

Fletcher has given his all with the Coeur d'Alene Fire Department. Serving as chairman of the wellness and marketing committees, he finished the Ironman Triathlon last year and raised \$30,000 for the community's free medical clinic along the way. Constantly working to improve his skills, he mentors college-level paramedic students, as well as his fellow firefighters, in health and wellness.

"Whether it is through education, fitness mentoring or health and wellness testing, I feel responsible for and take great enjoyment in trying to make the Coeur d'Alene Fire Department as healthy and fit as possible," he said.

Fletcher brings that same level of passion to every emergency call, no matter how challenging.

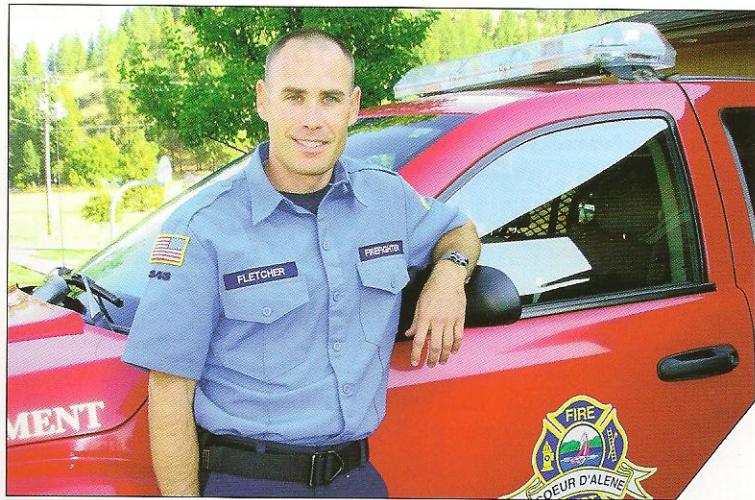


PHOTO COURTESY OF COEUR D'ALENE FIRE DEPARTMENT

"I try and take something positive and rewarding from every call. Sometimes this is difficult, but it leads to opportunities to better serve the community each day," he said. "A person's health is very private, and often a subject of embarrassment or even defiance. The challenge is to get past the barriers each person has and develop their trust so you can help."