



FOR IMMEDIATE RELEASE

North Texas Launches Prehospital Whole Blood Program for Critically Injured Patients

Specially trained AMR paramedics can now administer blood transfusions in the field during emergency response and subsequent transport

WICHITA FALLS, Texas. (September 8, 2026) — Patients who experience life-threatening blood loss across North Texas can now begin receiving whole blood transfusions before arriving at a hospital, providing earlier treatment during some of the most critical moments of emergency care.

Tomorrow, the new North Texas Regional Prehospital Whole Blood Program, launched by the North Texas Advisory Council (NTRAC) and in partnership with American Medical Response (AMR) and Our Blood Institute (OBI), enables specially trained paramedics to administer whole blood at the scene of an emergency and during ambulance transport. For those suffering from severe traumatic injuries and other hemorrhagic emergencies such as gastrointestinal bleeding and postpartum hemorrhage, prehospital blood transfusions could [increase their chances of survival up to four times.](#)

The program is part of a statewide initiative funded by the Texas Legislature, which appropriated \$10 million through the 2026–2027 General Appropriations Act (Senate Bill 1). Administered by the Texas Department of State Health Services (DSHS) through Rider 35, the initiative supports Regional Advisory Councils in establishing prehospital whole blood programs across Texas.

Using guidance developed by the Texas Prehospital Whole Blood Task Force, NTRAC coordinated the regional implementation by bringing together EMS agencies, hospitals, physicians, Our Blood Institute, and regional healthcare leaders to develop the operational systems, clinical guidelines, training, and quality improvement processes necessary to safely launch the program.

"When a patient is experiencing catastrophic blood loss, every minute matters," said Shane Comer, CEO and Executive Director of the North Texas Regional Advisory Council and Chair of the NTRAC Whole Blood Committee. "The ability to begin replacing blood before a patient reaches a hospital represents one of the most significant advances in emergency medical care in recent years. We are grateful to the Texas Legislature for its investment, to DSHS for its leadership, and to the Texas Prehospital Whole Blood Task Force for developing the statewide framework that allowed NTRAC and our regional partners to build this program for North Texas."

American Medical Response Leads Regional Implementation

At launch, American Medical Response (AMR) Wichita Falls will join the elite group of less than 2% ground EMS agencies nationwide that are able to carry and administer whole blood in the prehospital setting.

Working alongside NTRAC, AMR has played a key role in operationalizing the program by participating in equipment evaluation, specialized training, communications testing, tabletop exercises, workflow validation, and implementation planning. As the inaugural EMS partner, AMR helped establish an operational model that will support future expansion to additional EMS agencies throughout North Texas.

"We are proud to bring this lifesaving resource to the Wichita Falls community," said Kenny Hoffman, operations manager for AMR. "Our clinicians have committed significant time and preparation to ensure this capability is delivered safely and effectively. We are proud to support a program that strengthens emergency care across the region."

A System Built to Support the Region

A successful prehospital whole blood program depends upon strong partnerships across the healthcare system.

"Delivering whole blood in the prehospital setting requires careful planning, strong partnerships, and an unwavering commitment to blood stewardship," said Dr. John Armitage, president and CEO for OBI. "We are proud to support a program that expands access to life-saving blood products while maintaining the highest standards of safety, quality, and accountability."

The North Texas Regional Prehospital Whole Blood Program utilizes advanced technology, including BloodCOMM, specialized blood storage and warming equipment, and continuous quality improvement processes to ensure patient safety, product accountability, and clinical excellence.

The program is designed to be a scalable regional system that can expand to additional EMS agencies as the program grows.

"The North Texas Regional Prehospital Whole Blood Program speaks to the collaboration of state leaders, healthcare organizations, EMS agencies, hospitals, physicians, blood centers, and Regional Advisory Councils," adds Comer.

Media is invited to attend the launch program, where there will be a demonstration of how pre-hospital blood is administered during an emergency. Refreshments and interviews with key stakeholders will be available.

FOR PLANNING PURPOSES

Where: AMR Wichita Falls
4377 Seymour Hwy.
Wichita Falls, Texas 76309

When: September 9, 1:00 p.m.

Visuals: Whole blood being removed for storage and packaged for use
Simulated Patient Blood
Ambulance Interior Demonstration

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About American Medical Response (AMR)

American Medical Response, Inc., America's leading provider of emergency medical services, provides mobile healthcare in 40 states and the District of Columbia. More than 28,000 AMR paramedics, EMTs, RNs and other professionals work together to care for more than 4.8 million patients nationwide each year in critical, emergency and non-emergency situations. For more information about AMR, visit www.amr.net or on [Facebook](#) and [LinkedIn](#).

Global Medical Response is the largest air and ground emergency medical service provider in the United States. With 34,000 team members, the organization reaches more than 60% of the U.S. population, providing emergency medical care encounters to 5.5 million patients annually and performing a critical intervention every 89 seconds. For over two decades, GMR's [Office of Emergency Management](#) (OEM) has partnered with FEMA, DHS, HHS, state agencies, and private partners to deliver rapid, life-saving services during large-scale disasters, acts of terrorism, and public health emergencies, deploying over 80 times across all 10 FEMA regions. Its family of solutions includes [American Medical Response](#) (AMR), [Air Evac Lifeteam](#), [REACH Air Medical Services](#), [Guardian Flight](#), [Med-Trans Corporation](#), and [AirMed International](#). For additional information, visit GMR at www.globalmedicalresponse.com, or on [Facebook](#) and [LinkedIn](#).

About the North Texas Regional Advisory Council

The North Texas Regional Advisory Council (NTRAC) serves as the designated Regional Advisory Council for Texas Trauma Service Area C, coordinating trauma and emergency healthcare systems across Archer, Baylor, Clay, Foard, Hardeman, Jack, Montague, Wichita, Wilbarger, and Young counties. NTRAC works with hospitals, EMS agencies, physicians, public health organizations, and community partners to improve emergency medical care and patient outcomes throughout North Texas.

About Our Blood Institute

Our Blood Institute is the seventh-largest independent blood center in the nation, with 17 donor centers in Oklahoma, Arkansas and Texas. OBI is the nonprofit blood provider for patients at more than 280 hospitals, medical facilities and air ambulances across all three states.