“It would have taken more than five hours to get to the hospital. I wouldn’t have made it.”

It felt like a bee sting. But when Gene Schutzler lifted his pant leg, he saw a set of puncture wounds on his inner calf — and a rattlesnake slithering away.

Schutzler and his wife, Ginny, were two and a half hours from the nearest highway in Oregon’s high desert. “Cell phones didn’t work in that area,” Ginny says. “I hit the red OnStar® emergency button and was shocked when they answered because nothing else worked.” The red OnStar emergency button gives you a priority connection to an Advisor who can send help to your location right away, even if you’re in a remote area.

OnStar Emergency Advisor Lynne Piper answered the call. After pinpointing the Schutzlers’ location, she contacted police and patched in OnStar Emergency Advisor Lee-Anne Troughton, specially certified by OnStar First Assist. Advisors like Troughton can provide medical advice and rapid guidance, which may result in potentially lifesaving actions. “They put a tourniquet on, and I told them to leave it and not let him have anything to eat or drink,” she says.

Piper had a chopper sent to the area. After loading Gene onto the helicopter, the pilot raced to a trauma hospital in Boise.

It took 24 vials of antivenom for Gene to recover. But he is just happy to be alive. “By land, it would have taken more than five hours to get to the hospital. I wouldn’t have made it,” Gene says. “OnStar got the helicopter to me fast. I’ll never have a vehicle without it.”


PROJECT SUMMARY

What They Wanted
An advertorial that would grab readers’ attention and illustrate the value of OnStar’s emergency services.

What We Did
We put our interviewing skills into play to draw out the harrowing details of this dramatic story, and jumped into the middle of the action to amp up the intrigue.

Why It Worked
No one wants to read a dry account of “Why our emergency services are great.” Readers are drawn to real stories of real people. The pull quote and lead paragraph make it pretty much impossible not to read on.