



**City of Coral Gables**  
**CITY COMMISSION MEETING**  
**May 19, 2026**

**ITEM TITLE:**

Congratulations to our Medical Director, Dr. Fred Keroff on being recognized with the Raymond H. Alexander – EMS Medical Direction Award by the Florida Department of Health, Emergency Medical Services Bureau.

**BRIEF HISTORY:**

This prestigious recognition is presented to a licensed Florida physician who has demonstrated exceptional leadership in emergency medical services, both within their community and across the state. The award honors individuals who have advanced the quality of patient care through strong medical direction, oversight, and a commitment to continuous quality improvement.

Recipients of this award exemplify excellence in medical control, ensuring that EMS providers deliver safe, effective, and evidence-based care in the field. They also play a critical role in shaping the future of EMS by promoting and implementing innovative medical trends, technologies, and best practices that enhance patient outcomes.

Dr. Keroff is being recognized for his outstanding contributions including close to 5 decades of experience in Emergency Medicine and 4 decades of progressive leadership in Emergency Medical Services(EMS).

Warm congratulations to our Medical Director Dr. Keroff, on this well-deserved and long overdue recognition for dedicating his life to public service, developing innovative treatments, training, and EMS protocols — and for always leading with a passion to deliver the highest quality patient-centered care toward significantly improving patient outcomes!