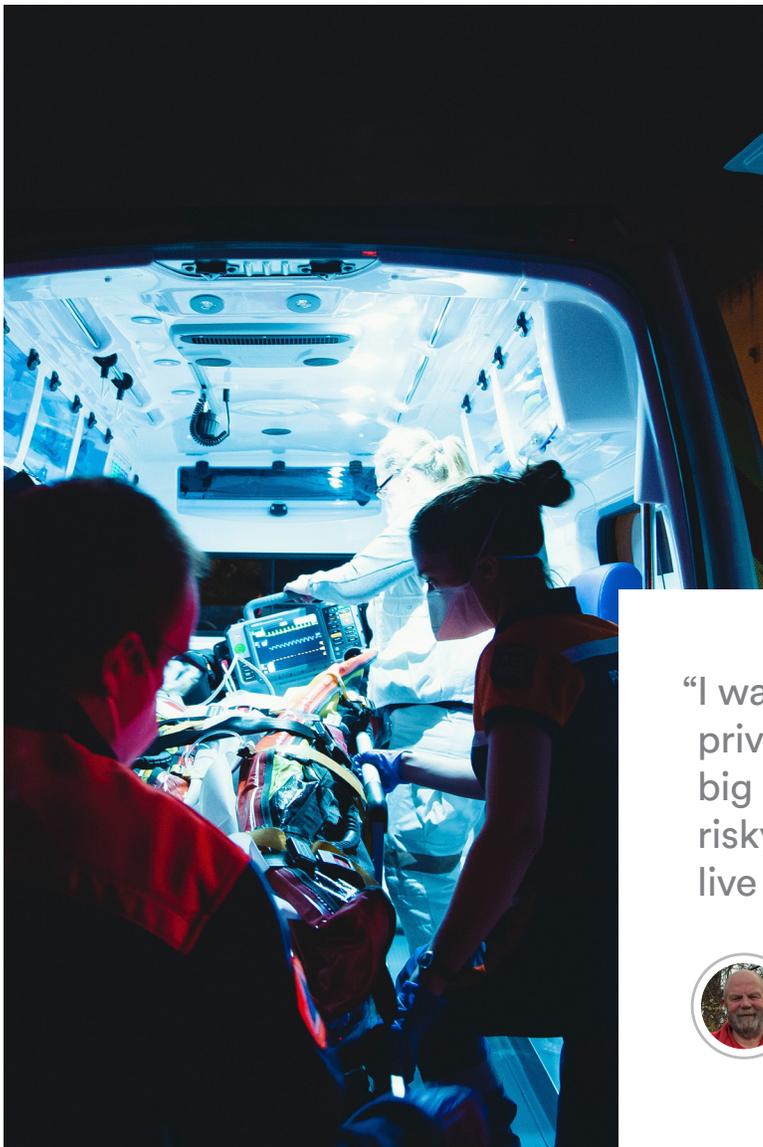


# Secure Medical Transport

A driver incentive program using Nauto's AI-powered fleet and driver safety data.



## ABOUT SECURE MEDICAL TRANSPORT

Since 2010, Secure Medical Transport has been providing the highest quality non-emergency medical transportation in Kansas City. Kevin Teasdale, owner of Secure Medical Transport, was inspired to start the company because he was disappointed with the providers that were available when his father required transportation services. Motivated by family values and a mission to serve his community, Kevin pledges to treat each client with the utmost respect and care, always putting safety first.

“I was hesitant initially because of driver privacy concerns. I like that Nauto isn't big brother. They are recording specific, risky driving events and not watching live streams of drivers all day.”



**JOE MCDONALD**

Safety Training Manager



## CHALLENGES

### Making safety the standard

Secure Medical Transport serves the healthcare industry, yet non-emergency medical transportation isn't highly regulated. Nevertheless, CEO Kevin Teasdale feels that it's important to run the company with a safety-first mentality, despite the lack of any governing body regulating cameras. Teasdale isn't comfortable allowing distracted, unmonitored drivers transporting patients. With Nauto's real-time in-vehicle capabilities, Secure Medical Transport is able to gain insight and reinforce their safety policies immediately.

### Drivers are a top priority

Joe McDonald, a Safety Training Manager at Secure Medical, recognizes the challenges involved with monitoring drivers. Change at times can be difficult, but he reinforces to his drivers that cameras are present for protection. Cameras help to ensure their drivers return home safely at the end of the day. Joe works with drivers to improve their driving behavior, reminding them that cell phone use is dangerous and to always pull over when needing to take a call.

## RESULTS



### Improving customer satisfaction

The Nauto system has enabled Secure Medical Transport to establish and enforce a culture where everyone values the safety of their clients and staff above all. Drivers feel protected and their customers are happier thanks to the high-level of service they're able to provide.



### Incentivizing drivers to improve their performance

In addition to daily check-ins with drivers, Secure Medical Transport sends out a weekly company bulletin using Nauto's safety metrics, including the VERA score (Visually Enhanced Risk Assessment). VERA scores and risky driving event details empower management to make changes among drivers when risky behaviors like drowsiness, speeding, and distracted driving become problematic. On a more positive note, VERA scores help to reward drivers when they are performing well or making improvements following coaching sessions. Company-wide "kudos" are merited and gift cards are provided, reinforcing the importance of following its safety policies in a positive manner. Management welcomes and encourages driver participation and feedback to ensure it is understood what needs to be worked on to keep their staff happy.

