

Case Study

Carecor

Carecor gets it there with time to spare: Medical transportation company uses Fleet Complete® and Courier Complete® to increase efficiencies, delivering urgent orders to healthcare community

Once we brought in staff from Complete Innovations and put the technology to use, we were able to grow our company and win new business. The software became a selling point -- our clients could take comfort in the fact that we leveraged high-level GPS monitoring tools, making it easier to locate employees at any given time and respond quickly to urgent situations.”

Tom Kobayashi, Director of Transportation Services

Background

When a patient is waiting in an operating room for an urgent blood transfusion, the blood needs to go from the laboratory to the hospital in record time. When the stakes are high and lives are at risk, timeliness and accuracy is everything.

Though medical operations always involve trained hospital staff, a host of others perform an equally important behind-the-scenes role that helps save lives every day.

Since the mid-1970s, employees of Carecor— a leader in healthcare transportation services – are meeting the varied and fluctuating needs of medical facilities, regional health networks and private sector healthcare companies, operating pre-scheduled routes in Ontario, Alberta and British Columbia. No two days are the same in the life of a Carecor employee. Perhaps best described as couriers with a cause, the Carecor team must ensure accuracy and timeliness with each and every delivery given the high-pressure nature of the industry within which they operate.

At a Glance

Company

Carecor

Industry

Health

Website

carecor.com

Summary

Since the mid-1970s, Carecor has been the leader in the dependable transportation of laboratory specimens, biohazardous substances, pharmaceuticals, diagnostic images, patient files and related correspondence, medical equipment, surgical instruments and supplies and home care supplies.

Business Situation

Carecor wanted to expand its business to include urgent deliveries and same day rushes, but were not implementing the Fleet Complete and Courier Complete software they already owned and knew would greatly assist in meeting their re-focused company objectives.

Solution

Using Fleet Complete and Courier Complete, the company can now make a better business case to clients in the healthcare industry, increase efficiencies, adhere to compliance rates and better train new employees.

Benefits

- Improved tracking and monitoring of fleet
- Accuracy in a high-stakes medical industry
- Enhanced training tools for new employees
- New lines of business and opportunities for expansion

Challenge

Although Carecor has long been recognized as an industry leader in medical transportation, more recently, the company decided to re-focus its core service on higher-stakes medical deliveries, including same-day rushes and specimen deliveries. In 2008, before the new direction was implemented, Carecor invested in Courier Complete (a Windows-based solution used to simplify the courier process) and Fleet Complete (a solution that offers real-time management and tracking solutions for vehicles) to track the accurate delivery of mail items, given the company's focus on paperwork and medical documents. When the focus shifted, Carecor decided to use these solutions to their fullest potential.

In the late summer of 2009, Carecor had the opportunity to bid on a large contract involving the urgent delivery of lab specimens. Understanding that a strong business case was essential to winning the contract, Carecor finally put their existing technology to use. One thing was clear: GPS tracking software was not only a pre-requisite for success in the industry, but a major competitive advantage for business development.

Solution

Staff from Complete Innovations spent a few days bringing employees up to speed on all of the software capabilities. "Once we brought in staff from Complete Innovations and put the technology to use, we were able to grow our company and win new business. The software became a selling point -- our clients could take comfort in the fact that we had high-level GPS monitoring tools that would track 36 vehicles, making it easier to locate employees at any given time and respond quickly to urgent situations," says Kobayashi. "We use MGS-200 modems for vehicle tracking and MGS-400 modems whenever we have a temperature probe in the system."

The integration of Courier Complete and Fleet Complete into Carecor's daily operations certainly opened up new opportunities for the company, but this was not a decision based on business expansion alone. Carecor realized they could benefit from reduced fuel consumption and more efficient routes in addition to the general tracking of its fleet. "Fleet

Fleet Complete lets us do periodical audits of our drivers, examining fuel consumption and performance. We've been able to reduce maintenance costs because we can identify poor driving and correct the behaviour before it becomes an issue.

Complete lets us do periodical audits of our drivers, examining fuel consumption and performance. We've been able to reduce maintenance costs because we can identify poor driving and correct the behaviour before it becomes an issue," says Kobayashi.

Benefits

With Fleet Complete and Courier Complete now in place, Carecor is experiencing a wealth of business benefits.

Improved tracking and monitoring of fleet

Fleet Complete offers Carecor a kind of internal ticketing system whereby the company can cite problems and implement behavioral changes in drivers. "It's a great tool for evaluating employee performance," explains Kobayashi. "We've had people's lives at risk and the technology acts as a set of eyes on our fleet, ensuring we get the job done accurately and on time."

The solution also delivers enhanced monitoring features that the company is leveraging to increase efficiency and better plan routes. This includes greater insight into driver's whereabouts. "If I have a driver with six orders to deliver and I know that she's heading West, I'm not going to send her on a job in the East-- Fleet Complete shows me that she's in fact headed the other way," says Kobayashi.

Accuracy in a high-stakes medical industry

From a contractual standpoint, Carecor is obliged to meet certain delivery and response times to urgent medical calls. Courier Complete and Fleet Complete allow Carecor to

adhere to a high set of standards -- 99.5 per cent of their calls must be on time to meet regulations. Without this tool, they would not be able to analyze metrics, make improvements and work to achieve these rates.

Enhanced training tools for new employees

When a new driver joins the company, Courier Complete can be used as a training tool because it allows routes to be integrated and pre-scheduled onto a mobile device. "We'll have routes automatically sent to a driver's device, and the driver will check off the routes, pick-ups and deliveries as they are completed," says Kobayashi. "This is a great tool to show new employees who may be unsure about a route – it almost functions like a driver's manifest."

New lines of business and opportunities for expansion

As Carecor's objective changed, so too did their use of Courier Complete and Fleet Complete. When the company made a calculated decision to focus on rush medical deliveries, they knew they could better sell their abilities by utilizing the software they already owned to its fullest potential. "Owning and eventually implementing this technology was a huge benefit – we could demonstrate to clients how focused we were on cost-savings, efficiency and precision," says Kobayashi.

About Fleet Complete

Fleet Complete is a GPS-based tracking and management solution that collects vital on-board or in-field information from the vehicle or the mobile resource, and delivers this to the company's operations staff for real-time tracking, back-end integration and reporting. Through a combination of location-based services, back office monitoring and two-way communication, Fleet Complete enables companies to better manage their fleet, reduce fuel consumption, increase worker safety and regulate employee activities in the field. Fleet Complete was recently integrated with Garmin Personal Navigation Devices, enabling customers to further streamline their operating costs with reduced out-of-route miles, real-time communication and driver status updates.