TELETRAC NAVMAN

Orange Aboriginal Medical Service: Building a Safer Fleet

Safety is a top concern for anyone managing a fleet. But for Orange Aboriginal Medical Service (OAMS), drivers aren't only responsible for their own safety, but for the wellbeing of their patients. OAMS is a provider of medical and healthcare services to the whole community of Orange, and driving is a major part of daily operations for staff. From transporting patients between appointments and making home visits, to travelling to conferences and meetings, its vehicles are always out on the road. With little to no visibility into where drivers were at any given time, OAMS struggled to react quickly in case of an incident or patient emergency. Business reputation also relied on a safe and productive fleet. A clear picture of vehicles' day-to-day movements was required to make sure drivers and patients were safe on the road.

The big picture

"One of our biggest challenges was the fact that we've constantly got people on the roads. We felt it was important to know where they were so if there was an incident we could make sure they were safe", says Michael Halls, Business Manager at OAMS. To solve this problem, the organisation turned to Teletrac Navman to implement a GPS tracking solution in all nine vehicles. The telematics system provides real-time insight into the location of drivers at any given time. If there's an incident, the company can quickly identify where they are and send assistance. "The installation was really easy. We didn't have to worry about anything, and if we ever have any questions, Teletrac Navman is great at answering them", says Halls.

Driving a safer fleet

For OAMS, fleet safety was fast becoming a priority. Vehicles were rebranded with its logo and new cultural design the year prior to implementing telematics. Now that the vehicles were instantly recognisable on the roads, drivers behaving irresponsibly could seriously impact the organisation's reputation. The solution continued to help OAMS train staff on safer driving practices and identify breaches of its safety policy.

Reducing unsafe on-road behaviour, like speeding, was key. Unfortunately, without the visibility that GPS technology provides into how drivers act on the roads, there was little the business could do. "We wanted to proactively put the system in place to avoid any incidents. It has really helped to curb risky behaviour. Previously there was no data that we could talk to staff about, but now we can look at the speed reports and make sure our team is being safe", says Halls. Real-time alerts notify management if a driver goes over the speed limit, providing accurate data that can be used to build awareness of unsafe behaviour and set goals to improve it.

Better customer communication

The technology continued to help OAMS by improving communication and response to patient feedback, which was previously a time-consuming challenge. If anyone raises a concern that they weren't picked up on time for an appointment, management can look at reports to identify exactly what time the driver arrived at their house to collect them. This noticeably reduced patient complaints. In addition, telematics data gives reception staff real-time information to draw on if a driver is stuck in traffic or gets held up when returning to the clinic, so they can more accurately answer customer queries.

A more streamlined workflow

For OAMS, the next step is improving manual processes and shifting to electronic alternatives. "We're still keeping manual records of the kilometres driven and who has operated each car. We're hoping to reach a stage where we don't have to keep manual logbooks at all", says Bronwyn Cooper, Plant & Equipment Officer at OAMS. Once drivers are familiar with the GPS system, stepping away from paper-based processes will streamline workflows and improve efficiency. As part of this progression, drivers already use the in-cabin devices to view routes rather than relying on laminated maps in each of the vehicles. Also in the pipeline is the ability to automatically re-route drivers to a customer pick-up address by sending them real-time alerts of new jobs.

"The biggest benefit has been the safety of our drivers. But we also know that there's so much more that we could be doing with the Teletrac Navman solution, which we're looking forward to exploring", says Cooper.