

CUSTOMER STORY

# CareMore partners with Lyft and ALC to revolutionize NEMT.

## CareMore’s Medicare Advantage members report over 96% satisfaction rate with Lyft.

CareMore Health operates Medicare Advantage plans, serving more than 150,000 patients across ten states who face multiple, persistent health conditions. The company aims to bring down healthcare costs by managing chronic diseases and caring for the sickest of the sick.

### The Challenge

CareMore began offering its members rides to medical appointments 25 years ago. “You can have the best facilities in the world, but if patients can’t get to them when they need them, they’re of no value,” says Dr. Sachin Jain, CareMore CEO.

The company contracted with non-emergency medical transportation (NEMT) services to offer traditional methods of curb-to-curb (C2C) transport, such as taxis or private car services. But when it began to see increasingly negative feedback about the company’s transportation options, CareMore knew it needed a better solution.

“When you work with traditional brokers and transportation services, you’re relying on a network of independent contractors who may or may not necessarily provide the level of services that you need.” – Dr. Sachin Jain

**“This is an industry-leading partnership. There are thousands of patients across the entire CareMore Health system who are having a better experience getting to medical appointments than they were before.”**

– Dr. Sachin Jain, CEO, CareMore Health



**+ Industry :**  
Medicare Advantage health plan

**🚫 Challenge :**  
Traditional taxi and private car NEMT options were unreliable and inconvenient. CareMore members complained about long wait times and discourteous drivers.

**✅ Solution :**  
Using Lyft Concierge, CareMore’s NEMT broker dispatches Lyft rides to patients. Together, the team designs new work flows and technology to meet the needs of CareMore members.

**★ Impact :**

- 39% reduction in cost
- 98% member satisfaction rating
- 45% decrease in wait times
- 96% member safety rating

## The Opportunity

In 2015, rideshare was a new concept in the healthcare industry. When the CareMore team approached Lyft about its NEMT opportunity, Scott Rinefort, CareMore's senior director of product design, found the Lyft team's answer to be refreshingly honest: "We'd like to see if we can make a difference in the healthcare space."

## The Solution

Today, CareMore partners with Lyft and NEMT broker, American Logistics Company (ALC), to provide C2C transportation. Using Lyft Concierge, ALC sends Lyft rides to members after receiving requests from CareMore. Because the partnership was one of the first of its kind, deploying Lyft Concierge meant customizing work streams and technology to accommodate a new rideshare audience. Few CareMore members carry smart phones, for example, so they call CareMore when they need to schedule a ride.

The team also mapped individual venues to clarify pickup and drop-off points, and developed technology tools so that clinical staff, caregivers, and patients could follow the status of each Lyft ride. Getting into a stranger's car caused some initial anxiety for members, so the team conducted driver sensitivity trainings and increased communication with members about what to expect.

After a two-month pilot program, CareMore launched its ALC-Lyft partnership across all of its Medicare Advantage markets nationwide in August 2016. "By the end of 2017," according to the company's report on the Health Affairs blog, "CareMore had provided 91% of all C2C rides through Lyft, accounting for up to 7,000 rides per month and a total of 68,993 rides in 2017."

**"Our partnership with Lyft shows that there can be a convergence between the best of what's happening in Silicon Valley and the best of what's happening in the rooms of clinics and hospitals around the country."**

— Dr. Sachin Jain

Top benefits include:



### More rides for less money

Lyft rides cost CareMore 39% less than non-Lyft C2C rides, which has allowed the company to expand its transportation benefit by 12%.

"More patients get rides to doctor appointments, which drives better patient care. That's a really big deal."

— Scott Rinefort



### Improved service levels

Wait times for CareMore Lyft rides are about half that of traditional NEMT providers. 92% of rides arrive within 20 minutes of scheduled pickup time, compared to 74% for non-Lyft rides.



### Happy, relaxed patients

In patient surveys, CareMore found a 98% satisfaction level among patients who use Lyft. In addition, 96% of them report feeling safe or very safe during Lyft rides.

"The fact that drivers and riders are rated has definitely been key to creating a better experience." — Dr. Sachin Jain



### A committed partnership

Faced with a challenge that required modifications to their operating model, the Lyft team worked closely with CareMore and ALC to create a patient-centered solution.

"We're a very mission-driven healthcare service organization. The people at Lyft shared that same passion for meeting the needs of the patients and communities that we serve." — Dr. Sachin Jain

## Looking Ahead

Today, the healthcare industry is seeing a convergence of innovative technology and care practices designed to elevate the patient experience. CareMore leaders see their partnership with Lyft as a central component of their strategy as they continue into that patient-centered future.