

CUSTOMER STORY

# Improving the patient experience with reliable rides.

## Developing an innovative ride solution.

For many patients, getting to and from care appointments is more stressful than it needs to be. Even a short walk to the parking structure is out of reach for some, and not every healthcare facility is designed for convenient transportation. In many cases, the healthcare campus is so big that drivers cannot locate patients.

American Logistics Company (ALC) helps healthcare organizations develop better transportation options for every type of patient – regardless of their mobility challenges. By partnering with Lyft to provide on-demand courtesy rides and develop custom pickup and drop-off zones at locations across the country, ALC has improved the patient experience at thousands of healthcare facilities.

“What we did,” says Gregg Prettyman, VP of Marketing and Sales at ALC, “is innovate on top of the Lyft [Concierge] API.” Building with the Concierge API, ALC can transform healthcare campuses into venues with pickup and drop-off spots that reflect the complexity of the location, so patients and drivers know exactly where to find each other. In addition to this innovation, ALC also empowers agents to request rides on behalf of patients – even those without smartphones or the Lyft app.

“Working with Lyft Business for the last two years ...[we have] creat[ed] a much more seamless experience for the passengers,” Prettyman adds.



**🏠 Company :**  
American Logistics Company (ALC)

**🏢 Industry :**  
Healthcare

**🎯 Objective :**

- Provide reliable transportation to patients.
- Reduce patient grievances.

**🚗 Solution :**

Through Lyft Concierge, ALC provides courtesy rides to patients. Using the Lyft Concierge API, they’ve created custom pickup and drop-off zones for large hospital campuses and medical offices so patients get curb-to-curb service.

**★ Impact :**

- Reduced appointment cancellations
- Improved transportation efficiency
- Increased patient satisfaction

## Shorter wait times.

At most healthcare facilities, drivers need specific address details to find passengers, such as department and building numbers. Without them, drivers often arrive on time, wait for a passenger who's on the other side of the building, then leave after the allotted waiting period is up. Another driver has to be dispatched, and the passenger has to wait even longer. By creating detailed maps of healthcare campuses, ALC makes it easy for drivers to find passengers anywhere in the facility. And shorter wait times mean happier patients.

## Seamless ride requests.

To help patients get to and from their facilities, healthcare organizations count on ALC to request rides on their passengers' behalf. Through Concierge, ALC can designate ride agents to request or schedule rides for patients from anywhere. ALC has increased dispatcher efficiency by 1,900%, just by improving the pickup and drop-off experience.

## Industry-leading innovation.

"ALC was our first partner to fully integrate and request Lyft rides from their customer relationship management software," says Gyre Renwick, Head of Healthcare Partnership at Lyft. "This has allowed ALC to dispatch rides at a much faster rate and with the precision to have the lowest grievances in the marketplace."

## Lyft's impact on ALC's patient experience.

- Transportation costs have lowered by 30%, with total projected cost savings of over \$8 million a week.
- Wait times are 40% shorter with Lyft than other transportation options.
- Grievances per 1,000 trips have dropped from 1.5 to 0.8.
- Ride cancellations have reduced by 50%.
- Dispatcher efficiency has gone from 225 trips per day to 1,750 trips per day.



"Thanks to our partnership with Lyft, we feel that we're really poised to expand our healthcare offerings."

Gregg Prettyman, VP of Sales and Marketing, ALC