COST, CARE, AND THE QUALITY TRIP
MOBILITY MANAGEMENT BUSINESS MODELS

IMPROVING HEALTHCARE OUTCOMES
THE MOBILITY MANAGEMENT CONNECTION
MAY 23, 2016
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A WORD ABOUT MYSELF

CONTRARIAN

con·trar·i·an

a person who opposes or rejects popular opinion, especially in business dealing.

opposing or rejecting popular opinion; going against the current

a person with an unusual perspective
PROVERBS

“YOU CAN’T SEE THE FOREST FOR THE TREES”
Fewer than one in ten Americans are uninsured

CNBC, Tuesday May 17, 2016
IMPACT of the Affordable Care Act

MEDICAID BECOMES AN INSURANCE PROGRAM

EARLY INTERVENTION EQUAL BETTER OUTCOMES AND LOWER COSTS

VOLUME AFFECTS PRICING

COMPETITION CREATES BETTER PRICING
IMPACT of the Affordable Care Act

NETWORKS ARE BETTER TOOLS FOR PATIENT CARE

SERVICES SHOULD BE CLOSER TO THOSE SERVED

INCENTIVES FOR SUCCESS, PENALTIES FOR FAILURE

AND-------------------SERVICE DELIVERY WILL FOCUS ON
IMPACT of the Affordable Care Act
IMPACT ON MOBILITY SERVICES

AN INCREASED EMPHASIS ON REAL TIME RESPONSIVE TRIPS

CONSTANT PRESSURE FOR LOWER COST

MORE NON-TRADITIONAL PATIENTS WITH TRANSPORTATION NEEDS
IMPACT ON MOBILITY SERVICES

PUSH FOR GREATER COMPETITION TO PRODUCE LOWER PRICING

PLACING A HIGHER VALUE ON PRICING AS A MAJOR FACTOR OF DEFINING QUALITY

DUAL ELIGIBILITY AND ADVANTAGE PLANS WILL INCREASE TRANSPORTATION NEEDS
KEY CONSIDERATION IN DEALING WITH THESE CHANGES
A BIT OF BUSINESS LOGIC?

**Law of Demand**

- When the price goes up...
- ...the quantity demanded goes down.
- NOTE: The relationship between price and quantity is inverse.
- When the price goes down...
- ...the quantity demanded goes up.
TODAY’S MEDICAL TRANSPORTATION MARKET
CTAA’S DIGITAL CT MAGAZINE PROFILE

THE CHANGING FACE
Of Non-Emergency Medical Transportation

www.ctaa.org
WHAT WE SEE HAPPENING

THE MORE “COVERED” PERSONS THE MORE SERVICE IS REQUIRED

THE HEALTH DELIVERY SYSTEM IS EXPANDING TO MEET GREATER DEMAND

BEHAVIORAL HEALTH IS CLOSE TO BEING HALF THE NEMT MARKET

FEWER SERVICES FIT INTO A 9 TO 5 MODEL

REAL TIME DEMAND NEEDS FOR SERVICE PLATFORMS
WHAT WE SEE HAPPENING

NETWORKS ARE ESSENTIAL ELEMENTS IN HEALTH CARE DELIVERY

DISCOUNTED SERVICES ARE AN ESSENTIAL ELEMENT IN HEALTH CARE AND TRANSPORTATION IS VIEWED BY THE SAME KIND OF EXPECTATION

COST IS ALSO A MEASURE OF QUALITY

NOT ALL MOBILITY SERVICE DEMANDS AND NEEDS ARE THE SAME

PEOPLE WITHOUT SUBSIDIES NEED AFFORDABLE MOBILITY OPTIONS
THE NEW DEFINITION OF MOBILITY MANAGEMENT IN TODAY’S ENVIRONMENT

A PROCESS BY WHICH AN ORGANIZATION OR A GROUP OF ORGANIZATIONS WORK TOGETHER TO ADDRESS MOBILITY NEEDS AND SERVICES IN A COMMUNITY

A PROCESS TO CREATE A NETWORK OF SERVICES AND TRANSPORTATION OPTIONS TO PROVIDE QUALITY MOBILITY SERVICES AT THE LOWEST POSSIBLE COST

THE CREATION OF A SHARED MOBILITY VISION THAT INCLUDES WITHIN ITS ACTIVITIES PARTICIPATION OF PUBLIC, PRIVATE, FOR PROFIT, NON-PROFIT, VOLUNTARY, AND TRANSPORTATION PROVIDERS

A PROCESS THAT UNDERSTANDS THAT IN ADDRESSING MOBILITY NEEDS THAT GOOD IS NOT THE ENEMY OF PERFECT
A SPECIAL CHALLENGE FOR COMMUNITY TRANSPORTATION

A RECOGNITION THAT “ONE SIZE DOESN’T FIT ALL” MEANS THAT SMALLER FUEL EFFICIENT VEHICLES ARE AN IMPORTANT PART OF ADDRESSING LOW PRICE SERVICE STRATEGIES

A RECOGNITION THAT TRADITIONAL GRANT BASED EFFORTS CANNOT MEET ALL THE NEEDS FOR EQUIPMENT WE NEED TO SERVE A CHANGING MARKET

OUR OWN APPROACH TO SERVICE MUST INCLUDE NETWORKS INCLUDING “MOMS AND POPS,” SMALL BUSINESSES, AND VOLUNTEERS AS TOOLS TO ADDRESS PRICES

WE MUST NEVER FORGET THOSE WITHOUT SUBSIDIES THAT STILL NEED SERVICES
HOW OUR ASSOCIATION HELPS

www.ctaa.org
QUESTIONS, COMMENTS, OPINIONS

To progress, you must set your mind free. THINK for yourself.

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