

Ground force

The horrors of arranging ground transportation! Who can you call, better yet, who can you trust? Allan Adler attempts to simplify the process

How many times have you laboured to co-ordinate an air ambulance or commercial medical escort transport only to cringe because the process of arranging a ground transportation lies ahead? Why can a seemingly simple process become a frustrating and costly issue? How often have you had to call at the last moment or in the middle of the night to set up transportation, only to find you do not have a provider, cannot find one or worse yet, they command immediate payment at a rate much higher than you originally expended for. If these scenarios aren't bad enough, consider the time spent that could be better served providing more essential company functions. There is a solution though, an alternative to dealing with these concerns. You use a travel agent to purchase airline tickets, a fueling service to purchase discounted fuel, a Fixed Base Operator to co-ordinate some needs, even a handling service to assist in international co-ordination. Now you can use an industry specific Transportation Management Organisation (TMO) to co-ordinate your ground transportation needs. Transportation Management Organisations are not new. In fact, they've been established for quite some time. Leading national companies in the US include: Black Diamond, Optimal Transportation, Access OnTime, and Zonacare USA, all of which have been providing such cost effective transportation management solutions by developing regional and national transportation networks to serve their clients' specific needs.

A TMO assists companies by providing the following service:-

- Immediate, one-call/one-stop turnkey service
- Calling and co-ordinating the appropriate provider to meet your specific needs
- Assuring provider standards are met
- Monitoring the progression of each transport to ensure accuracy and on-time performance
- Create a tailored billing mechanism to meet your needs
- Dealing with issues with real-time resolution

How an industry specific TMO operates

A TMO earns its business by providing highly personalised customer service with 24/7/365 access where customised

transportation is arranged to meet the specific needs of its customers. The value in its service comes in many forms.

One benefit is the use of industry trained call-takers and co-ordinators, who are versed in both air and ground procedures, which helps to facilitate a seamless process from the initial call through to the completion of each transport. Included in that process is the use of proprietary software and tools that help in the co-ordination and monitoring of each transport.

Another benefit is the amount of time saved by utilising a TMO. By virtue of using the service, one simple, short call is all it takes to process a request giving back invaluable time to the customer to deal with more sensitive matters.

Time is saved by eliminating redundant calls with providers and other parties associated with each transport. In addition, having to find new providers can be a labour intensive, timely process. Finally, if an issue were to arise, the TMO handles the situation in real time.

A TMO will also have a division whose sole purpose is to work as a provider liaison where relationships are developed, standards are monitored, and contracts are negotiated and executed. The TMO must continually monitor its providers to assure the best possible service available at the most reasonable rates, passing these savings on to its customers. Because of the valued mutual relationship, the providers continually take extraordinary steps to keep the TMO satisfied with their service and availability.

A TMO offers significant value in its service delivery, but in terms of cost containment, that is realised several fold. The first and most obvious is the fee for service. In many cases a customer is afforded significant discounts by the TMO as well as the savings from not having to pay providers immediate, time-of-service retail rates. Other savings come from the fact that the customer's overhead in the accounting process is lowered as they receive accurate, tailored billing from the TMO, thus eliminating the inconvenience of having to dispute discrepancies or reconcile invoices from multiple providers.

The bottom line in utilizing a TMO is in the opportunity for cost savings that it presents, the efficiency it allows and the frustration it eliminates.



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ONE CALL
MEDICAL TRANSPORTS

Ground Transport Specialists

- Nationwide Network
- Available 24/7/365
- Quick & Easy Scheduling
- Non-Ambulatoy
- ALS, BLS, Stretcher
- Procurement Team

Experts in service to the Air Ambulance Industry

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