



MediForce



Telematics from TomTom WORK improve medical service

The ability to show that they follow due diligence in all of their activities was a key requirement for fast growing private ambulance operator MediForce Limited when considering the installation of a connected navigation system covering their fleet of emergency vehicles.

Professional medical cover to private sector

The Company

MediForce is a private ambulance service providing professional medical cover to the private sector and the NHS. The company's emergency vehicles and highly trained paramedics and ambulance technicians attend many sporting events and provide cover for the TV, film and entertainment industry, including concerts and festivals. Increasingly MediForce is becoming involved in supporting the NHS through the provision of emergency response services. From its head office in Slough the company offers a repatriation service to leading medical insurers and to individuals. This includes arranging air and/or road ambulance transport between mainland Europe and hospitals near the patient's home following an illness or accident abroad.

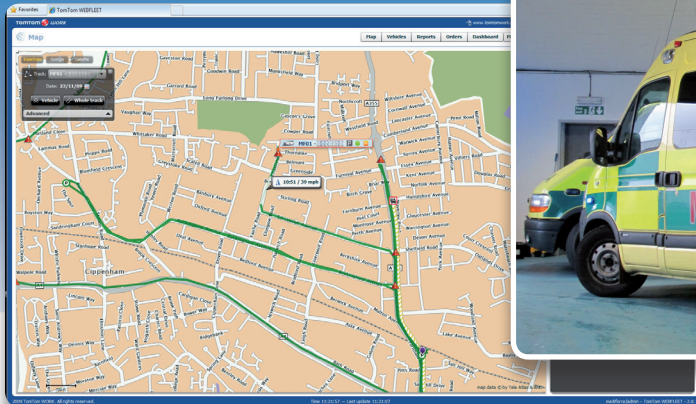
Traceability over all aspects of operations to prove appropriate care

The Challenge

With its fleet of emergency vehicles growing fast, their deployment widening geographically, and the need to optimise the use of these valuable vehicles, the company set out to find a telematics solution that would give it better control over its fleet.

But perhaps the key driver was the requirement to show that it consistently meets 'due diligence' standards. This requires traceability over all aspects of its operations to prove that it always takes appropriate care to ensure that its activities are carried out safely for patients, its own staff and the public.

In the 'blue light' emergency role in particular it had to be able to prove that it acts responsibly with regard to the safety of other road users when attending call-outs. A proven navigation system would also assist with long distance patient transfers into or from areas with which the crew may not be familiar.



The Solution

The solution chosen by MediForce is a connected navigation system centred on the TomTom WEBFLEET fleet management software, the GO in-vehicle navigation and communication unit and the LINK tracking device. Using this system MediForce is able to know the precise location of each of its vehicles at all times with this being plotted on large screens at its head office.

Because WEBFLEET can be accessed by any web-enabled computer, directors and senior managers are also able to access the system from anywhere 24 hours a day, which is important for a service that operates around the clock. Information is received by WEBFLEET in real time and is stored for later analysis and to provide historical data to prove due diligence. Other useful management information can also be gathered to help identify opportunities to improve performance or to make cost savings.

Better control and vital information to assist teams in emergencies

A unique feature of the MediForce installation is that using a spare port on the LINK box a connection has been made with the button that activates the blue lights and siren. This allows their use to be recorded, which can be vital information should a vehicle be involved in an incident when attending an emergency call-out. The class-leading satellite navigation and instant two-way communications available through the GO unit are a major boon to the ambulance crews. Touch-screen technology allows the driver to acknowledge receipt of an instruction safely and can then direct him or her to a location through the use of clear voice instructions and easy-to-read maps. In non emergency situations, such as long distance patient transfers, the availability of IQ Routes™ and HD Traffic™ helps to avoid hold-ups, can quickly provide alternative routes, and assists in providing more accurate estimated arrival times.

Dave Hibbert, Operations Director at MediForce, says: "The system not only gives us much better control over the deployment of our vehicles, it can also provide vital information to assist our teams in emergencies because of its excellent satellite navigation and communications capabilities. And it provides us with a great deal of management information to better inform our business decisions."