

The Magic that Connects People to  
Transportation

**HITCH+ HEALTH™**

# Current Healthcare Transportation Pain Points



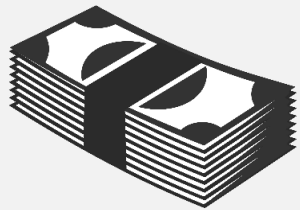
## Patient

Scheduling process is complicated and time-consuming.



## Provider

High no-show rates and lost profit.



## Health Plan

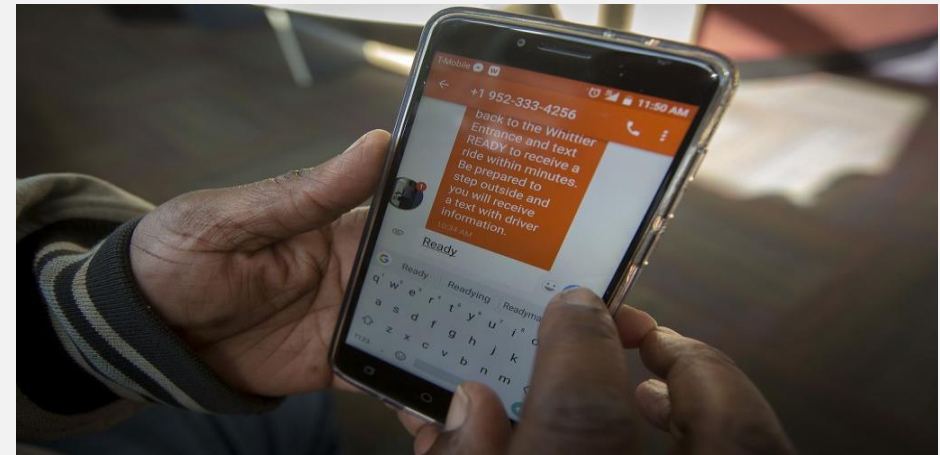
No automated approach and call center staff intensive.  
Potential appointment fraud and abuse.

# Hitch Health

A software product\* that integrates any Electronic Health Record (EHR) or Practice Management System (PMS) with any ride service to seamlessly remove transportation barriers and reduce “no show” rates by automatically and proactively sending ride offers to patients with eligible medical appointments.

- SMS Texting
- No mobile application needed
- No front line staff involvement

\*A nonprovisional patent application claiming priority thereto was filed on December 21, 2017



Watch our video at [hitchhealth.co](https://hitchhealth.co)

# How Does it Work?

Daily automated flow of patient appointment data to Hitch Health

Hitch Health identifies appointments eligible for rides based on provider criteria

Hitch Health automatically sends patient ride offer via text

Hitch Health automatically dispatches the ride and patient receives ride information via text

Patient initiates return ride via text message

- No health system staff required
- No patient mobile app or smartphone required
- HIPAA compliant SMS text messages
- Multilingual call center support for patients
- Dedicated tech support

# Results\*

## Targeted population

(Based on Provider Filters)

18+ in age

English/Spanish speaking

Medicaid insurance

Live within a 25 mile radius of clinic

Total Ride Offers

40,920

Total Rides  
Provided

10,786

No Show  
Reduction

31% to 22.5%

27% Overall Impact

Net Promoter  
Score

9.7/10

32% response rate

\*07/2017 – 07/2018

1 Health System

# Provider Pays

## Provider costs\*

Average cost per Lyft ride:	\$12.00
<u>Hitch Health™ per ride administrative fee:</u>	<u>\$2.50</u>
Total per ride fee:	\$14.50

Hitch Health™ annual licensing fee: \$6,000

\*Lyft and Uber are not approved Medicaid transportation vendors in any state

# Value Proposition

## Example

Appointments	100,000
No-Show rate	20%
Missed appointments	20,000
Revenue per appointment	\$160
Hitch Health™ cost	\$0
Revenue loss	(\$3,200,000)

## Hitch Health™ Intervention

Appointments	100,000
No-Show rate	12%
Missed appointments	12,000
Revenue per appointment	\$160
Hitch Health™ cost	\$246,000
Profit gain*	\$1,034,000

*\*Provider has fixed costs for appointments. With any additional appointments, revenue drops to the bottom line as profit.*

# Hitch Health: The Future of Proactive Transportation

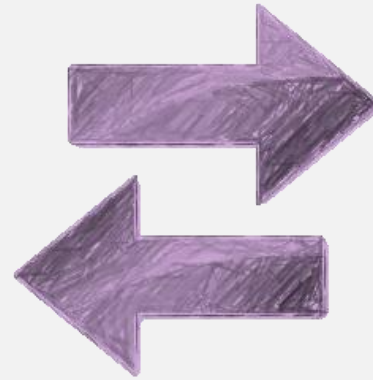
	<u>Patient</u>	<u>Provider</u>	<u>Health Plan</u>
No show rates <i>decrease</i>	<b>X</b>	<b>X</b>	<b>X</b>
Patient Satisfaction <i>increases</i>	<b>X</b>	<b>X</b>	<b>X</b>
Provider Profit <i>increases</i>		<b>X</b>	<b>X</b>
Fraud and Abuse <i>decreases</i>			<b>X</b>



# How to get started



Quick training



Simple data set-up



Start small to prove impact

# Appendix

# Dashboard

- Full view of all appointments arriving via Hitch Health
- Real-time status updates

Arrivals Departures Request a Ride Health Systems Appointments Patients Reports

All Clinics July 9, 2018 There are 68 rides scheduled for today. Updated as of: 1:55PM

All Clinics All Departments 07/09/2018 Search by Mobile Phone

« July 8, 2018 July 10, 2018 »

### Appointment Times

#### 8AM

8:00	8:15	8:30	8:45
CANCELED BY PATIENT Edith Z. ❌	No scheduled rides	CANCELED BY PATIENT Shelby T. ❌	No scheduled rides
DROPPED OFF Julio T. ✅		DROPPED OFF Nedjra C. ✅	
DROPPED OFF Meagan K. ✅			

### Appointment Times

#### 9AM

9:00	9:15	9:30	9:45
DROPPED OFF William H. ✅	DROPPED OFF Mohamed M. ✅	DROPPED OFF Donald J. ✅	No scheduled rides
CANCELED BY CALL CENTER PLUS Rickey H. ❌		DROPPED OFF Gail M. ✅	
DROPPED OFF Nedjra C. ✅			

### Appointment Times

#### 10AM

10:00	10:15	10:30	10:45
CANCELED BY PATIENT Patricia T. ❌	DROPPED OFF Giovonna H. ✅	DROPPED OFF Rita G. ✅	DROPPED OFF Jovita L. ✅
DROPPED OFF Timothy Lamar D. ✅			DROPPED OFF Trina L. ✅

# Patient Safety

- Ride data is visible to the clinic to ensure patient safety and fraud prevention
- Patient arrival and location confirmed
- Provides driver name and contact information


## Dropped Off

CLOSE

LYFT ETA	APPT	DROPOFF LOCATION
—	<b>8:00AM</b>	<b>Blue Entrance</b>

**Meagan K.**  
Mobile: [Phone Number] [Home Address]

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 **Dropped Off**  
Blue Entrance  
7:26AM

Driver: Yasin  
Gray Toyota Camry  
870XVX  
(205) 386-2739

# Testimonials

*“Given the high cost of specialty care, the money lost on one no show is significant. Continuing to use Hitch Health’s software and help patients get to their appointments could increase our health system’s overall revenue greatly.”*

*Sheila S., HCMC Clinic Manager*

*“I like how patient-centered the Hitch Health texting software is. Leaving it in the patients’ hands makes the whole experience much easier and enjoyable for them.”*

*Nancy G-N., RN*

*“Hitch Health’s software is awesome. It really alleviates the stress of extra scheduling time and frustration on the phone for our front line staff.”*

*Cerenity H., MSW, LICSW*

# Competitors



Technology Attributes	HITCH-HEALTH.	CIRCULATION	UBER Health	lyft Concierge	kaizen HEALTH	veyo	roundtrip Healthcare Transportation Simplified	SPLT	RELATIENT	Medicaid	LogistiCare	AcuityLink
Real-time API EMR Integration	X	X			X	X						
Real-time API Rideshare Integration	X	X	X	X	X	X		X				X
Automated Ride Offer	X											
Ride Offer Filtering Capabilities	X											
Patient Communication												
SMS Text Message												
Program Opt-In	X								X			
Appointment Reminders	X	X			X	X	X	X	X			
Automated Return Ride Request	X											
Target Partners												
Medical	X	X	X	X	X	X	X	X	X	X	X	X
Dental	X											
Target Geography												
National	X	X	X	X					X	X	X	
Regional					X	X	X					X
In-State								X				