



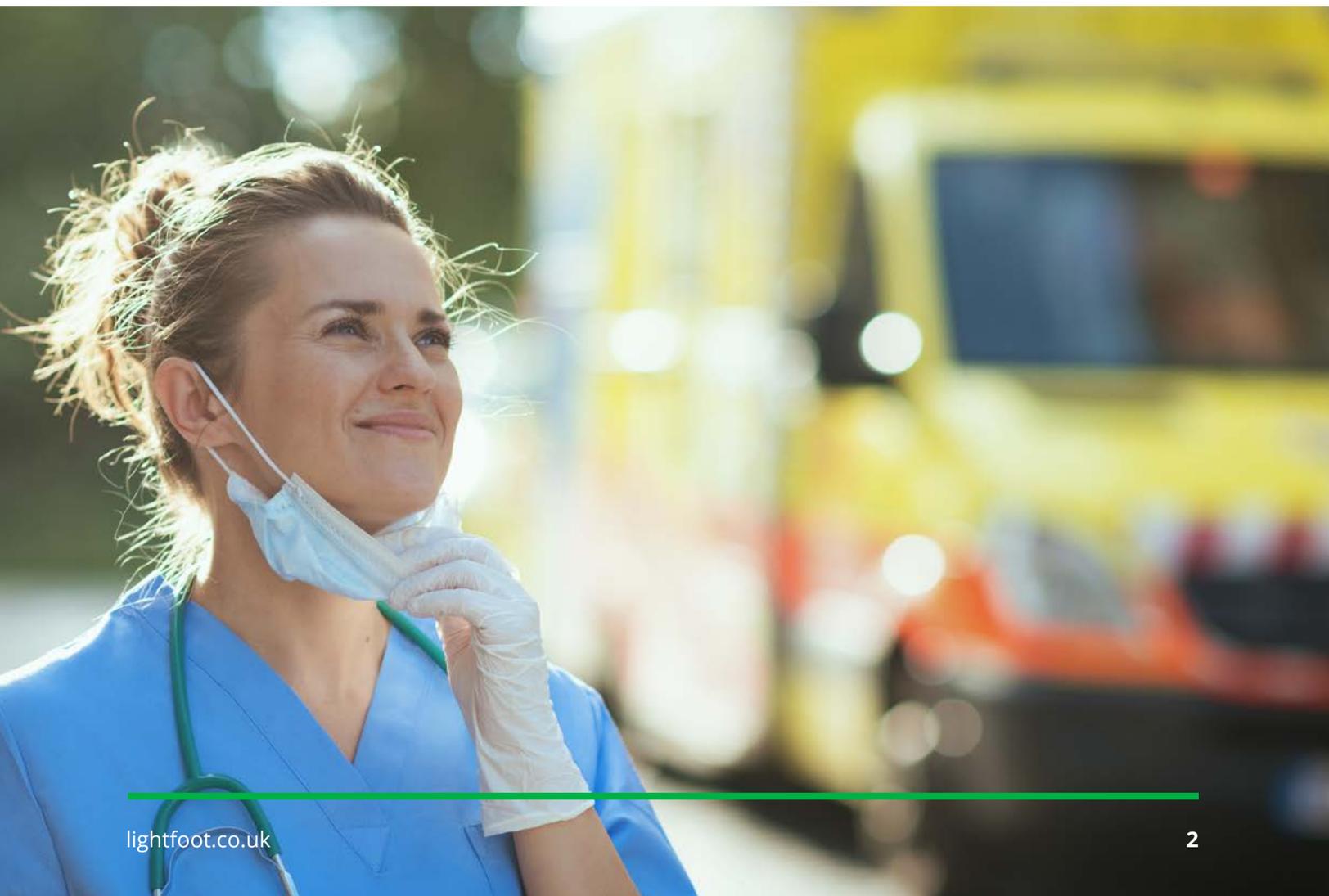
# Elite Fleet Performance for Healthcare Fleets

How to boost driver safety,  
sustainability and cost efficiency  
with a smart new approach



Across all healthcare fleets—from patient transport to community equipment services to frontline vehicles—a combination of factors present serious problems in what is already a high-pressure sector.

The concurrent need to keep staff, patients and passengers safe, achieve greater sustainability and control operational costs are made difficult by stretched resources, outdated vehicles, high mileage, and a disparate workforce that can be tricky to manage in overcoming them.



Fleet performance lies at the core of these issues. By striving for Elite Fleet Performance, healthcare vehicle fleets can:



**Uphold high safety standards and effectively fulfil their duty of care**



**Reduce the costs of fuel consumption, wear and tear, and insurance**



**Achieve more eco-friendly, sustainable driving practices**



**Ease the pressures faced by staff, managers and directors**

Before we look at how healthcare organisations can achieve Elite Fleet Performance, let's recap on the challenges faced by vehicle fleets, and how these impact the wider sector.

# Challenges facing healthcare fleets

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## Safety and duty of care

Across all areas of healthcare, putting patient or service user safety first is paramount. Staff have a substantial duty of care at all times, and this is especially true when they are in charge of a vehicle.

**Road incidents present a significant risk to vulnerable passengers and service users, not to mention to healthcare staff themselves and the general public.**



For healthcare organisations, safer driving practices not only help control the costs of insurance claims and premiums, but also support them when bidding for funding and service delivery contracts. This is already a tough and competitive process, and can be compromised by a poor safety record.

## Pressure for drivers and management challenges

In all fleet-based industries, drivers are under immense pressure to enhance their performance. This is just as true for healthcare, where it tends to be the staff themselves at the wheel, not professionally-trained drivers. As a result, driving standards across the industry are adding to vehicle wear and tear, fuel consumption, and safety risks.

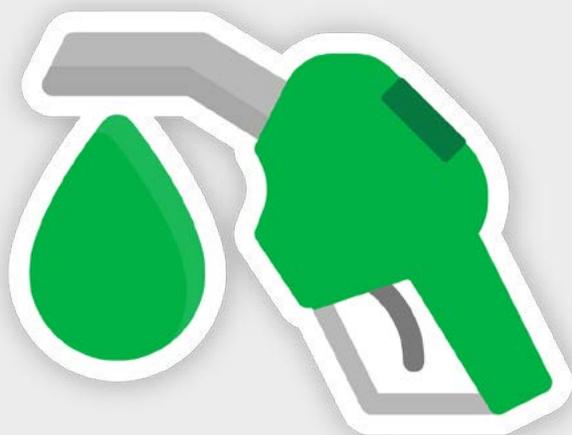
Plus, multiple members of staff often use the same vehicle, which makes holding them accountable and measuring their performance a serious challenge. Those responsible for safety and risk need to implement training measures that are accessible to healthcare staff and that work with flexible driving arrangements.



## High and rising fleet costs

Inefficient driving styles combined with rising mileages and use of outdated vehicles for non-emergency services mean fuel consumption in the healthcare sector is high.

With rising fuel costs, and the aforementioned issues of vehicle wear and tear and insurance premiums, this is a perfect storm for compounding the costs of fleet management. And with resources already stretched thin across healthcare businesses, this presents a significant problem. It is essential for fleet owners and operators to open up new efficiencies at all levels of their operations, and help healthcare workers to strive for better standards of driving performance.



Fuel consumption in the healthcare sector is high.

## The need for sustainability

With the NHS alone reportedly accounting for [25% of CO2 emissions in the UK's public sector](#), the environmental credentials of healthcare businesses are under growing scrutiny.



Many organisations wish to adopt more sustainable practices, but are stuck with outdated vehicles in their fleets, which means higher fuel consumption and carbon emissions. And with so many other pressing difficulties to overcome, it is difficult for those in charge to give sustainability the focus and attention it requires.

Electric vehicles are being trialled in small numbers, but fleet managers need a low-maintenance solution that can help improve driving practices and reduce emissions across all vehicles.

# Current solutions and their limitations

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There are a number of solutions available to support drivers for healthcare businesses—from black box telematics systems, to dashboard cameras, to distance learning programmes.

These solutions are designed to flag and feed back on poor driving habits, thus helping healthcare fleets to raise care and safety standards, bring vehicle costs down, and reduce their environmental impact. Unfortunately, when put into practice, many of them fall short of realising these goals. Here are a few reasons why...

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## Flawed technologies

Many leading telematics systems misrepresent the actions of drivers, flagging certain behaviours as 'aggressive', even when they are appropriate for the situation.

This means good drivers can be penalised for justifiable behaviours, such as accelerating to join a slip road, or harshly braking to prevent a collision.

## Labour-intensive processes

Rather than correcting bad habits as they happen, most fleet management solutions require vehicle data to be collated, reviewed and discussed in a debriefing. For most organisations in the healthcare sector, where time and resources are constantly scarce, the additional demands of this are simply not viable.

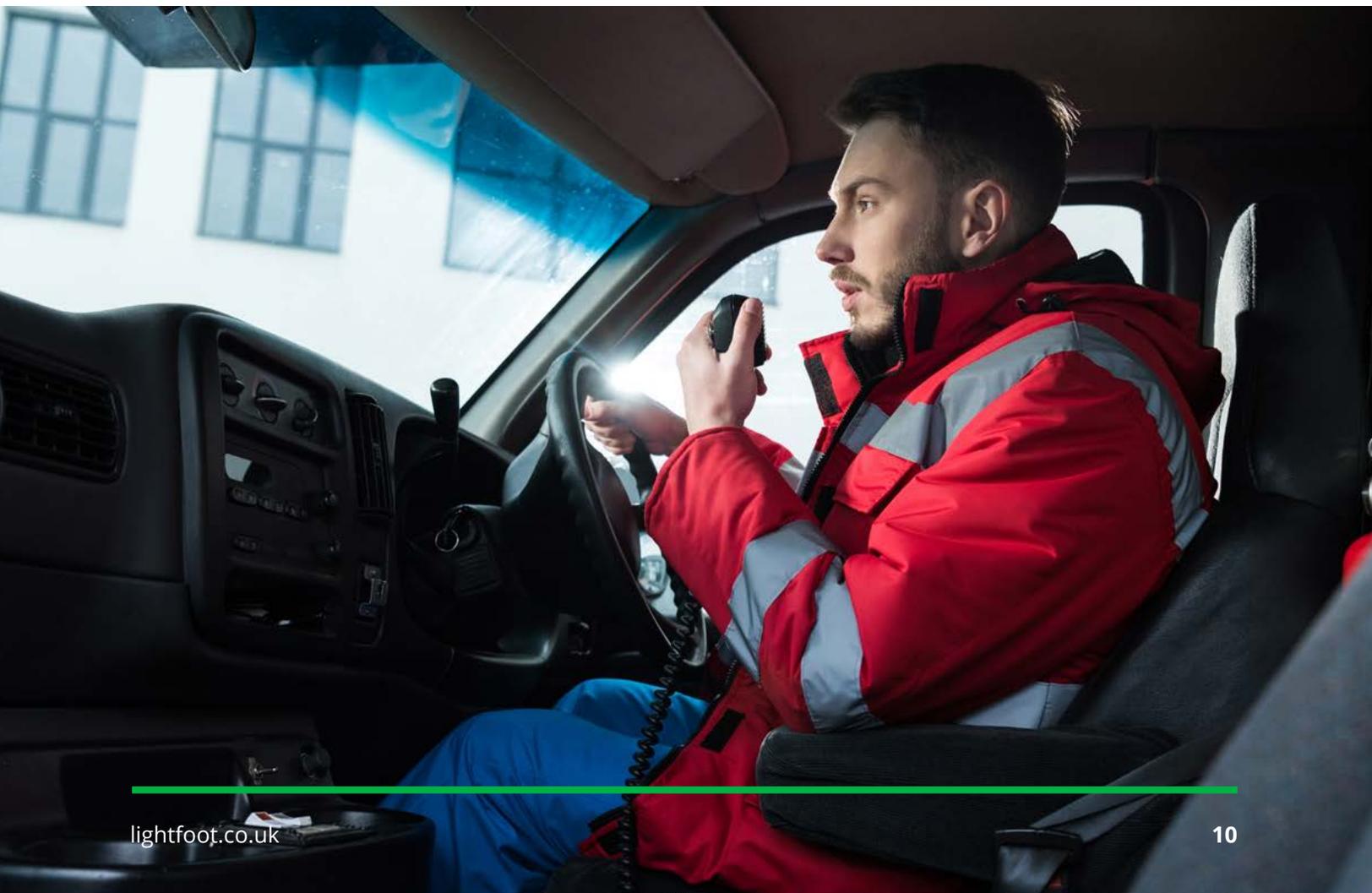
In practice, this means that attempts to correct driving practices are only really made following serious incidents. Habits that contribute to high fuel consumption, vehicle wear and tear, and emissions continue to persist.



## Workforce and training challenges

Vehicles in the healthcare industries are often used by multiple members of staff, rendering many driver training solutions—which are designed to monitor individual drivers—ineffective.

Finally, with the exception of emergency services, healthcare workers receive little to no driver training. Due to lack of resources and the difficulties mentioned above, staff are rarely held accountable for their driving habits, despite the cumulative damage they are causing.



# A smarter approach is here: **Elite Fleet Performance**

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By striving for Elite Fleet Performance, organisations across the healthcare sectors can address and overcome many of the difficulties they face.

Elite Fleet Performance is a permanent improvement in driving style that helps to reduce fuel and vehicle expenses, carbon emissions and insurance costs, while improving the safety of patients, passengers, the general public, and of course those at the wheel.

There are five key elements to Elite Fleet Performance:

- 1 **Elite Technology**
- 2 **Elite Coaching**
- 3 **Elite Engagement**
- 4 **Elite Management**
- 5 **Elite Results**

# 1. Elite Technology

Healthcare organisations need fleet management technology that accurately reflects driving behaviours, and that can be easily installed and applied by a time-poor workforce.

Lightfoot's smart in-cab unit interprets driving data with pinpoint accuracy, accounting for factors such as vehicle size, load and road conditions, so drivers don't get wrongfully penalised for aggressive driving.

Plus, it's easy to install (drivers can even do it themselves), and its speeding alert features adapt dynamically to changes in road speed limits, consistently alerting drivers to check their speed when needed.





## For Electric Vehicles

[Lightfoot also works with electric vehicles](#) (EVs). Live in-cab audio cues encourage the optimal driving style for charge efficiency, prolonging battery life and minimising recharging bills.

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The device also monitors battery degradation in EVs, alerts drivers when the battery falls below 20%, and manages route planning to include nearby charging points.

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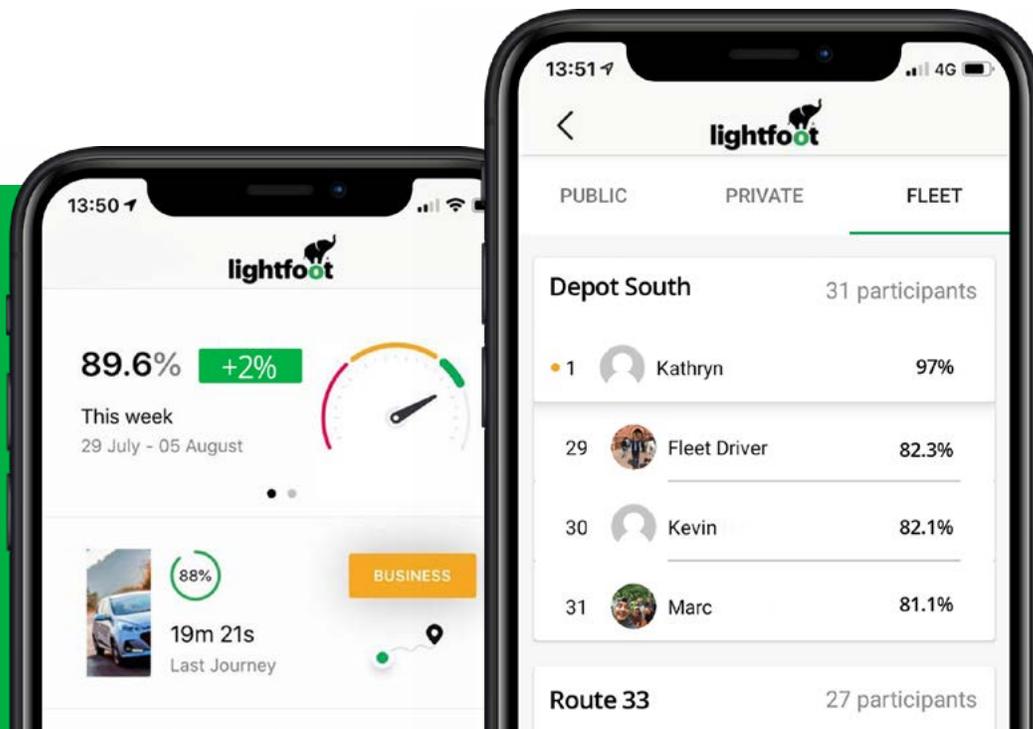
## 2. Elite Coaching

With a high number of semi-retired drivers in the workforce, multiple employees using the same vehicles, and senior management too time-poor to carry out proper coaching, healthcare fleets need a fast-acting, low-demand way to enhance fleet performance.

Lightfoot automates the coaching process, issuing real-time driving commands that support sustained improvements to driving style.

It essentially allows your workforce to manage their own performance, helping your fleet to be as safe, fuel-economic, and environmentally-friendly as possible, with no extra resource required.

And because it works proactively rather than retrospectively, it is far more effective than other telematics systems on the market.



### 3. Elite Engagement

In industries like healthcare where driving performance is not a primary focus, workers are often resistant to new coaching methodologies or fleet performance targets. The Lightfoot driver coaching system actively rewards and incentivises better performance, which encourages staff to perform better at the wheel.

Lightfoot users that achieve an 'Elite' driving score in a given week can enter The Drivers' Lottery and potentially win cash prizes of up to £200. This helps to explain why 56% of drivers use Lightfoot's app every week, compared to less than 5% for other telematics apps.

By injecting some healthy competition into the mix, Lightfoot simply makes elite driving performance the more enjoyable option for those driving healthcare vehicles.



# 56%

of drivers use Lightfoot's app every week

## 4. Elite Management

With minimal resources available for driver training, healthcare organisations need a more 'hands-off' approach to managing driving practices within their fleet.

By removing the need to track, collate and analyse driving data, Lightfoot provides a streamlined, efficient and resource-light way to achieve Elite Fleet Performance.

The smart in-cab Lightfoot unit coaches drivers while they are at the wheel, eliminating the need for lengthy data collation and debriefing processes. This truly allows senior managers to maximise operational efficiency at all levels, reducing fleet costs, enhancing sustainability, and improving safety with minimal downtime.

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## 5. Elite Results

Elite Fleet Performance can only be achieved with an approach that makes a real and measurable impact.

Lightfoot has helped to realise long-term improvements for many FM and housing companies already.

# Cambium Group cut fuel consumption and reduced dangerous driving

Cambian Group is one of the UK's leading children's specialist education and behavioural health service providers.

After adopting the Lightfoot system, they achieved...



**8.3%**  
fuel saving



**50%**  
reduction in  
dangerous  
driving



**22%**  
reduction in  
vehicle idling

# Acorn Mobility reduced emissions, accidents, vehicle costs and more

[Acorn Mobility Services Ltd](#) rolled out the Lightfoot system across its fleet of 136 vehicles to reduce carbon emissions, fuel spending and claims incidence.

They started to see results very quickly, including



**20%**

reduction in harmful emissions



**~40%**

fewer at-fault accidents



**45%**

drop in wear and tear costs



**100%**

reduction in over speeding



“Choosing Lightfoot was an absolute no-brainer; there is real beauty in its simplicity. By engaging drivers in a fun and rewarding way, we have seen huge benefits, both to the business and our drivers.”

Pete Hodgson, UK & European Fleet/Transport Manager, Acorn Mobility Service



# Hope for the healthcare sector

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In sectors like healthcare, where vehicle performance is simply one of many urgent problems, finding a viable solution to the issues faced by fleet owners can feel like a lost cause.

But the Lightfoot approach is proof there is a way to overcome these challenges, no matter how persistent they may be. And sceptics need look no further than the results that it has produced for organisations across the spectrum of healthcare support services.

What's more, in a sector where many organisations face constantly strained resources and struggle to secure funds, the benefits of Elite Fleet Performance go beyond fleets themselves, helping the wider industry to make resources go further, secure new cost savings, and be more sustainable. All without losing focus on what matters most—providing the highest possible levels of care.

# Key takeaways

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- Healthcare fleets face a number of challenges:
    - Unsafe driving practices place vulnerable passengers at risk, raise insurance costs, and compromise funding
    - Workers are under pressure to enhance driving style with minimal training
    - Rising fleet costs and strained resources present a need for greater efficiency
    - The healthcare sector's carbon footprint is coming under public scrutiny
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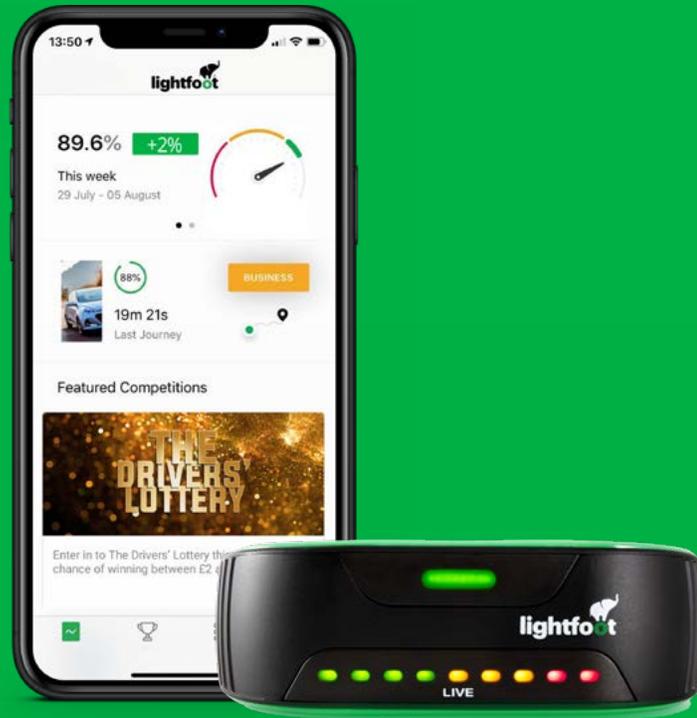
- Fleet performance lies at the core of all of these problems, and striving for Elite Fleet Performance is the best way to overcome them.
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- There are numerous solutions on the market designed to help fleets achieve better results, but they all have limitations and fail to overcome the challenges of the healthcare sector.

- For healthcare fleets to achieve Elite Fleet Performance and overcome the issues facing them, they need:
    - Fleet technology that is accurate and feasible for a time-poor workforce
    - A fast-acting way to coach drivers that doesn't require additional resource
    - To positively engage drivers, making elite performance the enjoyable option
    - A streamlined, hands-off approach that maximises efficiency at all levels
    - A system that offers proven results and a measurable impact
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- The Lightfoot approach helps healthcare organisations optimise resources, cut costs and boost sustainability without losing focus on patient care.





Want to see how it works for yourself?

# Book a Lightfoot demo today.

[Book my demo](#)