New Modes of Transport in Healthcare

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MedStar Collaborates with Uber to Provide a New Option for Accessing Care

MedStar Health and Uber announce a collaboration to give patients a new option for ensuring they can get to and from healthcare appointments.

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Transportation often cited as reason for missed appointments

COLUMBIA, Md. (Jan. 8, 2016)—MedStar Health, the largest not-for-profit healthcare system in Maryland and the Washington, D.C., region, and Uber, a technology company that is evolving the way people move, today announced a collaboration to give patients a new option for ensuring they can get to and from healthcare appointments. Patients who miss appointments or have to reschedule at the last minute frequently cite transportation as a factor.

Through this relationship, a "Ride with Uber" button is now prominently displayed on MedStarHealth.org. MedStar patients will be able to quickly find out the wait time and approximate cost of a ride and then request one. They also will be able to set a ride reminder to automatically notify them an hour before their appointment and keep them on schedule.

"Patients expect the same level of seamless integration in health care as they do in other aspects of their everyday life. MedStar is focused on becoming a premier digital healthcare organization. Our partnership with Uber is but one small step toward a future where technology-enabled patient engagement rivals other industries that have been disrupted by digital technology," said Michael Ruiz, MedStar vice president and chief digital officer.

Uber is available throughout the MedStar service area, which extends from north of Baltimore to Washington, D.C., northern Virginia and southern Maryland. This collaboration offers patients another convenient way to move from home or office to any one of MedStar’s 10 hospitals or hundreds of outpatient locations and urgent cares, all with the touch of a button.

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## Compared

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Traditional Approach</th>
<th>Uber Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Risk</td>
<td>Mid</td>
<td>Low</td>
</tr>
<tr>
<td>2 Tracking/Audit Trail</td>
<td>Little</td>
<td>Strong</td>
</tr>
<tr>
<td>3 Mean Time to Trigger Ride Mode</td>
<td>4 min</td>
<td>30 seconds</td>
</tr>
<tr>
<td>4 Speed to Stop an Appt “Cancel”</td>
<td>Not enough</td>
<td>Plenty (&lt;5 minutes)</td>
</tr>
<tr>
<td>6 HIPAA-compliant</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

- **TradITIONAL APPROACH**
  - Risk: Mid
  - Tracking/Audit Trail: Little
  - Mean Time to Trigger Ride Mode: 4 min
  - Connect Rate: So So
  - Cost: x
  - Speed to Stop an Appt “Cancel”: Not enough
  - HIPAA-compliant: No

- **UBER HEALTH**
  - Risk: Low
  - Tracking/Audit Trail: Strong
  - Mean Time to Trigger Ride Mode: 30 seconds
  - Connect Rate: Superb
  - Cost: .6x
  - Speed to Stop an Appt “Cancel”: Plenty (<5 minutes)
  - HIPAA-compliant: Yes
High Connection Rate: What Patient Receives (2 text messages)

Auto Co. has requested an Uber ride for you. By taking this trip, you’re agreeing to Uber’s terms uber.com/terms. Reply STOP to stop future SMSs.

Jessica will arrive in 4 min in a Honda Civic (JFKL4A). Contact 155-829-21111. View: https://trip.uber.com/HhxclKJuSa

Your driver is arriving. Need help? Contact support here: t.uber.com/chelp. Reference license plate: JFKL4A and trip ID: 6ede2c32
Regulatory Framework

- Federal Anti Kickback Statute and Civil Monetary Penalties Law impose significant fines against those who provide remuneration in an attempt to influence the referral of business reimbursable under federal health care programs.
The Key HHS Rule