Prototype Précis

Name of the Prototype: Tisdale Wheels to Heal

Team Members: Taly Sebastian, Veer Vedala, Andrew Starnes, Phyllis McElroy, Taylor Doane, and David Adelson

Value Proposition: We propose a system to coordinate and supply transportation to patients at the OU Wayman Tisdale Clinic who would otherwise miss their appointment; this will improve their health care, expand utilization of the Tisdale clinic, and reduce lost revenue from missed appointments.

Customer Segment(s): Patients living in North Tulsa and use the OU Wayman Tisdale Clinic, and find Sooner Ride difficult to use, or cannot use Sooner ride. Staff of Tisdale Clinic indicated a need to improve transportation services to the clinic.

What pain is being endured by the Customer Segment(s) due to the current situation? Physicians lose revenue when patients miss appointments; patients miss care.

What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented? Individuals or families without transportation to the Wayman Tisdale clinic will have it to improve their continuation of care, increase the number of patients served, increase revenue, and utilize the facility effectively.

Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s): Our prototype service will do the following:

1) Increase current use of the Sooner Ride program, which provides rides to Medicaid clients who have made arrangements three days in advance. For patients needing transportation for pre-scheduled appointments, Tisdale staff will be trained to make reminder calls three days in advance and direct patients expressing transportation uncertainties to contact Sooner Rides.

2) Provide an alternative to those who cannot use the Sooner Ride program. These are patients with a same day or less than three days away appointments, patients whose transportation arrangements have fallen through, or those not eligible for Sooner Ride. Tisdale staff will arrange a driver (employee or student) to transport the patient to and from the clinic.

Financial Model: We estimate a budget of $500 a month for a vehicle, $500 a month for gas and maintenance, and $2000 a month to employ a driver. Our research suggests that reimbursement for a level-3 visit with a provider is $85. Our estimated expenses come up to $184 a day, meaning it would require only 2 saved cancellations from insured patients to break even for the program.

Champion: Andrew Starnes, Veer Vedala

Administrative Facilitator: Dr. David Adelson

Key Partner(s): OU Wayman Tisdale, Sooner Ride, OU Tulsa
Brief interpretation - Perceptions were mostly positive with regard to mission vs. the financial model. Detractors identified feasibility as the main issue regarding financial sustainability.
Wheels to Heal

Additional Comments

good idea to have a recycled funds system. A five mile radius is a bit limited I believe, so I would suggest using a slightly wider radius based on where most patients live.

what about if the drivers get into an accident?

I like this idea, but proving the money that will be saved long run may be difficult when it comes to getting someone to initially pay.

Since the clinic is the paying customer, a breakdown of the value-added or opportunity costs from using this service.

Take into account the potential liability of transporting patients. Should do pilot survey of patients currently scheduled at tisdale to see if there is a need. Could also do 6 month pilot and see how it works.

Are there no possibilities for partnerships with Tulsa County transportation?

Good idea

Weak

Good idea! I feel like insurance and liability would cost a lot

Great idea. Not sold on feasibility

Just ensuring cars are actually there and not being used behind the scenes.