



How WellTrans Became Fully Operational in Just 90 Days



MISSION:
To put an end to transportation being a barrier to people's good health. WellTrans' top priority is their members.



SERVICES & MEMBERS:
NEMT and health services transportation.



CHALLENGE:
WellTrans had only 90 days to be fully operational.



SOLUTION:
Partnership with TripSpark and NovusMed NEMT software.



RESULT:
100% compliance by end of February, 2021.

About WellTrans

WellTrans, a new NEMT operation – established by William Retherford – serves their major client, Anthem Health Plans. Retherford is President of WellTrans and Vice President of Operations for PME - a firm that works with MCOs to improve delivery of transportation services. WellTrans arranges transportation for Indiana Medicaid member residents who have no other means of getting to and from their healthcare service destinations. They are deeply committed to providing on-time, reliable service in a safe and secure manner for every member who travels with them. **Every. Single. Trip.**

The 90-day challenge

When WellTrans partnered with TripSpark, they had a near-impossible mission to accomplish – they had just 3 short months to be fully operational (from “scratch”). When Anthem gave their previous provider just 90 days working notice due to compliance-related issues, newly-formed WellTrans had that very short timeframe to create a working (and highly-efficient) organization. Everything from finding an office space, furnishing it (desks, chairs,

Highlights

- Just **90 days** to be fully operational (90-day challenge)
- 1st month post go-live, **above 90%** of target metrics and goals
- 2nd month – **100% compliant**

Ready to roll out across Indiana then other states!

computers, pens, etc.) and being ready to successfully coordinate 30,000 to 35,000 trips per month, was the challenge. With service covering every region in the very rural state of Indiana, WellTrans managed to beautifully rise to that challenge.

Off to a Great Start

With the first wave of **TripSpark's NovusMED NEMT software** deployment on November 1, 2020, WellTrans was off to an exceptional start. By January 1, 2021 and only one full month of being operational, WellTrans was already 90-95% compliant with Anthem's required service levels. By the end of February, WellTrans was at 100% compliance. A big part of their success comes from their solid partnership with TripSpark and its experienced Medical Transportation team.

WellTrans is already looking to enhance their NEMT suite with additional TripSpark functionality such as **Passenger Portal** and **Notifications**. Unlike other established NEMT providers who often retro-fit NovusMED with their existing software, WellTrans was in the fortunate position to use NovusMED as a brand new, solo solution. And with no preconceived notions of what the software could do, WellTrans has been blown away by the early results.

WellTrans and TripSpark – a Win-Win

The journey to partnership between WellTrans and TripSpark has been smooth, especially as Anthem's previous transportation software provider did not meet the member care levels that Anthem was committed to providing. Anthem asked PME to help, which led to the creation of WellTrans to better serve the needs of Anthem's members. When this happened, WellTrans quickly needed a new technology partner that they could rely on as they ramped up their new operation. TripSpark was the right fit.

Now, looking to expand their business as aggressively as they started, WellTrans is already well-positioned to

move quickly in their pursuit of winning more business. Collaboration and a trifecta of software, people, and best-in-class processes are proving the winning combination for this budding partnership. Taking a true problem-solution approach, the team is ready to move fast towards deployment, compliance and winning (many more) contracts, state by state. The key to WellTrans' early success has been speed. Fast deployment and total compliance are keeping them on pace to meet their aggressive contract acquisition goals.

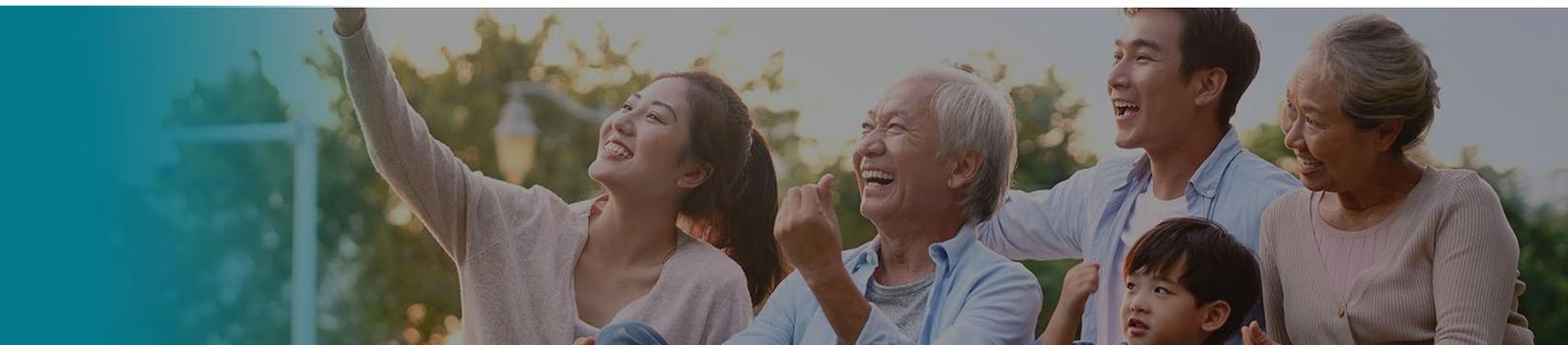
Why TripSpark?

When asked *"why TripSpark?"*, William Retherford said that he researched several providers with similar products, but *"what sets TripSpark apart from the competition are their people"*. From their very first meeting, TripSpark took a problem-solution approach with WellTrans. They knew that the 90 day challenge to be fully operational was a tall order, but one they eagerly accepted.

Aside from exceptional products, Retherford explained why TripSpark was a natural choice as a technology partner:

- Their integrity and ability to become completely integrated entities
- From day 1, TripSpark was dedicated to helping WellTrans meet regulatory and compliance requirements
- The TripSpark team was with WellTrans every step of the way, and beyond
- TripSpark was the only provider who could step up to the 90 Day Challenge

Above all, Retherford has a *"strong belief that a true partnership means that the relationship is moving in the same direction. For example, a broker can experience incredible success, while a provider is struggling to keep their client happy. This relationship doesn't work ultimately because both are destined to crash."*





Member Experience

WellTrans never loses sight of its purpose – providing on-time, reliable service in a safe and secure manner for every member who travels with them. Every. Single. Trip. But Retherford acknowledges that *“the first few days were rough”* and he didn’t know if being operational in 90 days was a realistic goal. However, since the very first day, every day has been better than the previous.

Today, WellTrans relies on their dedicated Call Center and is pleased with their service levels - meeting a less than 35 second average speed of answer rate and the average call length (and resolution) in under 6 minutes. WellTrans is in the process of rolling out member-facing technology to continuously improve member experience, and they intend to be operational by May 2021, with:

- Online scheduling
- Notifications
- Auto call back feature

How is WellTrans Different from the Competition?

The state of Indiana is geographically unique in that urban areas are separated by vast geography across the state. Everything in between is rural. And with 92 counties and over 7 million people, delivering an exceptional experience to every member, is WellTrans’ commitment. According to Retherford, 45 (of the 92) counties have populations under 10,000 while 2 counties have less than 2,000 people each. However, *“WellTrans doesn’t care about population size, they care about an equal experience for all”*.

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The bottom line is that we believe in what we do. We were able to achieve a major milestone in 90 days by building an entire statewide organization of provider, delivery source, call center and claims processing. The future of WellTrans is looking very bright.

—William Retherford, WellTrans

WellTrans’ Future

State and health care plans have the greatest impact on society’s most vulnerable. So, with the first half of the state contract secure and deployed – and in a year of COVID-19 chaos, WellTrans is in a great position to secure the rest of the state contract. Today, WellTrans is focused on four (4) new contract opportunities in the state of Indiana, and with the flexible model they’ve built, they expect to be able to roll out across other states shortly. According to Retherford, WellTrans is committed to continuously engaging their members in new and unique ways until they are *“the best in the business, servicing little, big and everything in between.”*

When asked why WellTrans is so passionate about the NEMT industry and their members, William Retherford beams *“the bottom line is that we believe in what we do. We were able to achieve a major milestone in 90 days by building an entire statewide organization of provider, delivery source, call center and claims processing. The future of WellTrans is looking very bright.”*

MOVING >> << TOGETHER

TripSpark Technologies is a community transportation technology company focused on helping mid-sized transit agencies and private operators increase rider satisfaction, drive revenue, and address specific operational needs. TripSpark makes this possible by nurturing strong partnerships with our customers, offering the latest technologies and providing exceptional support.