



A Multi-step Approach Spells Success For Healthcare Company

FLEET PROFILE

Fleet Size **800**
Industry **Healthcare**

Vehicle Type **SUV, Minivan**

OPPORTUNITY

A clear goal

This life science and biopharma leader has two main subsidiaries, each with separately managed fleets. But both shared common goals: reduce crash rate, decrease fleet office tasks and improve driver satisfaction.

STRATEGY

A multi-pronged effort

Wheels helped it spearhead a sweeping program to enhance safety for both drivers and their vehicles.

For drivers, Motor Vehicle Record (MVR) checks were adopted across the fleet, including spouses and authorized co-drivers. MVR authorization and acknowledgment of fleet policy became standard, with on-demand reports available. Comprehensive driver safety training was phased in, introducing courses for new hires and automated event-based training triggered by moving violations or collision claims.

For vehicles, safety features that had proven effective beyond their cost were added to the selector, including blind-spot detection, frontal-crash-avoidance systems, lane-departure warning, and backup cameras.

RESULTS+

Overwhelmingly successful numbers

The campaign was a success by any measurement. In just two years, the annual collision rate was **reduced 23%**. The annual crash rate **dropped 35%**. The number of totaled vehicles decreased even more, by 42%. Meanwhile, the gratifying human rewards of its safety initiative were matched by equally remarkable financial gains, with the safety initiative delivering an estimated return on investment of **more than \$900K**.

With its multi-pronged effort, the company's new initiatives created safer drivers and a more efficient fleet.