



LEX AUTOLEASE

REDUCED ACCIDENT RATES AND VEHICLE COSTS; ENHANCED DRIVER SAFETY

CUSTOMER:	HEALTHCARE AT HOME
INDUSTRY SECTOR:	HEALTHCARE
FLEET SIZE:	APPROX 500 VEHICLES SOLELY SUPPLIED BY LEX AUTOLEASE
SERVICE STREAM:	MANAGED FLEET

Finding ways to continually improve vehicle performance is a key focus for Healthcare at Home. A comprehensive Benchmarking report – a new service offered by Lex Autolease – has given them the data they need to target problem areas and support significant cost savings.

Healthcare at Home is the UK’s leading clinical provider of full service home healthcare. Each year, the company delivers two million prescriptions to over 160,000 patients, and it works alongside the NHS as well as pharmaceutical and private providers to offer a range of care options outside hospitals.

“Everything we do is about making sure patients get the best treatment possible,” says Georgina Smith, Fleet Manager for Healthcare at Home. “We support hospital discharges, cancer treatments in the home and work that prevents admissions to hospitals, and we have a Care Bureau that works 24 hours a day, seven days a week with patients in their homes.”

THE CHALLENGE

When it comes to managing her fleet, Georgina’s highest priority is the safety of her employees. “I’ve got a duty of care to the drivers. We need to make sure that we’re reducing risk at all cost. The second thing is that I’ve got a budget and I need to keep costs to a minimum, while not putting our drivers at risk. I need to make sure I’m putting everything in place to keep the drivers safe.”

But Georgina was aware that the accident rate for her fleet was a little higher than she’d like.

THE APPROACH

At one of Georgina’s regular meetings with Lex Autolease in early 2017, her Customer Relationship Manager, Paul Kinney, suggested that she might want to take advantage of a new service offered by the company – Benchmarking. The service would compare her fleet with others in the same industry and highlight areas where the fleet excelled as well as areas in which it was falling behind.

Georgina readily agreed: “I thought, ‘let’s Benchmark it and see if we can identify areas which we are working well against and those in which there is room for improvement’. And if any

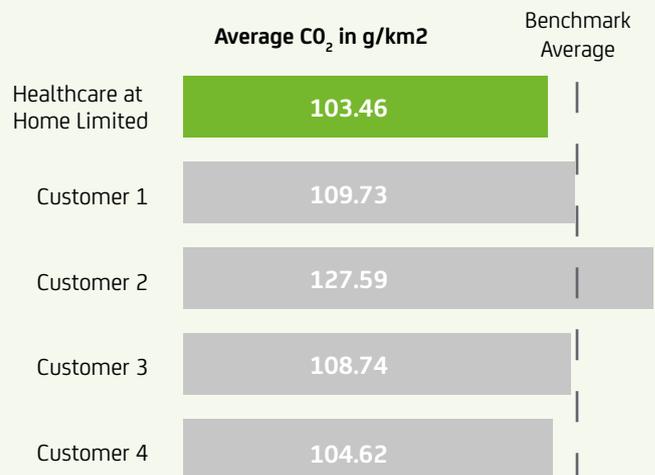
commercial benefits were identified, we could provide our customers with an even more cost-effective service.”

The Benchmarking process was incredibly easy for Healthcare at Home. “Because we’ve worked with Lex Autolease for so long,” says Georgina, “they have enough data to just get on with it. They collected the data for us – it wasn’t time consuming for me at all.”

Paul notes that Healthcare at Home’s day-to-day operations were not affected by the process: “We have all the fleet details, the driver policy and the car choices, so there was minimal involvement from Healthcare at Home. It took two or three months to pull the report

CARBON FOOTPRINT

Healthcare at Home are best in class when compared to industry peers with the lowest average CO₂ at 103g/km and are currently 7g/km of CO₂ below the benchmark average of 117g/km.



together, but it was all done from our end,” says Paul.

The Benchmarking report was compiled by Paul's colleague, Stefanie Faulkner. “Stef looked at similar sized fleets that we also manage within the sector, and found four similar customers that she could compare the fleet with.”

The final, comprehensive report analysed the performance of Healthcare at Home's fleet in a number of areas, including fleet size, policy design, carbon footprint, mileage management, motoring offences and accident management.

THE OUTCOMES

- Benchmarking report highlighted areas for improvement, such as a high accident rate and high parking fines.
- E-learning programme developed to improve driver awareness.
- Cost savings made by changing the lease contract as a result of mileage findings.
- Quarterly newsletter started to inform drivers of accident data.

Overall, Georgina is delighted with the results of the process. “It showed us as best in class in quite a few areas, which is really good,” says Georgina. “But it also confirmed areas we know need improvement. We know our accident rates are quite high, and there is some work to be done on that, definitely.”

As a result of the Benchmarking report, Georgina has been working with Lex Autolease on ways to improve Healthcare at Home's accident rate, as well as to reduce the number of parking fines picked up by drivers. One of the outcomes is a quarterly newsletter that makes drivers aware of the report's findings.

“We work on the newsletter with Lex Autolease,” says Georgina. “It gives the drivers some hard-hitting bulletins – not all bad news, some good news as well. We have a lot of parking fines and things like that, and the drivers pay for them, so if we can let them know how to reduce those, it will save them money as well. The newsletter's really good for that, it gets the message out.”

Paul adds that as a result of the report, “we have quarterly accident management reviews with Healthcare at Home and their insurance broker to keep on top of accident management and reduce the number of insurance claims”.

Improved driver training was another important outcome: “We've written our own e-learning module for drivers about risk reduction and driving techniques,” says Georgina. “It talks about things like spatial awareness, things that will reduce accidents and keep our drivers safe. They'll have refreshers every year.”

The analysis also highlighted and confirmed areas in which Healthcare at Home could save money. “We've always run on a mix of four-year, 100,000 mile and three-year, 75,000-mile contracts, but I've changed that now to all four-year, 80,000-mile contracts,” notes Georgina. “That's a fairly considerable cost saving for the business. It also means we can pass on those savings, delivering a much more cost effective service to our customers.”

Georgina reckons that the wealth of information in the report will keep her occupied with ways to improve her fleet for a long time to come. “This has been an ongoing process. The areas that Lex Autolease have highlighted we keep looking at and keep revisiting on a regular basis.”

TESTIMONIALS

“The Benchmarking work confirmed some of what I'd thought, but it was great to see everything down on paper with recommendations on how to improve performance from the Lex Autolease team. I keep this Benchmarking report on my desktop for me to review now and again, and check to see where we're at with it. I find it useful as a daily tool for me to check on.”

Georgina Smith, Fleet Manager
Healthcare at Home

“We've had a long-term, excellent relationship with Healthcare at Home.”

Paul Kinney, Customer Relationship Manager, Corporate Sales
Lex Autolease

“I've got a great relationship with our sales adviser and our relationship manager. If I've got any questions, doubts or concerns, I go straight to them and they get back to me immediately.”

Georgina Smith, Fleet Manager
Healthcare at Home

A Managed Fleet

Healthcare at Home receives a service that is tailored to help them meet their specific fleet needs, and includes full maintenance, contract hire, accident management and additional car hire. They receive the benefit of a dedicated Account Management team and can choose from a full range of fleet management services to match their vehicle ambitions.

To find out more, contact our dedicated
Fleet Consultancy team

email: fleetconsultancy@lexautolease.co.uk
visit: lexautolease.co.uk