



Main Entrance
EMERGENCY

PAUL OLIVER MEMORIAL HOSPITAL
MUNSON HEALTHCARE

F. Whitman
ment

Wayne & Joan Webber
Imaging Center

Elizabeth C. Hosick
Dialysis Center

Peggy & Wally Nelson

Health*Rides* by Benzie Bus

Personalized, Direct,
Door-to-Door Service
to All Residents
of Benzie County.

Getting the care you need
should be *easy!*

Know you have a safe and reliable way
to see your doctor with



For Appointments in:

Benzie
Grand Traverse
Leelanau
Manistee
Wexford

FARES

\$15 One-way*
\$5 Each Additional Stop
**Companions Ride FREE*

Financial assistance is available for
clients of **Benzie Senior Resources**.
Call 231-525-0600 to see
if you qualify.

HOW TO RIDE

Call 231-325-3000, Ext. 1
to schedule your ride.

Be ready at the beginning
of the time window you are given.

Sit back, relax, and enjoy the ride!



BenzieBus.com

This publication was developed with funds provided to the National Rural
Transit Association Program by the Federal Transit Administration.

HealthRides is a non-emergency medical transportation service with direct trips for Benzie County residents to appointments in our 5-county region

Service started April 11, 2022

- Monday through Wednesday 7AM to 6PM

Partners

- Benzie Senior Resources (BSR)
- Michigan Transportation Connection (MTC)
- Benzie County DHHS
- Program of All-inclusive Care of the Elderly (PACE)
- Munson Medical Center - Oncology
- Munson Medical Center - Radiology

\$15 each way to appointments in neighboring counties
\$5 each additional stop (pharmacies, medical supplies)
Financial assistance available

About us...

Smallest county in Michigan (860 sq mi; 63% water)

Population: Total 18k in winter/50k in Summer

One stop light

No other public transit/NEMT providers in the county

Benzie Bus:

Started in 2007

Countywide demand response service

23 vehicles, 41 employees, 100k trips per year



Identification of Need

Increase in No Shows to follow-up medical appointments (particularly after COVID)

Community Health Needs Assessment (CHNA) indicated a focus on social determinants of health (SDOH), specifically access to transportation, as the second most urgent health need in the community

Lack of volunteer drivers for DHHS clients

Long wait times before/after appointments using demand response service

Solution/Strategy

Formulated a plan with local partners to:

- Streamline appointment scheduling and transportation reservations by enabling clinic staff to schedule rides
- Design service which provides direct trips to out-of-county appointments (no transfers)
- Offer transportation to appointments in neighboring counties where major medical services are located

Marketing Strategy

Hired FlightPath Creative to handle social media marketing

Designed flyers to post in clinics

Newspaper advertising

Press Release

Interviews on local news stations and radio

Mailed 7,000 postcards to residences



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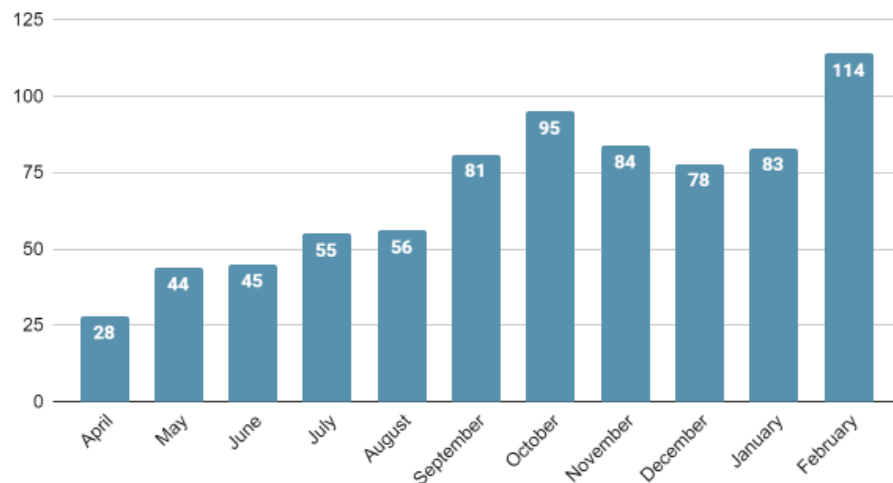
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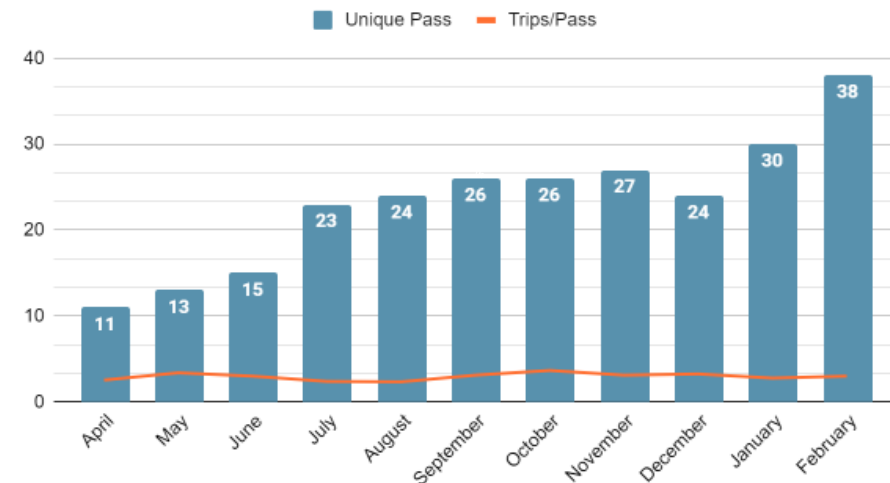
FOR APPOINTMENTS IN: Benzie • Grand Traverse • Leelanau • Manistee • Wexford. Call or Text **231-325-3000**.

So how's it going?

Passenger Trips



Unique Pass and Trips/Pass



Challenges

Lack of participation from a major partner

Staffing (everyone, everywhere)

Demand - we can't keep up, often have to multi-load

Centers Portal wasn't fully functional until late in the game

Administrative load greater than expected

Opportunities

New partners approaching us almost weekly

High gas prices drove increased interest from local organizations/choice riders

Major medical facility recently stopped providing non emergency medical transportation

Passenger testimonials

"Very convenient and great service, it's a huge plus for people in the county. It's economical and allows me to get to my treatments and get home when I am in no state to drive after the treatment. Getting to your appointment on time and being brought back home safely is huge to me, I really hope we can see the service Monday through to Friday."

"I think your service is great and just a wonderful thing to have in our county. It has helped me so much, I have heard from so many people that they would be lost without it too, especially in the winter when the roads are treacherous. Also your drivers are great and it's just wonderful."

"I am in amazement and awe about all the great drivers, they are all just amazing hard working people and I never had a bad ride! It has been a really great service and experience for me! Without it I would have no idea how to get to and from my doctor appointments, I would be lost without Benzie Bus"

"I think it is absolutely great, I have never had any problems. Being in a wheelchair makes it harder to get places but the drivers at the Benzie Bus and their Health Rides always look after me, I wish the Health Rides could be 5 days a week.."

"I use the Health Rides all the time and think it is a wonderful service, all your drivers are safe and friendly. Thank you for providing this service for people like me because it is my only way of getting to and from appointments, especially because my son lives quite far away so he can't drive me."

Questions?

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