

The Competitive Edge: **Making Community and Public Transit** **the Best Alternative for Medical Transportation**

Today there is never-before-seen complexity in the non-emergency medical transportation field. Limited funding combined with growing patient loads has states seeking intermediaries that can control costs through competition. Community and public transportation providers must become efficient, safe, cost-effective and accountable to maintain these important medical transportation services. The Community Transportation Association, in response to requests from its members, is introducing a new initiative this fall —the Competitive Edge — which will give community and public transit providers the tools, resources and benefits they need to make them central players in this new medical transportation environment. Here's what the Competitive Edge encompasses:

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The Competitive Edge Training

CTAA has developed an all-new training course that combines and emphasizes the following topics:

- Value: Determining the true cost of service
- Pricing: Lowering your costs to be competitive
- Negotiation: Winning through persuasion
- Accountability: Building a recordkeeping and reporting process
- Training: Focusing on the patient

Access to the Transit Industry's Best Resources and Training

You don't need to have all the answers, you need to have access to them when you need them. Here's how the Competitive Edge helps:

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- Peers and Information Sharing: CTAA will put you in contact with your industry peers, where you can learn from experience
- On-Line Library and Resource Holdings: The most timely resources, news and research, all housed on CTAA's medical transportation website
- CTAA staff: Our professional staff are always available to offer analysis and insight
- Important training and certification programs such as the Certified Safety and Security Manager, PASS Driver Certification, and the soon-to-be released Medi-PASS Driver Certification.

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Valuable CTAA Member Benefits

As part of the Competitive Edge initiative, the Association has developed a cohesive set of benefits to ensure your operation is efficient and cost-effective:

- The Insurance Store: Through an exclusive agreement with Arthur J. Gallagher Insurance, members can access the best coverage at the lowest price
- Energy Program: CTAA members pay less for fuel and energy with our FleetCards program and other energy management initiatives

Beginning Sept. 1, 2010, go to www.ctaa.org/competitiveedge to learn how you can bring the Competitive Edge to your state. As always, CTAA training staff are available to help tailor this new program to your precise needs. Please call Charles Dickson at 202.247.8356 or email dickson@ctaa.org for all the details on this unique opportunity!