

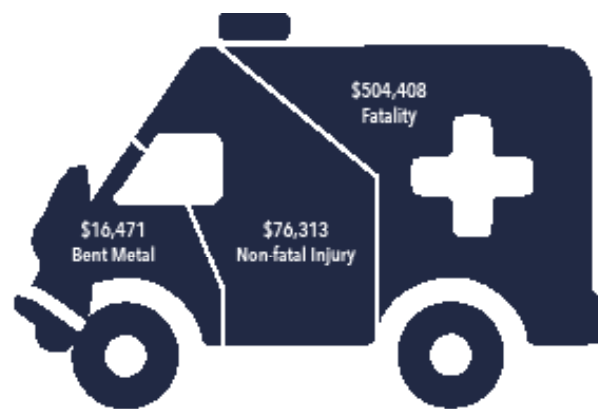


Protecting Drivers, Preserving Profits

In the emergency medical response field, driver safety is critically important because of the responsibility these services have to their patients and their families. EMS operations that monitor real-time vehicle location but don't measure driver behavior patterns, are missing out on a huge opportunity – not only to vastly improve the safety and efficiency of their operation (and their reputation), but also to **add revenue back to their bottom line**.

The cold, hard facts about unsafe driving*

- Every 12 minutes someone dies in a motor vehicle crash
- 1 in 5 fleet vehicles are involved in a crash annually
- **Emergency response vehicles are 13 times more likely to be involved in an accident**
- The majority of accidents occur when drivers have been employed for more than 5 years. Drivers with less than one year on the job show the lowest percentage of incidents.
- 40% of fleet accidents are preventable, because they are due to either driver negligence or distraction.
- The average crash costs an employer \$16,500 – just in vehicle repair alone (doesn't include insurance, lawsuits, reputation damage, lost labor, etc.)



Average Direct Cost of an On-The-Job Crash

*Sources: OSHA.gov; PHH Arval; NHTSA; National Safety Institute;
The National Safety Council

What does unsafe driving actually cost employers?

Direct Costs:

- Workman's compensation benefits
- Increases in medical insurance premiums
- Auto insurance and liability claims and settlements
- Physical and vocational rehabilitation costs
- Life insurance and survivor benefits
- Property damage (equipment, products, etc.)
- Motor vehicle repair and replacement
- Vehicle towing, impoundment and inspection fees
- Municipality fees for damage to roads, signs or poles

Indirect Costs:

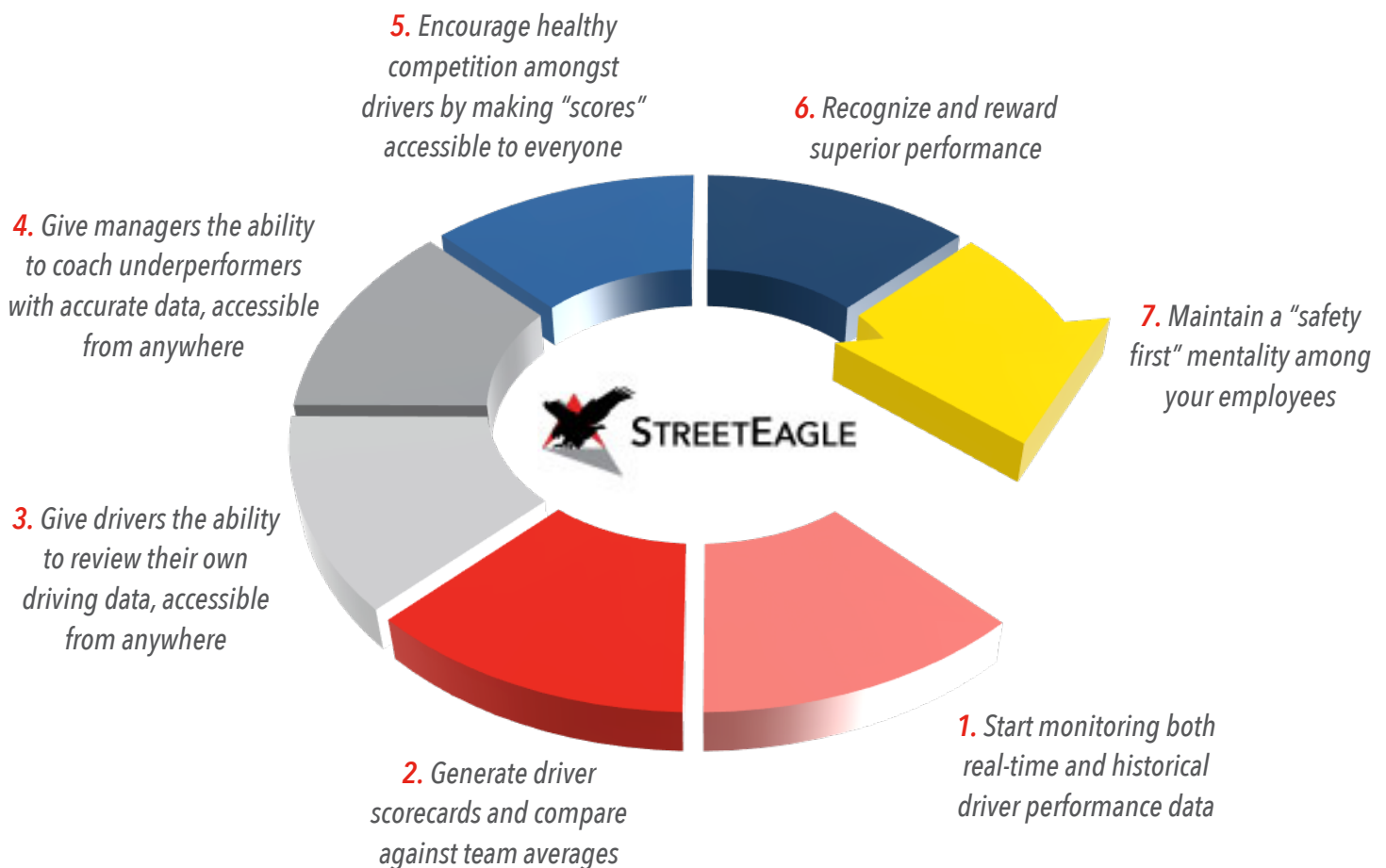
- Supervisor's time (rescheduling, making special arrangements)
- Fleet Manager's time to coordinate vehicle repair, replacement, etc.
- Reassignment of personnel for missing employees
- Employee replacement
- Administrative costs (documentation of injuries, treatment, absences, crash investigation)
- Bad publicity, loss of business, damage to reputation



How InSight helps EMS operations “build a culture of safety”

InSight has developed an array of tools focused on helping EMS organizations to not only capture driver behavior data, but also measure, compare and share the data organization-wide. The goal is to foster opportunities to encourage healthy competition, coach employees who need improvement, reward superior performance and create a culture that equates success with safety.

This graphic shows how EMS operations can leverage the real-time mobile work data collected by the StreetEagle® software platform to change problematic driving behaviors and implement positive change within the organization:



Real-world successes with StreetEagle Driver Behavior Monitoring:

- A large ambulance service in a major metropolitan area **experienced an 80% reduction in company-wide accidents** over the course of 6 months.
- A multi-state ambulance and paratransit provider with a fleet of hundreds of vehicles **went from experiencing 5-6 at fault accidents per month to zero**, in just four months using StreetEagle.

These improvements in driving performance translated to thousands of dollars in savings for these customers... what could even a 50% reduction in company accidents and violations over the course of a year mean for your bottom line?

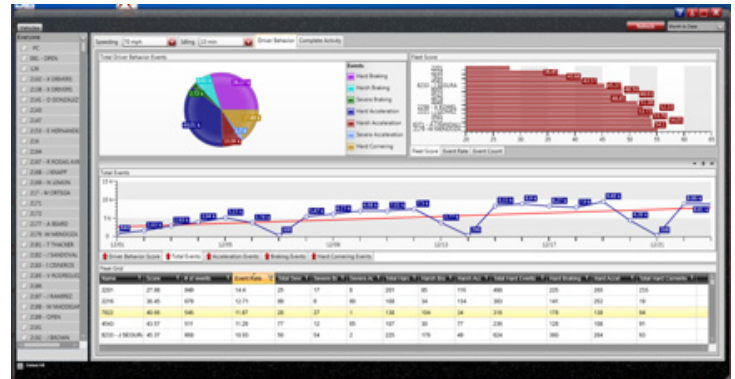
Protecting Drivers, Preserving Profits



StreetEagle® Driver Behavior Monitoring

The StreetEagle mobile resource management platform provides a complete set of driver behavior measuring tools to help you monitor current performance and create company-wide benchmarks.

Real-time performance alerts and historical driving reports deliver the information you need to ensure compliance with established safety standards, protect your company's reputation and save money on fuel and vehicle maintenance costs.



StreetEagle's Driver Behavior dashboard allows you to evaluate company-wide driving performance, and identify outliers, at a glance.

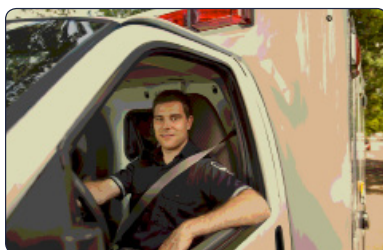
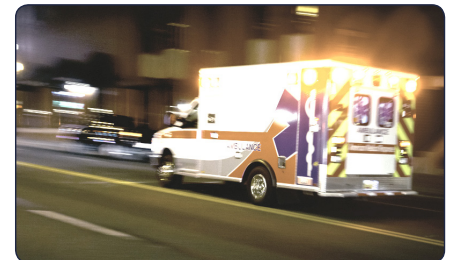


Keep informed on potentially costly driver behavior violations

StreetEagle will automatically alert you when unsafe driving practices happen, such as speeding, hard braking, sudden acceleration and fast cornering. You'll know about it as it's happening, so you can take action either on the spot, or retroactively with detailed Driver Behavior reports.

Monitor driving against actual posted speeds

Of course you can set speed thresholds to be notified whenever one of your drivers is moving too fast, but StreetEagle will also monitor driving speeds against the posted speed limits – allowing you to avoid expensive tickets or unnecessary accidents in residential areas or on secondary roads.

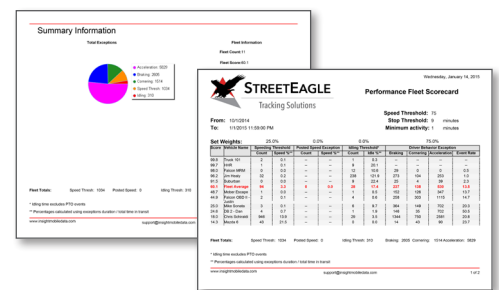


Coach drivers to recognize safety violations with in-vehicle buzzers

In-vehicle alarm buzzers can be installed and programmed to sound an alarm when driving violations (configured to your specific parameters) occur. Drivers learn to recognize unsafe tendencies, and consistently improved driving performance is the result.

Create fleet scorecard to rank and benchmark drivers

StreetEagle allows you to generate scorecards for each driver and configure your own benchmarks, depending on your unique needs, to use for performance reviews or to address any immediate concerns.



Protecting Drivers, Preserving Profits



myScore® Driver Safety Solution

Access to accurate driving metrics from anywhere means that you always know whether your organization's performance standards are being met, and if they're not, you'll have the data you need to analyze further right at your fingertips.

The myScore Driver Safety Solution includes three components, which are being released in phases:

1. myScore Mobile

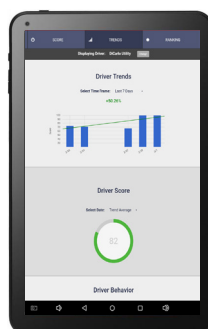
myScore Mobile is an online, mobile-optimized web portal for drivers and managers to login and view their scores across a variety of critical performance categories, including:

- Driver behavior – precise measurements on acceleration, braking and cornering
- Speeding – compared against posted speeds and how much over limits
- Idling – accumulated “engine on” time to pinpoint wasteful (and environmentally harmful) habits



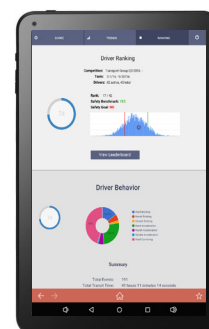
SCORE Tab

The SCORE tab of the app delivers a visual display (dashboard) of important driver safety metrics.



TRENDS Tab

The TRENDS tab shows patterns in individual and groups' driving behavior – revealing when there has been improvement or decline against set standards.



RANKINGS Tab

The RANKING section (coming soon) is the “gamification” element of the app, encouraging competition between your drivers for safety performance.



2. myScore Campaigns

The Campaigns component will provide organizations with a means to automate the communication of myScore performance metrics to individual drivers, managers or the entire organization via email. Email campaigns will feature dashboard-style graphics and quick links directly to the myScore site for direct access to more data.

3. myScore Competitions (coming soon)

myScore Competitions will raise the stakes for organizations that are serious about making driving safety a high priority, utilizing principles of “gamification” to tap into team members' natural drive to compete. The online interface will make it easy for drivers and teams to view their results vs. the results of others, and for managers and supervisors to acknowledge high achievers. These tools help foster an atmosphere of friendly competition, while encouraging the larger goal of raising overall organizational performance.