



Medical Coaches: Guide to Going Mobile

MAMMOGRAPHY | DENTAL | HEALTH

www.ArmorMobile.com | Sales@ArmorMobile.com | 513-923-5604

Mobile Overview

Armor Mobile Systems' Guide to Going Mobile is designed to help guide you through your options and considerations when embarking on a mobile mammography, dental or health program. Armor has been building high quality, custom vehicles for more than 25 years with more than 100 years combined experience. With hundreds of medical coaches on the road and our team of experienced engineers, designers and craftsmen, we are considered the "quality leader" in the industry. Although we have built coaches for many industries, Armor Mobile Systems is one of the few manufacturers that specialize in mammography, dental and health coaches.

Properly built and long-lasting medical coaches should be specifically designed and engineered to withstand heavy foot traffic, protect sensitive and expensive equipment, such as mammography and x-ray machines, provide a stable platform and be reliable and comfortable on the road.

Launching a new mobile program is much more than just buying an RV, loading on some medical equipment, and hitting the road. Proper planning is the key to developing a program that will last for many years.



Why Mobile Medical?

Mobile programs help reach the under-served in your community

There is a wide population of under-served adults and children in the United States. Many live out of reach of professional medical services and therefore go without care. Approximately 17% of Americans live in a non-metropolitan, or rural, area. Mobile units provide basic medical necessities such as immunizations, dental care, and mammography services to those in rural areas, assisted living facilities, schools, and more. Without this outreach, individuals may have no care at all!

Mobile programs are a cost-effective way to fully utilize expensive medical equipment and expert staff

It is often difficult to allocate and justify the placement of expensive medical equipment and talented medical staff to several low-attended brick and mortar sites. A mobile unit allows the flexibility to rotate these assets between satellite locations to better serve a wider range of patients. This is a very cost-effective way to utilize valuable funding and resources.

Mobile programs market your hospital to prospective patients

25% of U.S. counties in greatest need do not have a health center. Once an individual experiences your mobile medical unit and its professional staff, you have a unique opportunity to engage them in a long-term relationship with our organization. They may visit your main site for follow-up procedures and consultation, and may also continue to use your services for all their future medical care. It's up to you to make that positive first impression. At the end of the day, your mobile vehicle is your brand image.

Mobile health programs provide a positive ROI in money saved from preventing emergency room visits

According to one study, the annual cost savings from preventing emergency room visits by utilizing a mobile clinic was \$3,125,668 annually. This same mobile clinic also provided 7 of the top 25 priority prevention services during the same time period. The entire mobile health program studied was found to have a return on investment of \$36 for every \$1 invested in the program.



Outreach is Important

Mobile programs are important to corporate employers and their employees

Many corporate employers appreciate the convenience of offering mobile medical screenings at their locations. It helps encourage and ensure that their employees are getting proper wellness care that keeps them productive and healthy. For the employee, it saves time and travel costs, while providing a benefit they appreciate and utilize.

Mobile programs allow exploration of new markets before investing in fixed sites

Before deciding to enter new markets and invest major capital funds, an organization can test a new market by offering mobile services. If the demand is high enough, they can more confidently fund the new brick and mortar facility.

Mobile Medical Units Save **\$3,125,668** Annually



Mobile health programs provide a positive return on investment in money saved from preventing emergency room visits

It is amazing what a morale booster a mobile medical unit can be to your staff and associates. It is a great feeling to know your organization is reaching out to the community and providing services that no one else does and to know that you are making a difference in many patients' lives. Rural residents number approximately 50 million nationwide. In general, they have a higher prevalence of elderly individuals, poverty, and incidence of chronic disease, and a lower rate of transportation access than urban residents. Residents of rural areas are also more likely to report their health status as "fair" or "poor" than urban residents (20% vs. 16%).





What you should ask yourself before going mobile



1

What will be the target market for your mobile program?

- The under-served, corporate community, the homeless or who?
- Is there an organization already serving this market?
- Is the market big enough for you as well?
- Is your organization's administration and/or foundation supportive of a mobile program?
- Have the key players been engaged in the process?
- Are they committed to the program for the long-haul?

2

How will you fund this program?

- Will you be able to raise sufficient startup costs?
- Do you have a business plan that sufficiently covers ongoing operating expenses?
- Are general funds, grants, sponsorships, or a combination available?

3

Who will staff the vehicle?

- Will you use internal hospital personal?
- Will you outsource the management of this mobile program to shared service provider?

4

How will you store the vehicle?

- Will you store this vehicle inside a storage facility?
- Will you store the vehicle outside on hospital campus when not in use?

5

What medical equipment is needed for the coach?

- Depending on your Mobile coach purpose, mammography, dental or health, ensure you are considering the internal built-in equipment and vital medical supplies based on your needs.

6

How will you promote the program?

- Will you partner with a nonprofit organizations?
- Will you engage in community outreach?
- How will you communicate patient outcomes to continue fundraising efforts?

Key features of a quality, long-lasting mobile coach



Heavy Duty Truck Chassis



Just like a home, the most important part of your mobile coach is its foundation. It is essential to select a truck chassis that is built for heavy-duty commercial use. An RV or bus-based chassis design may initially seem like a good value, but these units may not hold up or haul efficiently, and you may therefore regret your initial savings.

Engine and Transmission



The engine and transmission you choose are extremely important. For vehicles of this size, diesel engines with appropriately mated commercial transmissions are always preferred. Together, they offer the torque and power necessary to easily pull your coach and its contents.

Air-Brakes & Air-Ride



Stopping is just as important as moving! Air brakes assist you and the vehicle to stop with ease. Safety should always be a priority and having air brakes is more than peace of mind, they are essential with these large vehicles. Air-ride is also essential for a smooth ride that your staff and your equipment will appreciate!

Wall Construction



2"x2" Square Aluminum Tubing studs, positioned 16" on center, and coated with seamless, rivet-less aluminum sheeting is preferred – strong, lightweight, and non-corrosive; no seams and no rivets mean no leaks. Look for a ten-year body structural warranty.

Wall and Ceiling Installation



Insulation rated R12 or higher is essential to keep staff and patients comfortable while protecting sensitive equipment, such as mammography and other x-ray units. Better insulation also means less strain on your HVAC unit.

HVAC Units



Rear-mounted units are ideal. Roof-mounted units cool unevenly, can be the source of roof leaks, may get damaged by overhangs and low branches, and are inconvenient to service. A rear-mounted unit is like having a central air system in your home versus single a/c units in every window!

Drop Ceilings



Drop ceilings help provide a professional office setting that patients expect and appreciate. They also provide easy access for the installation of new wiring and equipment. Individual panels can be cleaned and replaced easily as needed.

Diesel Generator



A 30kw generator is best for a Mammography or Dental Coach and a 20kw generator is typically sufficient for Health Coaches. Under-sized generators will struggle when on the road and can decrease comfort and efficiency while possibly increasing down time of your unit.

Safe Access Steps



The safety of your patients and staff is a priority. Having safe and sturdy entrance steps are a must. You want your patients to feel comfortable entering and exiting your medical unit. Not only should stairs be designed for easy, comfortable, and safe access, they should be easy for your staff to set up and stow as well.

Driver's Cockpit



The driver of your mobile vehicle has a tremendous amount of responsibility. Not only are they in control of an expensive vehicle, but they are also responsible for the safety of themselves, their passengers, other motorists, and pedestrians. Features such as power heated side mirrors, LED headlights, rear-view cameras, cruise control, power seats, and power sun visors help them efficiently and safely do their job.

Automatic Leveling



Your medical coach must be firm and steady when parked and caring for patients. Not only will your patients feel more comfortable on a firm floor, but your equipment will function better. Automatic leveling systems ensure quick and safe set up at your site. Sensitive equipment such as mammography machines must not have any vibration outside the manufacturer's specifications.

Floors and Wall Covering



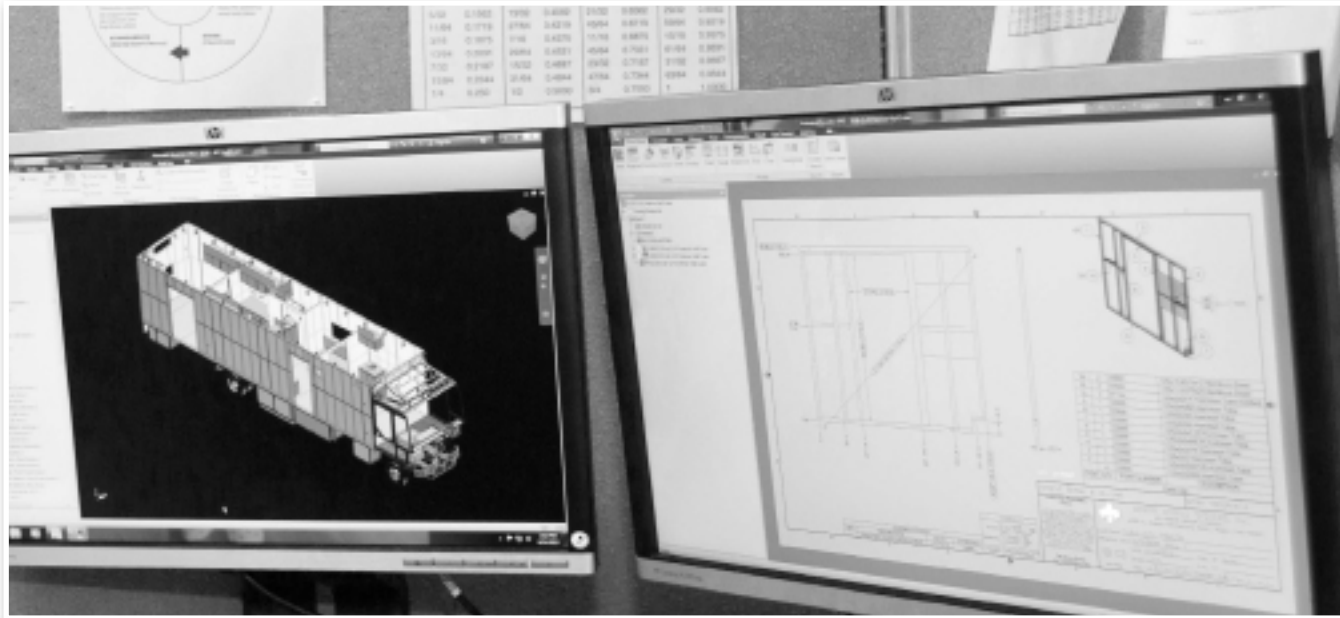
Your coach will receive thousands of visitors every year. This heavy traffic load can be brutal on floors and wall coverings. It is essential to select and install surfaces that will hold up and look good for many years before necessary replacement. If you have worn floors and peeling wallpaper, it can be a poor reflection on your organization.

What to ask when choosing a vehicle manufacturer

- Do you specialize in medical vehicles such as Mammography, Health Screening, and Dental units?
- How long have you been building medical-related units?
- Do you have references and testimonials?
- Will you work with us to design a custom vehicle for our specific purposes and needs?
- Are your vehicles custom-built on a heavy-duty truck chassis or an RV chassis and shell?
- Have your units been through vibration and temperature testing?
- What are your standard and optional safety options (i.e., back-up camera, remote heated mirrors, security alarm system, etc.)?
- What is the expected life of one of your vehicles?
- Do you service what you sell, and is there local representation for service in our city?
- Do you offer planned maintenance packages?
- What are the warranties for the unit's engine, transmission, generator, and body structure?
- Can I purchase extended warranties?
- Who will train us on the vehicle? Is this cost included?
- What if I have questions on the road, who do I call?
- Are your vehicles manufactured in the USA?



Planning your New Mobile Medical Vehicle



Trying to fit everything you may want or need in any mobile unit may be difficult. It takes the expertise of a qualified engineer to ensure that it is organized and designed correctly. The engineer will ensure your medical unit is planned with workflow, patient flow, safety, and maximum efficiencies in mind.

An engineer with the experience and knowledge that few others have. They have typically designed dozens of vehicles for many medical purposes and they are familiar with your medical or dental equipment and their relative specifications and limitations. Most importantly, engineers that specialize in medical coaches are accustomed to the unique nuances of your staff and patients. They know what works and what doesn't as well as what is liked and disliked by patients. These engineers will point out items and issues that you may not have thought of until it is too late.

You wouldn't build a home without a qualified architect. Don't build a custom coach without an experienced and qualified engineer

So, are you ready to go mobile?

Going mobile is a big step, but it should be a very rewarding venture as well. There are an estimated 2,000 mobile clinics nationwide collectively that receive 6.5 million patient visits per year. Many existing mobile program operators have had tremendous success and acceptance among their communities, causing them to look at expanding their existing mobile programs.

Patients now see mobile services as an extension of the hospital and equate the two as one. Your mobile program can be a public relations tool. The public enjoys seeing local hospitals reaching out to them and also assisting the under-served. This marketing translates into new volume and profits for your organization.

The most difficult part of beginning a mobile program is at the onset. Your organization and its stakeholders must be engaged and committed to the program. You must also have realistic goals and a solid source of financing.

Once you are committed to Going Mobile, there are many firms and organizations that will share best practices and assist you along the way. Good luck on your journey to Going Mobile!



4600 N. Mason-Montgomery Road | Mason, OH 45040 | 513-923-5604 | Sales@ArmorMobile.com | www.ArmorMobile.com

Contact us today!

