

# Table of Contents

<b>Introduction .....</b>	<b>5</b>
Not a “Cabulance.” .....	6
<b>Chapter One: What is a senior transportation business? .....</b>	<b>9</b>
Is a senior transportation service right for you? .....	10
How much can I make? .....	12
Success Factors.....	12
Finding Your Niche – Private Pay or Medicaid ? .....	13
What is Medicaid? .....	14
Medicaid Transportation Brokers .....	14
<b>Chapter Two: Understanding Your Senior Customers .....</b>	<b>15</b>
Biological Loss.....	15
Functional Loss.....	15
Social Isolation .....	16
Substance Abuse .....	16
How to communicate with your senior customers .....	17
Listening.....	17
Are you guilty of “Elderspeak?” .....	18
Difficult Customers .....	19
<b>Chapter Three: Business Startup Basics.....</b>	<b>20</b>
Pick a Business Name .....	21
File for licenses and permits.....	23
Driver Licensing.....	23
Business Insurance.....	23
Don’t make this mistake .....	24
Taxes & Accounting.....	25
Looking Good With a Logo.....	27
Looking Good In Print.....	28

Business Card Basics .....28

CPR & First Aid Training.....29

**Chapter Four: Do You Need a Business Plan?..... 30**

    Bend Senior Express Senior Transportation Business Plan.....31

**Chapter Five: Choosing a vehicle ..... 32**

    Best cars for transporting seniors.....32

    Minivans .....34

    Van conversion costs .....34

    Free Cars .....35

    Run your senior transportation service with just a phone .....35

    Scheduling your trips.....36

    Managing Your Contacts .....37

    How to get paid on the go.....38

**Chapter Six: Amazing Customer Service ..... 40**

**Chapter Seven: Finding Your Customers .....41**

    18 Best Sources .....41

    Marketing Essentials.....43

    Your Own Web Site .....44

    Three Reasons Your New Business Needs a Website.....44

    Sample Website .....47

**Chapter Eight: Resources .....51**

    NEMT Transportation Brokers .....51

    Other Resources.....53

    Resources – NEMT Insurance .....54

    Resources – Vehicle Manufacturers.....55

    Resources – Vehicle Modifications .....56

    Forms.....56

with just a small investment, since in most cases you already have a vehicle and smartphone.

You don't need an expensive new van or specialized equipment, as you can focus on the area where there is steady demand – transporting seniors who are able to walk (The medical term is “ambulatory.”)

The opportunities are wide-open in this fast-growing field, and so is the potential for a good income that's recession-proof. You'll be providing a vital senior service, as well as earning the gratitude and respect of others who are thankful a service like this is available in the community. It is the essence of *“Doing Well By Doing Good.”*

Starting a senior transportation service is not rocket science, although it can seem a bit overwhelming at first. But this guide will show you, step-by-step, how to set up and operate your new business. Here's what you'll learn in this guide:

- ➔ **Chapter 1** asks an important question you must answer honestly before going further: Is this the right business for me? Working with seniors takes a special kind of person, and you'll learn if you've got it or not.
- ➔ **Chapter 2** provides an overview of the senior transportation marketplace so you can better understand your customers, including their special needs and the service you can provide to meet those needs.
- ➔ **Chapter 3** covers the business startup basics that you will need to take care of before you serve your first customer. You'll learn how to pick a good name, the best way to set your business up legally and the licenses, permits and insurance you will need.
- ➔ **Chapter 4** will give you the framework for writing a simple business plan as well as helping you determine if you even need one. If you do, a sample plan is included that you can copy.
- ➔ **Chapter 5** will help you decide if your current vehicle will work for transporting seniors and explain all the options you may want to consider if you plan to purchase a new vehicle, including how to get a “free” vehicle.

- **Chapter 6** will provide you a “crash course” in what seniors need, as well as some surprising ways to better communicate with them.
- **Chapter 7** will show you the best places to find all the customers you need to keep your busy and profitable. There are 18 proven sources of customers, and they are all listed here.
- **Chapter 8** covers the resources you can tap into to learn more about this business. Most are free, including videos an online courses.

## Chapter One

# What is a senior transportation business?

A senior transportation business provides a way for seniors who can no longer drive with the ability to get where they need to go, and get there in style.

As one assisted living facility director told me: *“When someone can’t drive, you take their world away. There’s a huge market for solutions to this problem. When this life-altering experience happens, how are you going to help them?”*

A recent national survey found that almost 4 million people miss or delay medical care services simply because they did not have transportation to their medical appointments!

Most people with chronic health conditions, such as arthritis, asthma, cancer, heart disease, COPD and diabetes, need regular treatment appointments.

As the U.S. Centers for Disease Control point out, over 3/4 of adults over 55 have one of these chronic conditions. All these people will need non-emergency medical transportation to access the health care services need to help them manage their disease.

For example, two-thirds of dialysis patients rely on someone other than a family member for transportation to their appointments and back home again after the four-hour treatment. There are 20 million adults with chronic kidney disease who require dialysis three times a week. Missing a dialysis appointment can often mean a trip to the emergency room!

Of course, transporting folks to their medical appointments is a huge market in itself, but there are many more senior transportation opportunities to be filled.