

# Uber in Healthcare

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Due to the rising cost of healthcare and with the majority of payors moving away from fee-for-service to fee-for-value (pay for performance (P4P) contracts, it is becoming a world of ACO's and Clinical Integration which is the very heart of fee-for-value. The guidelines are clear: "Provide a better quality service at a lower cost". Physicians and hospitals must optimize their operations and align cost with positive clinical outcomes. It is increasingly important to partner with outside sources that can help you achieve your goals for improving quality and cutting cost. One way to help with quality outcomes is to partner with other organizations that have a solution to help you have operational effectiveness, patient satisfaction and quality outcomes to maximize your fee-for-value.

MedStar Health, the largest not-for-profit healthcare system in Maryland and in the Washington, D.C. area, has partnered with Uber Technologies Inc., an international transportation network based in San Francisco, CA. In January 2016, MedStar Health gave its patients an option to get to their healthcare appointments using Uber. MedStar cited that when patients miss appointment or had to reschedule at the last minute they stated transportation as a factor.

ACO's and Clinical Integration Organizations are tasked to get ALL their patients evaluated and treated from the routine check up to the treatment and cure of a disease. By seeing the patients on a regular basis through preventative care and follow up visits that would not otherwise happen, diseases can be caught early and treated BEFORE it becomes acute and drives cost up for the patient and the organizations. Uber provides a means for those patients that may otherwise not go to their physician or hospital appointment due to the lack of transportation.

MedStar patients can now select the "Ride with Uber" button displayed on the MedStar Health website. Patients can find out the cost of the ride and the approximate wait time for a ride as well as request a ride. Some ask if patients who need transportation can afford the cost of an Uber ride. MedStar is currently working to add the technical capability to provide rides that are covered by Medicare and Medicaid. Uber is available throughout the MedStar service area and offers patient another convenient way to get to and from home or office to any of the MedStar facilities.

"Uber is a reliable option-day or night- regardless of where you need to go in the DMV" said Zuhairah Washington, general manager of Uber DC. "Our collaboration with MedStar can help patients better plan their transportation to and from appointments, and ensure they never miss an appointment because they don't have a ride.

Sometimes it just takes one action to impact multiple areas in a healthcare organization. By partnering with an outside organization there is minimal cost to operations, increase of access to care, increasing patient satisfaction and decrease of long term cost associated with acute disease management.

Based from an article: Washington Business Journal: [Why MedStar Health just teamed up with Uber](#)