

Denver Metro Chamber Lyft

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Chief Experience Officer



DENVER HEALTH

— est. 1860 —

FOR LIFE'S JOURNEY

Denver Health Medical Center



Denver Health is Colorado's primary safety net institution.

- **25%** of all Denver residents, or approximately **150,000** individuals, receive their health care at Denver Health.
- **1 in 3** children in Denver is cared for by Denver Health physicians as well.

Denver Health

An innovative healthcare system that is a model of success for the nation.

OUR AREAS OF FOCUS

-  **Clinical Care**
Highest quality, low cost provider*
-  **Education**
Academic center teaches the next generation of healthcare workers.
-  **Research**
Ongoing, leading-edge research

Community Health Centers +

Public Health +

Rocky Mountain Regional Trauma Center +

School-Based Health Centers +

TOP 5% IN THE NATION Denver Health Medical Center +

Regional Poison Control Center +

Denver Health Medical Plan, Inc. +

Denver Health Foundation +

911 Response +

NurseLine +

Denver Cares +

Correctional Care +

Our Partnership with Lyft

News Clip

The Beginning of our Journey

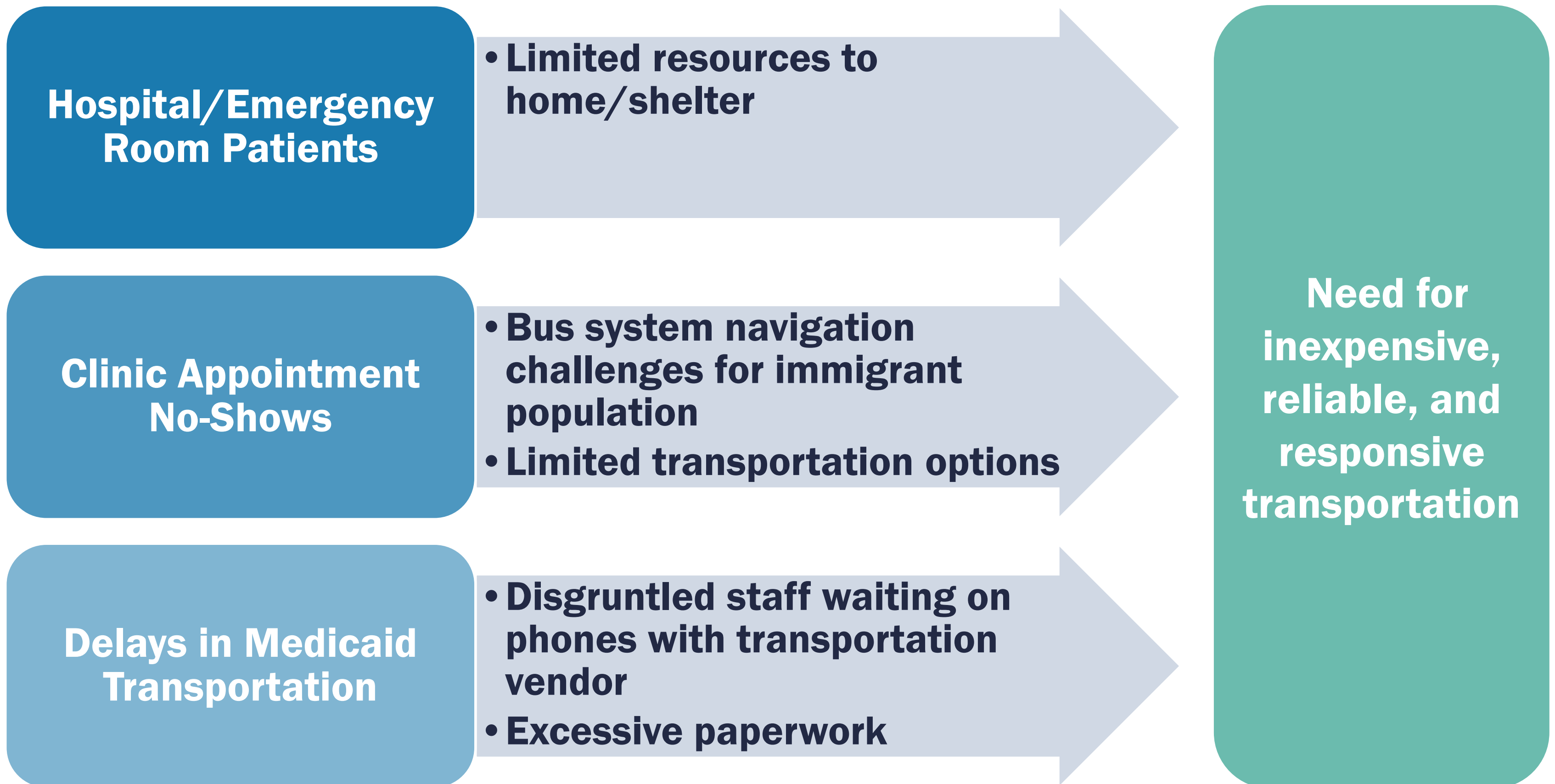


Previous Transportation Solutions



- **“Oprah” car service**
- **Partnership - Regional Transportation District bus transportation**
- **“Bustang” – Discount bus transportation to Colorado cities**
- **Medicaid Non-Emergent Transportation (NEMT) Services**

Transportation Barriers to Care



Why Lyft as a Partner?

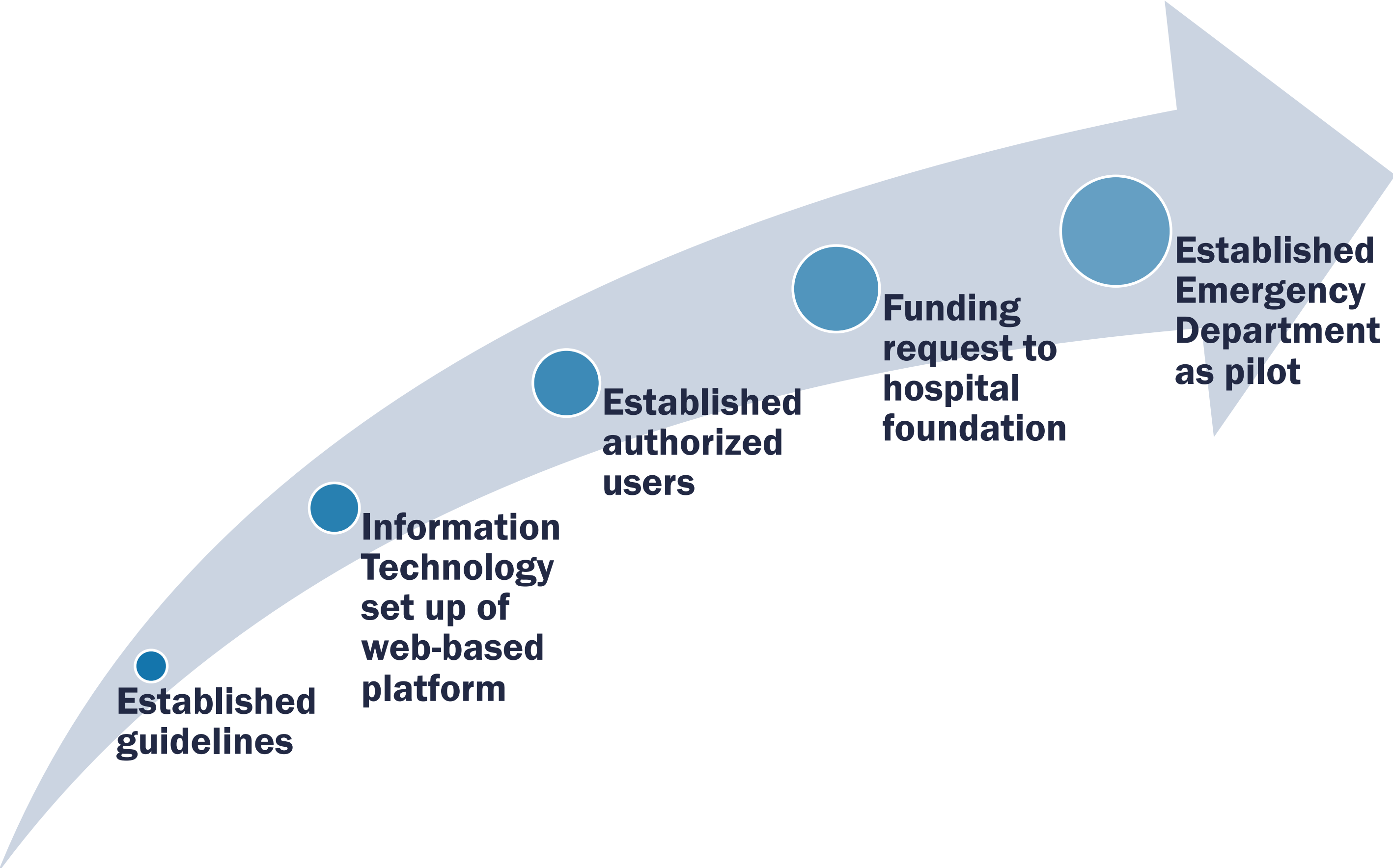
Lyft's Mission and Vision



Lyft's mission has always been to **connect communities through shared transportation, improve transportation efficiency by filling empty seats in cars, and increasing transportation access by decoupling mobility from care ownership.**

Lyft provides **convenient on-demand mobility** to participants of paratransit and guaranteed ride home programs.

How Did We Start?



Guidelines

**Need determined by
Social
Work/Nursing/Patient
Navigators**

**Medicaid patients or
patients with few to no
resources**

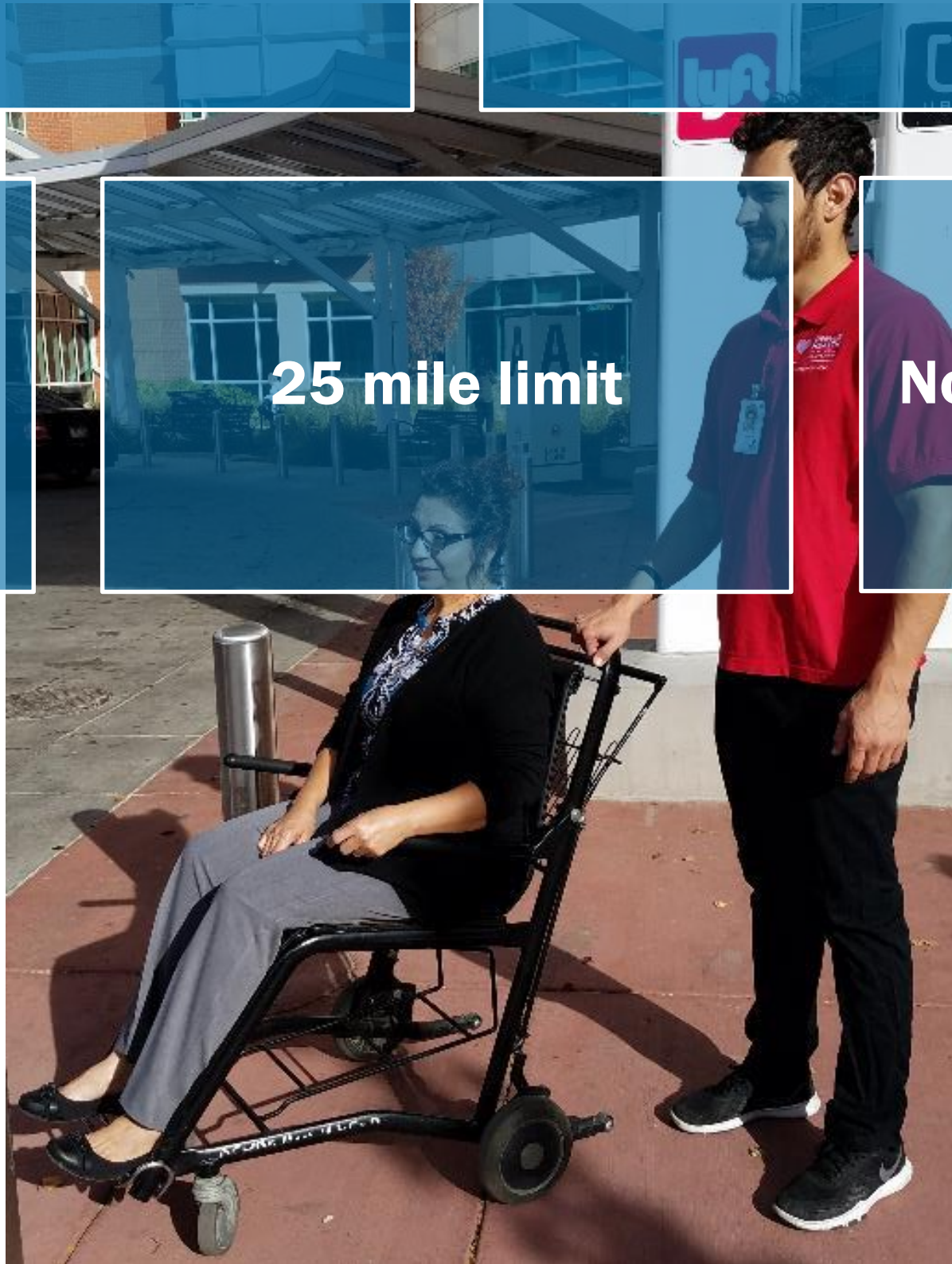
**Patients consent to
receiving a “gift of
transportation”**

**Documentation of
Verbal consent**

**Service only for
patients**

25 mile limit

No “Prime Time” rides



How are rides ordered?



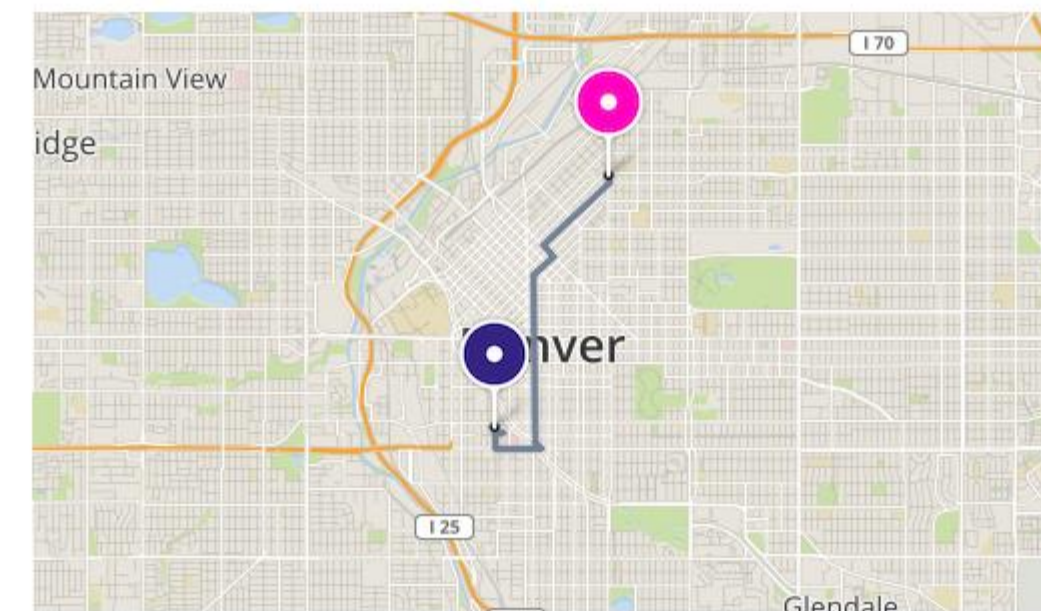
Thanks for riding with Lamont!

November 5, 2017 at 1:55 AM

Ride Details

Base fare	\$0.75
15m 20s	\$1.99
3.66 mi	\$3.66
Service fee	\$2.50
Will be invoiced to	\$8.90

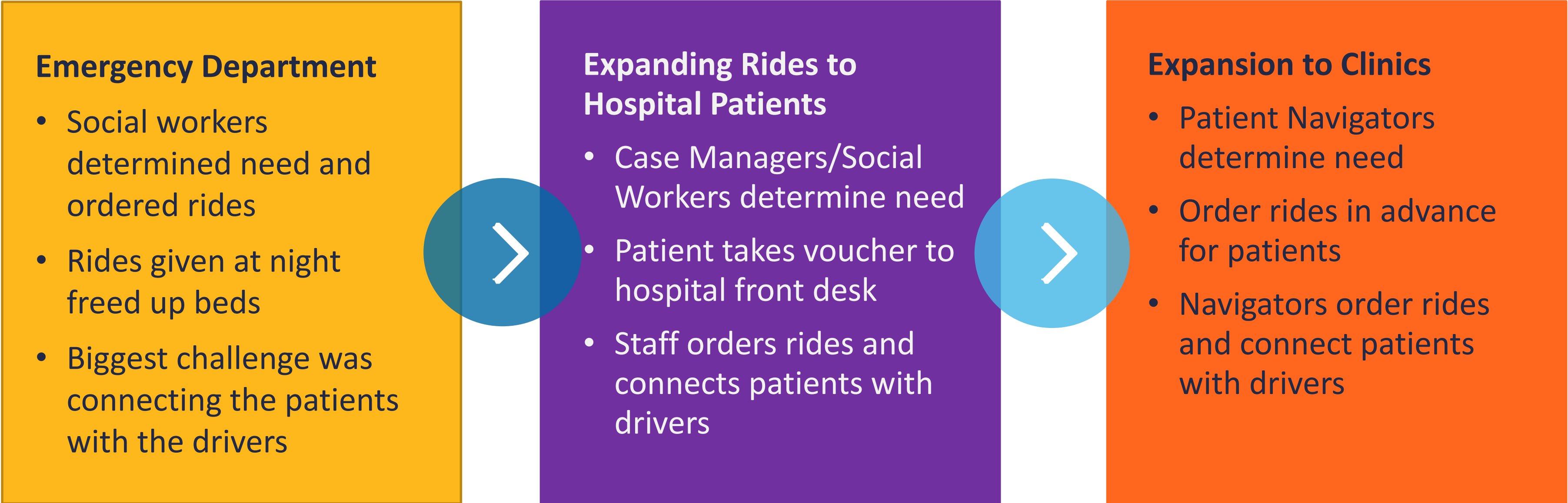
Gifted to: [Davis L \(303\) 602-1458](tel:3036021458)



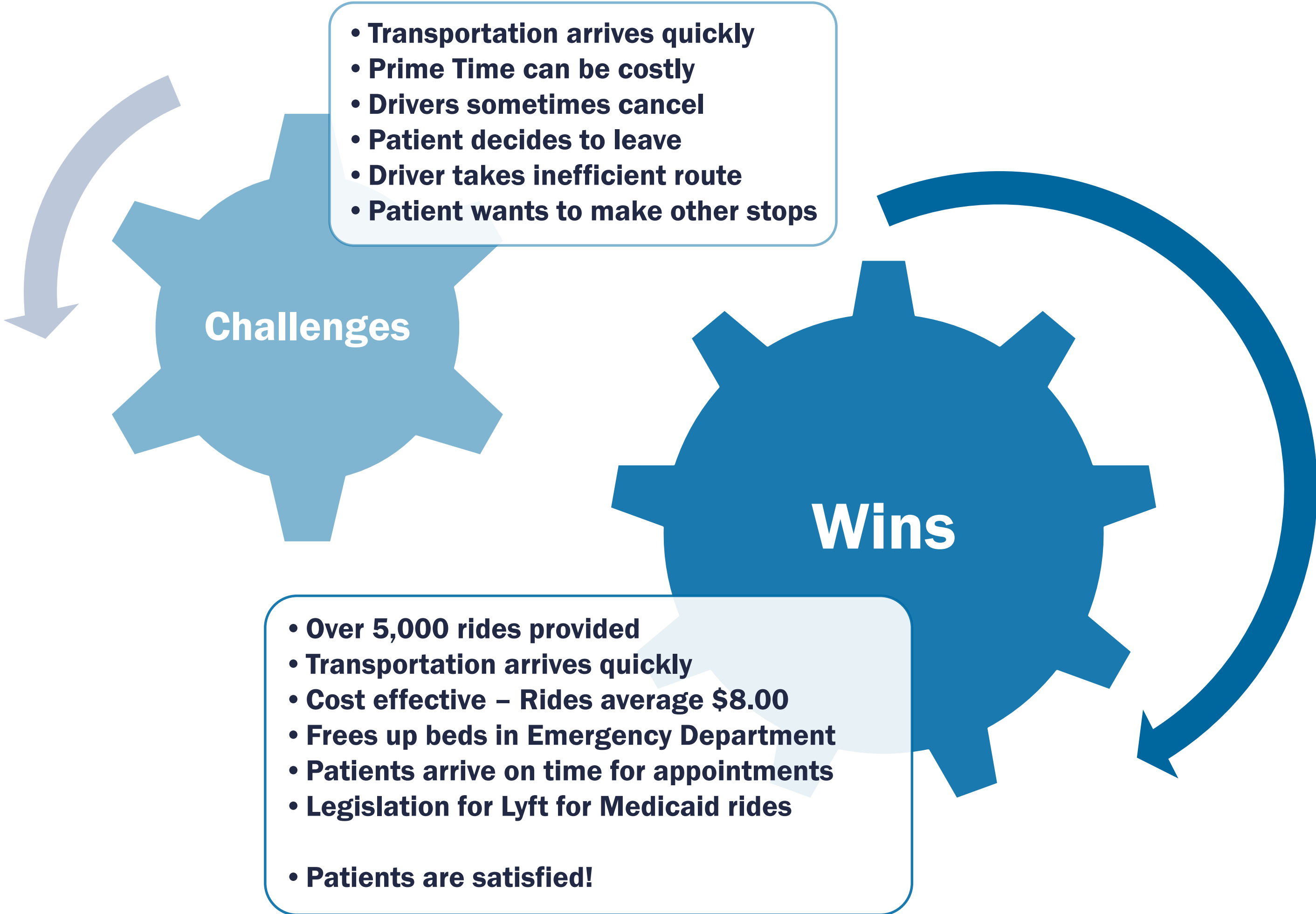
- Pickup 1:55 AM
Denver Health Medical Center, Denver, CO
- Dropoff 1:10 AM

The screenshot shows the Lyft app interface. On the left, there is a 'History' list with columns for passenger name, time, and status. The current ride, 'Omer O' at 1:49 PM, is highlighted. Below the list, driver information for 'Erol' is shown, including phone number, car model ('INFINITI QX80'), and license plate ('5Z3-TJJ'). The main part of the screen is a map of Denver, Colorado, with a blue dot indicating the pickup location at Denver Health Medical Center and a pink dot indicating the dropoff location in Mountain View. A blue line on the map shows the route between these two points.

Our Lyft Journey



Challenges and Wins



Questions?