

SambaSafety x Secure Transport

Achieving Safety Excellence Through
Driver Training and Monitoring





SECURE TRANSPORT

Secure Transport, a specialized non-emergency medical transport (NEMT) service, has served the Kansas City Metro area since 2010. Locally owned and operated, Secure Transport prides themselves on upholding the highest safety and performance standards. Their commitment to safety and best-in-class customer service is evident in their culture and daily operations, with well-trained drivers, safe and reliable vehicles, routine vehicle inspections, A-rated insurance coverage, state-of-the-art safety equipment and proactive intervention strategies to quickly address potential risks.

Despite operating in an unregulated industry, Secure Transport has implemented rigorous safety and training standards to ensure top-quality service. Unlike other transportation industries, NEMT drivers transport people, not goods, emphasizing the critical importance of safety and security on the road. Secure Transport trains employees to “Go the Extra Mile” for their customers. “I tell all my drivers that they’ve got to treat our clients like family,” explains Joe McDonald, Director of Safety and Training at Secure Transport.



The Challenge

Dedicated to fostering a culture of safety and continuously reinforcing company values, Joe McDonald used YouTube to manually assign 31 training videos for all new hires, plus multiple courses per week for each driver post-hire. Many training courses had to be created in-house due to the unique nature of their business. Without any tracking capabilities on YouTube and with many drivers not being tech-savvy, ensuring the completion of these training courses was challenging.

While also facing a lack of visibility into post-hire driving records, Secure Transport recognized the need for a more automated solution. At the suggestion of their insurer, they agreed to elevate their driver risk management strategy with technology that could monitor ongoing driver performance and automate their training process.



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Before SambaSafety, we used YouTube to administer driver training, but there was no way to track views or completion. With Samba, I have a complete record of assigned and completed courses, letting me know who's being proactive before I have to remind them.

— Joe McDonald
Director of Safety and Training

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The Solution

Secure Transport quickly turned to SambaSafety's continuous license monitoring to ensure ongoing visibility into driver behavior, rather than waiting months for the next motor vehicle record (MVR) pull. Shortly after, they integrated SambaSafety's online driver training to maximize efficiency in their intervention and coaching efforts. Combined with risk scoring and thresholds, Secure Transport gained the insight and tools needed to make better hiring decisions, onboard new drivers faster and mitigate ongoing risks.

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We instituted license monitoring and training at the recommendation of our insurer. It's peace of mind for us, especially if there was ever a lawsuit. We're able to prove we did our due diligence.

— Joe McDonald

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The Results

Since partnering with SambaSafety, Secure Transport has seen significant improvements in their operations and can more easily uphold their safety standards:

1

ENHANCED TRAINING PROGRAM: Secure Transport now efficiently distributes weekly training videos through SambaSafety, including their own in-house videos and SambaSafety's tailored training curriculum. Streamlined assignment workflows and comprehensive reporting capabilities have eliminated the manual work and resulted in better compliance with safety policies.



92.3%

training completion rate
achieved in 2023

2

FASTER, MORE EFFECTIVE INTERVENTIONS: Addressing common issues like tailgating, speeding and drowsy driving with immediate, targeted refresher training has transformed Secure Transport's operations. In fact, they've eliminated cell phone use violations by reiterating the importance of this safety issue through continual training and coaching. Upon detecting an incident, Joe McDonald can instantly coach drivers and assign AI-recommended courses to quickly address unsafe events.

3

IMPROVED DRIVER AWARENESS, PERFORMANCE AND MORALE: Along with correcting high-risk behavior, Secure Transport can effectively recognize and reward good driving behavior, boosting driver morale. The weekly training videos receive positive feedback from drivers, enhancing focus, engagement and retention of critical skills throughout their tenure.



We have had great results with SambaSafety. The training platform, which allows us to host our own videos and leverage Samba's library, is the cornerstone of our program and invaluable for onboarding new drivers.

— Joe McDonald



4

SECURED INSURANCE COVERAGE: Mr. McDonald and Secure Transport have also relieved pressure from their captive insurer by leveraging license monitoring and online training. The company's three-strike policy and probationary measures for unsafe behaviors help ensure continued coverage and motivate drivers to maintain safe practices.

5

IMPROVED REPORTING AND COMPLIANCE: The digitized training program and built-in tracking provide Secure Transport with peace of mind, ensuring they take all necessary safety measures and fulfill their due diligence in driver education.

Secure Transport's partnership with SambaSafety enables a robust safety culture, ensuring the highest standards in NEMT. By proactively monitoring and training their drivers, Secure Transport continues to set the benchmark for safety and reliability in the industry.



SambaSafety offers a great service and a great platform. It's very user-friendly and can help with just about anything you're looking to do when it comes to driver safety.

— Joe McDonald



5/5 star rating for
SambaSafety's Online Driver Training
(2024 Customer Survey)



Transform Your Safety Culture with SambaSafety

Discover How SambaSafety's Driver Risk Management and Training Solutions Can Meet Your Team's Unique Safety Needs

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