Medical Motor Service Receives Community Impact Award

Medical Motor Service Executive Director William P. McDonald recently accepted the 2010 Non-Profit Community Impact Award on behalf of MMS staff at the Greater Rochester Awards luncheon, held at the Hyatt Regency in downtown Rochester on October 22, 2010.

The award was presented by the Rochester Business Journal and the United Way of Greater Rochester, Inc. and the luncheon was sponsored by Excellus BlueCross BlueShield, Bank of America Corp., Mutual of America, and Nixon Peabody LLP. The Community Impact Award is given out every year to a not-for-profit agency that has demonstrated measurable, positive results in creating a better place to live for the people of the Rochester area.

On hand to represent MMS at the ceremony was a group of staff members, and several members of the Board of Directors, including Board President Lawrence R. Creatura.

“The staff and Board of MMS is very pleased and honored to receive this award in recognition of the non-emergency transportation services we provide to the Rochester Community in collaboration with many other community agencies,” said Mr. McDonald.

More information about the awards ceremony can be found at www.medicalmotors.org.

MMS Unveils New Website

Medical Motor Service recently launched a redesigned website with an improved look that offers a more interactive experience for all site visitors. Medical Motor Service selected Mason Selkowitz Marketing, a full-service marketing communications agency specializing in web-based development, to create the inviting new look while improving functionality for customers.

In addition to improved visual effects, the enhancements offer visitors the ability to keep up with the latest news at MMS, link to other agencies partnered with MMS, apply for employment and connect with MMS staff.

A new trip ordering function is an exciting innovation that has changed the way transportation is scheduled. Using the website’s homepage, MMS clients now have the ability to connect with an online ordering form, allowing them to schedule transportation and book rides right from the office or from home, without ever picking up a phone!

“The website is so easy to use and user-friendly. It makes my job easier because the website is at my fingertips, I get instant confirmation that the request was received, then a final confirmation within a day or so,” said The Association for the Blind and Visually Impaired Medical Relations Coordinator Sonya Kennedy. “It’s just so much easier for me to do this online.”

The new online system, which is quickly becoming the primary method of trip ordering for MMS clients, is available for use to any registered website user interested in scheduling transportation—and it’s all just a click or two away!

To register, please contact Nolan Fraver at 585.654.6030 ext. 236 or Ivy Ridley at ext. 229.
New GPS Technology Improves Service

Since the original RouteMatch routing and scheduling software was acquired by Medical Motor Service in July of 2006, MMS has also added an AVL/GPS module thanks to a grant from the Greater Rochester Health Foundation. The goal of this acquisition was to provide enhanced real-time vehicle location for dispatchers and improve overall communication with the MMS fleet.

Through Automatic Vehicle Location (AVL), an automated tracking system made possible by Global Positioning Systems (GPS), MMS dispatchers can easily and dynamically view and locate drivers while collecting trip and route data in real-time. This information provides dispatch the ability to locate and track vehicles, perform optimal dispatching and maximize routing and scheduling efficiency.

“The AVL/GPS system was first installed in our vehicles that were operating primarily in a demand-responsive environment in order to maximize the dispatch efficiency for hospital discharges and returns,” said MMS Executive Director William P. McDonald. “It has enhanced our ability to provide same-day service because dispatchers are able to work in a real-time environment versus a pre-scheduled, fixed-route environment.”

This new technology also provides excellent real-time and historical data on vehicle driving patterns, locations, actual routes driven, and speed.

“Not only has MMS achieved cost efficiencies and maximized driver productivity, it has also improved the accountability of the driving staff and thus ensured the safety of its passengers and drivers alike,” Mr. McDonald said.

MMS Participates in 2010 Al Sigl WalkAbout

Friends and staff members of Medical Motor Service took a stroll through Marketplace Mall for the 2010 Al Sigl Community WalkAbout, raising funds to benefit children and adults with disabilities and special needs in the community.

Participants enjoyed raffles and giveaways, face painting, live musical entertainment, a costume contest and free breakfast and coffee from Tim Horton’s. Sponsored by friends, family members and co-workers, MMS staff and their families joined over 1,000 others at the fundraiser, parading through the mall and enjoying the spirit of the season. T-shirts and other prizes were given out to the top fundraisers participating in the WalkAbout.

“IT’s wonderful to see such a large number of people come out for such a great cause,” says Medical Motor Service WalkAbout coordinator Ivy Ridley. “I’m glad to be part of it each year.”

The WalkAbout wrapped up the Halloween fun-filled morning when the winners of the annual costume contest were crowned. All proceeds from the fundraiser went to support the efforts of CP Rochester, Epilepsy Foundation, Rochester Hearing and Speech Center, Rochester Rehabilitation and Medical Motor Service.

Top left: MMS Driver Santos Gonzalez with his family.

Top right: MMS Accounts Receivable Coordinator Stephanie Cicotta with her dressed up daughters.

Bottom: MMS Director of Operations Damon Mustaca with his “Good Witch”.

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NYS DOT Gives High Marks to MMS Team

The New York State Department of Transportation has recently recognized the excellent performance of the Medical Motor Service Maintenance Department for the 2009-10 fiscal year. Staff not only met, but exceeded the state goal of having at least 90% of vehicles passing the NYSDOT safety inspection, finishing with an impressive 98.4% pass rate from April 1, 2009 to March 31, 2010—almost four times better than the average for similar sized carriers throughout New York state.

“I want to make sure my staff is acknowledged because this couldn’t have been accomplished without them,” said MMS Fleet Manager Rick Ott.

Recognizing our maintenance facility’s strong dedication to safety and our commitment to sound maintenance standards, the NYS Department of Transportation has ranked the maintenance program among the best in the state.

MMS Gives A Lift with CPGR

Medical Motor Service has partnered on a new project with Community Place of Greater Rochester (CPGR), a non-profit agency that provides a wide range of social, developmental, and educational programs to children, seniors, families and developmentally disabled individuals throughout the greater Rochester area.

MMS began providing group transportation for participants in CPGR’s Foster Grandparent program and the Senior Companion program—making it possible for area residents ages 55 and up to provide educational, social and emotional support to local school children and older adults in the community.

Using a bus donated from CPGR, MMS drivers Moira Mahosky and Mary Jane Van Aalst began to captain weekly group charters—transporting program participants to Community Place’s main office at 45 Parsells Avenue for group meetings, and to individual volunteer sessions at various locations throughout the city.

Medical Motor Service Safety Director Dave Kunz, who is overseeing the alliance with CPGR, shared his thoughts on what it means to work with these programs. “This collaboration will allow MMS to serve a tremendous group of people who have dedicated their lives to serve others,” Kunz said. “It is truly rewarding for us.”

MMS has recently welcomed Nolan Fraver and Anne Phongsavat to its office staff.

Hired as an Account Representative, Nolan Fraver comes to Medical Motor Service from Sutherland Global Services, where he held management roles in sales and customer service departments. In his new role, he will specialize in account management and serve as a liaison to clients and organizations using MMS transportation. Fraver graduated in 2008 from St. Bonaventure University with a degree in Journalism/ Mass Communications.

Anne Phongsavat comes to Medical Motor Service from CP Rochester, where she gained valuable experience assisting clients in the CP Rochester Day Program. Anne will assume a team leader position in the office call center, where she’ll interact directly with MMS clients and help oversee daily operations in the department. A graduate of SUNY Brockport, Anne is currently working toward her Master’s in Public Administration Non-Profit Management.

“We are excited to add Nolan and Anne to our team as each will uniquely contribute towards improving the quality of our community transportation services,” said Executive Director William P. McDonald.
Financial Highlights

Statement of Unrestricted Functional Public Support, Revenue and Expenses

For year ending March 31, 2010

Auditors: DeJoy, Knauf & Blood LLP

INCOME

15% Medicaid $1,299,423
55% Third Party Contracts 4,801,180
7% Foster Care 674,340
5% Pre-School 461,927
5% Office of the Aging 442,281
10% Public Support 831,260
2% Fees 164,238
1% Miscellaneous 1,044

Total Income $8,675,693

EXPENSE

56% Salaries and Benefits $4,732,416
13% Vehicle operating costs 1,062,750
5% Depreciation 384,122
5% Insurance 382,758
3% Rent, phone, office expense 237,088
3% Professional Fees 227,087
1% Miscellaneous 105,010
14% Brokerage vendor payments 1,137,100

Total Expense $8,268,331

Service Summary

Unit of service is one-way trips

<table>
<thead>
<tr>
<th>Destination/trip purpose:</th>
<th>Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Services:</td>
<td>63,772</td>
</tr>
<tr>
<td>Early Intervention, Pre-School, Foster Care, Counseling</td>
<td></td>
</tr>
<tr>
<td>Adult Services:</td>
<td>206,328</td>
</tr>
<tr>
<td>Doctors, Clinics, Rehab, Physical &amp; Behavioral Health Services</td>
<td></td>
</tr>
</tbody>
</table>

Senior Services: 214,453
Senior Centers, Nursing Homes, Social & Medical Day Care, Wegmans Shopping

Brokerage Services: 46,646

Total agency trips provided or brokered in 2009-2010 531,199
**Donations from 1/1/2010-12/31/2010**

**Gold Stars $500-$999**
- John & Ruth Armbuster
- Erick Bond—Bond Financial Network Inc.
- James E. Morris
- Donald Specht
- Stuart Small—Pittsford Insurance Agency
- Daniel & Patricia Wiseman

**Silver Stars $250-$499**
- Raymond & Ellen Grabb
- Thomas McGrath
- Patricia M. Woods
- Nancy Zaengl

**Bronze Stars $50-$249**
- Jonathan & Martha Ansley
- Anne Bauer
- John Bertola
- Diane L. Bogaczcy
- Anthony Costanza
- William Maniscalco
- Ronald MacDonald

**In Memory of:**
- Luciano Colombo:
  - Mr. & Mrs. William M. Wallingford
- Marjorie Dimpfl:
  - Mr. & Mrs. Phil Bracchi
  - Mr. & Mrs. Stephen Michel
- Joshua Marcone
- Caroline Montanaro
- Blanche H. Gibbs
- Joyce Zwaga

**Special Gifts:**
- Wegmans Food Markets
- Marietta Dryer Foundation
- Dorothea Haus Ross Foundation
- ASC Sports Committee
- ASC Partner’s Foundation

**United Way Gifts:**
- Diane L. Bogaczcy
- Donald R. Clark
- Ethan Corona
- Valerie Crisler
- Dr. Barry Cutlame & Dr. Christine Licata
- Maurice DeMay
- Patricia Donnelly
- Kurt G. Duel
- Amin T. Englehardt
- Lylet Ferguson
- Alice Gushenovski
- Francis M. Hull
- Thomas Kelly
- David Kruz
- Glenda M. Lusk
- Jacqueline Marcone
- Kathleen W. McDonald
- John M. McKenna
- Kathleen P. Moczarski
- Henry Montague
- Jill Nundy
- Josephine Obećanov
- Theresa J. O’Hanlon
- Reid Perkins
- Christina F. Riley
- Kenneth G. Storan
- Thomas G. Tukey
- Darlene A. Vogt
- Brian Ward
- Deborah D. Yost
- Grant G. Zwerger

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- Rates Increased July 1, 2010
- A Charitable Gift Deduction

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These days, Medical Motor Service driver Bryant Smith is keeping his hands in driving—not boxing—gloves. It’s a far cry from the time in his life as a professional boxer when he described frequent sparring sessions with Mike Tyson and Lennox Lewis as “nice”.

“I don’t miss it at all,” he said of his former lifestyle, which included lavish, month-long trips to Las Vegas and time spent in the spotlight as a professional heavyweight boxer. Beginning his career at 27, Bryant remembers fighting everywhere from Atlantic City to California, living in casinos for weeks at a time, and enjoying the lifestyle of a professional athlete to the fullest.

After a 12 year boxing career, Bryant shifted the focus of his life elsewhere, embarking on a calling in transportation and devoting himself to God. Now in his fifth year as an MMS driver, integrating his religion into his everyday work is still very important to him.

“I believe you have to love God, and love your neighbor as you love yourself,” he said. “I try to exemplify that every day when I have clients on my bus.” Bryant, who leads weekly shuttles to Wegmans shopping centers for seniors throughout Monroe County, says the most rewarding part of the job is when he sees his passengers laughing and smiling.

“Most of the people I drive for don’t get out often and they can’t drive. So I like to take them on the scenic route when we’re on an outing—it gives them a chance to see something they would otherwise not be able to see.”

Nowadays you can find the full-time driver and father of four enjoying a different sport. When he’s not on his route, Bryant might be out on the water, perfecting his new passion—fishing. “Fishing is my sanctuary,” Bryant says. A peaceful sporting activity giving rewards to someone who gives so much of his time to others.