



# Addressing Health Access and Equity through Transportation



## The Problem

Equitable access to reliable transportation is a critical underpinning of each of the five Social Determinants of Health (SDOH). When lack of transportation access results in people missing preventative care appointments, community activities, local classes or employment trainings because it's just too hard to get there, health outcomes are negatively impacted. This directly translates into a higher likelihood of health care crisis and therefore higher overall long-term care costs, including more emergency interventions most of which are preventable.

Transportation challenges—particularly vast inequities in access to reasonable, reliable, affordable transportation—sit at the root of directly addressing this problem.

None of this is a surprise to anyone working in health care (or trying to manage their own health). And the innovations to solve the problem—Non-Emergency Medical Transportation (NEMT) fleets, the use of ride-sharing companies like Uber and Lyft, and a focus on tele-health and other ways to bring care to the individual—only scratch the surface in addressing the problem, particularly as they occur outside a comprehensive view of how transportation impacts access.

## Transportation Investment

- Medical trip investments alone have been shown to yield 1,100% ROI per dollar spent.
- Medicaid spends \$3B annually in transportation services and hundreds of millions in community integration services.
- Significant disparities exist in available supports and services and the ability to access them.

## A MORE FUNDAMENTAL APPROACH

The industry has, understandably, been looking at this as a health services problem with an access component. What if we look at it instead as a transportation problem: how to get people and services to the places they need to be within the health ecosystem, in the most beneficial and effective way possible? Cambridge Systematics' comprehensive offering positions transportation as an enabler to better health as opposed to an inhibitor.

We fundamentally understand how people travel and how to enhance mobility; it's something we've excelled at for nearly 50 years. We want to bring to health care three key capabilities to address the access problem:



### Gather, Interpret and Analyze

transportation data—combining yours, ours, and other data sets that we can access;



### Develop and Execute

strategic plans that are built on sound data and our client's business objectives, including planning for a range of scenarios in the face of uncertainty; and

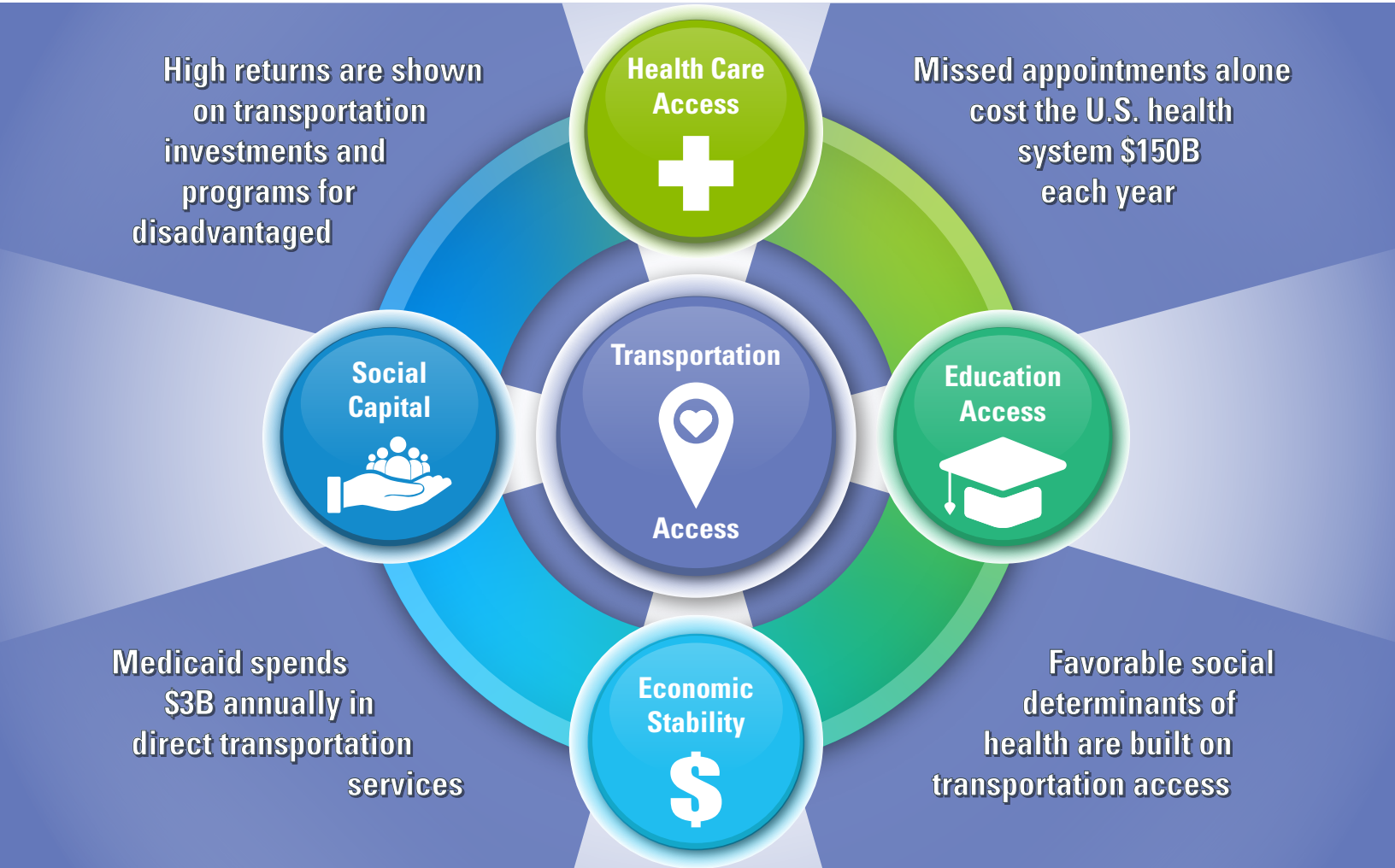


### Provide

software and easy-to-use tools that help get everyone connected and moving to where they need to be.

## POWER, PARTNERSHIP AND PERSPECTIVE

Cambridge Systematics is a national leader in identifying how, where, when and why people travel because we understand transportation and its impact on society. We collaborate with health care clients to identify and move forward the changes to transportation supports and services that can improve outcomes and costs while helping to address the substantial disparities in access to health care and to the social determinants of health.



For nearly 50 years, Cambridge Systematics has built a national reputation as a premier consultant in transportation with the power of all three key components needed to address the problem of health access: rigorous data, modeling and analysis; exceptional strategic planning; and solution-oriented software focused on meeting both the health system's and the individual's needs. We look at these not as separate activities but as integrated areas of expertise from which we draw as appropriate to serve the client's needs.

Our deep experience also encompasses the intersectionality of every mode of access that impacts how and whether people and their health care come together: driving, public transit, rail, ride-sharing, paratransit, walking, bicycling.

## Data Modeling and Analysis

We are the transportation industry leader in using data and models to understand how, where, when and why people travel now and into the future. Cambridge Systematics developed Locus, a suite of customizable data products built using anonymized Location-based Services (LBS) data. We can pair these data sets with traditional transportation data sources and with our client's health care service delivery data to provide flexible, current and right-sized solutions for transportation needs within a health system, organization or service.



## Strategic Planning

Cambridge Systematics develops strategies grounded in data, client objectives and stakeholder engagement to deliver comprehensive mobility solutions.

We have been among the first to apply scenario-based planning and tools to help solve problems even for an uncertain future. This work uses a combination of approaches to help decision makers and stakeholders understand the impacts of changing conditions on transportation needs; test alternative policies and investment strategies; and allocate resources to address goals for improved outcomes.

## CS Software



In a system that requires connecting people and services, accessible and easy-to-use software can play a valuable role. The data from software usage also feeds back into ongoing data collection and analysis and effective planning. It's part of a healthy cycle for meeting health access needs.

We have software to cover a broad range of variables:

- Simplifies trip planning by assessing the individual's eligibility requirements and needs and gives them the tools to evaluate their options.
- Helps people strengthen their transportation network and access to the supports and services that positively impact the SDOH.
- Provides health care scheduling or social services staff with the information to identify options that meet the needs of every patient across all modes: public transit, private vehicle, rail, rideshare, carpool, volunteer services, paratransit, walking and biking.
- Assists people in scheduling with and paying friends, family or private drivers for rides to eligible health or related services.

## Connect with Us



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## WHY CAMBRIDGE SYSTEMATICS

Cambridge Systematics, Inc. specializes in transportation and is dedicated to ensuring that transportation investments deliver the best possible results and a more equitable future. By providing innovative solutions in planning, modeling, operations and software applications, we help our clients make decisions to meet future transportation needs while enhancing the performance of existing infrastructure. We foster strong relationships with our clients and share with them a commitment to improving transportation for future generations.