Going Mobile
Your Mobile Medical Planning Guide
About us

- Family-owned small business
- Over 40 years building specialty vehicles
- 30,000+ vehicles on the road
- Most comprehensive warranty in the industry
- Nationwide service is available 24 hours a day 7 days a week with parts support and same day shipping
- Our in-house electricians, metal fabricators, HVAC experts, woodworkers, plumbers, upholsterers and graphic designers average over twenty years of experience
Taking your project mobile

Whether you’re looking for your first mobile medical unit or adding to an existing fleet, LDV’s technical sales specialists can help make the process of building a new mobile medical unit stress free. We make the design and engineering of your vehicle seamless. The result - a vehicle your organization will be proud of for years to come.
Why go mobile?

1. Improve access to underserved areas and patients
2. Share expensive leading-edge equipment among multiple locations
3. Much less expensive and more flexible than a brick-and-mortar clinic
4. Expand the reach and marketing of your health system
Considerations for making your mobile health program a success

1. Days per month scheduled – An idle mobile clinic is losing money.
2. Workflow – How many patients can you see per day?
3. Revenue per exam or per patient – Do two modalities make more sense than just one?
4. Equipment cost considerations – Does it make more sense to purchase or lease?
5. How large is your equipment? What are your electrical needs & heating/cooling requirements?
6. Staff to support the unit – How many, and will they travel in the vehicle? – Will they drive separately?
7. Who will drive? Do you need or want a commercial driver’s license (CDL) driver?
8. What will it cost to house the unit if you have temperature sensitive equipment?
9. Miles driven per day/week – This determines the chassis selection, maintenance schedule and fuel costs.
10. Hours of use per day/week – This determines the generator selection, maintenance schedule, staffing needs and costs.

“Advance planning is the key. It’s critical to have a staff member coordinating the events - they are calling and scheduling the vehicle’s appointments in advance. Maximize your days in operation, and ensure each day’s schedule is full of patients.” - Rosemary Fisher of Evergreen Health
Key ingredients for obtaining funding

Whether you are seeking grant opportunities or going before a board to present your mobile medical business plan, the following information should be part of your proposal:

1. Coach operating costs and maintenance:
   - Chassis fuel
     Chassis fuel consumption
     miles per gallon (MPG)
   - Generator fuel
     Generator fuel consumption
     gallons per hour (GPH)

2. Equipment/Patient revenue and expense:
   - Screening reimbursement
   - Diagnostic reimbursement

3. Equipment cost:

4. Staffing cost:
   - How many staff members
   - Hours worked
   - Average wage

5. Capacity planning:
   - Patients per hour
   - Hours per day in use
   - Days per month in use
### DRAFT ROI for Mobile Mammography

<table>
<thead>
<tr>
<th>Days in use/month</th>
<th>Hours/day in use</th>
<th>Patients/hour</th>
<th>Miles Driven /day</th>
<th>Generator Hours/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Estimate</td>
<td>5</td>
<td>8</td>
<td>3</td>
<td>30</td>
</tr>
<tr>
<td>Average Estimate</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>High Estimate</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>12</td>
</tr>
</tbody>
</table>

**Vehicle MPG**  
- 8

**Generator GPH**  
- 0.5

<table>
<thead>
<tr>
<th>Patients / month (low)</th>
<th>Patients / month (average)</th>
<th>Patients / month (high)</th>
<th>Exam Type</th>
<th>CPT Code</th>
<th>Reimbursement</th>
<th>Revenue/year (low)</th>
<th>Revenue/year (Avg)</th>
<th>Revenue/year (High)</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>320</td>
<td>750</td>
<td>Screening Mammography</td>
<td>G0202</td>
<td>$138.81</td>
<td>$195,886.40</td>
<td>$333,030.40</td>
<td>$1,249,290.00</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Diagnostic, unilateral</td>
<td>G0096</td>
<td>$133.37</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Diagnostic; bilateral</td>
<td>G0094</td>
<td>$160.09</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
</tbody>
</table>

**Total Gross Annual Revenue**  
- $195,886.40
- $333,030.40
- $1,249,290.00

- **1st staff member hourly cost**: $40.00
- **2nd staff member hourly cost**: $25.00
- **3rd staff member hourly cost**: $- (not shown)
- **4th staff member hourly cost**: $- (not shown)

- **Monthly vehicle payment**: $7,000.00
- **Vehicle/generator maintenance cost /day**: $10.95
- **Fuel Price / gallon**: $4.00

### Calculations

You can do the calculations by hand using these formulas:

- **Patients per month** = Days in use X Hours per day in use X Patients per hour
- **Revenue per year** = Patients per month X Reimbursement per patient X 12
- **Staff cost per year** = Days in use X Hours per day in use X 12 X Hourly staff cost
- **Annual fuel cost** = (Miles per day / MPG X Fuel price per gallon X Days in use X 12) + (Generator hours per day X GPH X Fuel price per gallon X Days in use X 12)
- **Net Profit** = Revenue - Staff cost - Vehicle cost - Vehicle Maintenance - Fuel cost

*LDV eWorksheet available by calling 262-763-0147 and asking for medical sales or emailing info@ldvusa.com*
Vehicle financing

LDV and our partner finance companies make the financing of your mobile medical vehicle easy. Our finance partners are experienced with specialty vehicles and medical equipment, so financing the vehicle and the equipment into one monthly payment is a breeze.

Because so many options and terms are available, we will work with you on a custom program to fit your budget. From straight loans to various lease options, the opportunities available to finance your mobile medical unit are endless.

Contact LDV today for rates and information.
Operating Cost Comparison
Driving 100 miles per day; running generator 8 hours:

**Gasoline:**
- 100 miles / 5 mpg = 20 gallons
- 8 hours x 1 gph = 8 gallons
- 28 gallons x $3.65/gallon = $102.20 per day

**Diesel:**
- 100 miles / 8 mpg = 12.5 gallons
- 8 hours x 0.5 gph = 4 gallons
- 16.5 gallons x $3.95/gallon = $65.18 per day

Diesel pays for itself in approximately 2-3 years based on the above example and a $30,000 chassis cost difference.
**Motorcoach**

- The ultimate mobile platform
- 45' overall length provides 38' of interior space
- 102" width; multiple slide outs possible
- Tremendous amount of “basement” storage
- Up to 600HP diesel engine
- Highest cost platform
- CDL requirement

**Walk-In Van**

- Most cost-effective commercial grade platform
- Scalable commercial platform from 28' – 40' overall lengths
- Commercial grade diesel chassis; up to 300HP engine
- All-aluminum commercial body; 0.125" thick sidewalls
- Multiple slide outs available
- Non-CDL 26,000 lb. GVWR for most applications
- Lower cost gasoline version available for 26' – 32' lengths

**Cab Chassis**

- Flexible commercial platform from 28' – 40'+ overall lengths
- Great selection of chassis types and brands
- Diesel or gasoline
- Variety of all-aluminum commercial bodies to choose from
- Greater cab comfort; extended, crew and quad cab options
- Multiple slide outs available
- Non-CDL 26,000 lb. GVWR for most applications
- More industrial look

www.ldvusa.com  |  262-763-0147
Motorhome

Flexible option; lengths up to 53'
Variety of options: steel frame, all-aluminum, electric or air brakes
Separate tow-vehicle allows unit to be parked at location
Bumper-pull, 5th wheel, gooseneck and semi-trailer options
Slide outs possible
CDL requirement likely
Maneuverability different than a straight truck

Very cost-effective spacious platform, 33' and 38' lengths
Diesel or gasoline chassis
Multiple slide outs available
Non-CDL 26,000 lb. GVWR for most applications
Laminated fiberglass RV-style body

www.ldvusa.com | 262-763-0147

Trailer

Flexible option; lengths up to 53'
Variety of options: steel frame, all-aluminum, electric or air brakes
Separate tow-vehicle allows unit to be parked at location
Bumper-pull, 5th wheel, gooseneck and semi-trailer options
Slide outs possible
CDL requirement likely
Maneuverability different than a straight truck

Cost-effective smaller and lighter platform for 21'–26' lengths
Variety of commercial aluminum and FRP bodies
Diesel or gasoline chassis
Good cab comfort, easy to drive
Crawl-through and walk-through options
Non-CDL GVWR (14,200 – 14,500 lbs.)

Van Cutaway

Variety of commercial aluminum and FRP bodies
Diesel or gasoline chassis
Good cab comfort, easy to drive
Crawl-through and walk-through options
Non-CDL GVWR (14,200 – 14,500 lbs.)
Start with the basics

- What type of outreach do you intend to do?
- Have you already specified the equipment you intend to install – manufacturer and model?
- Number of exam rooms?
- Number of changing rooms?
- Patient reception?
- Additional private area for consultation?
- Lavatory?
- Galley, microwave, sink?
- Computer and communication requirements?
*LDV always provides free design consultations and quotes. Call today to schedule a meeting with our team!
Our design services include

- 3D Visual Renderings
- AutoCAD design

Experience a tactile, hands-on approach to design in our customer experience center

Thousands of samples including:

- Seating fabric
- Flooring options and ideas
- Counter and surface samples from laminate to solid surface
- Wall material options
- Trim options
- Ceiling fabric
For over 40 years, LDV has led the specialty vehicle market in quality and technological advances.

Family owned and operated with nearly 200 employees and average employee tenure of almost 20 years, our company was founded on the same principles we employ today - Quality and Service. Our vehicles are designed and manufactured to help our customers do their jobs. From mobile medical units and emergency response vehicles to tool trucks and other specialty vehicles, you can be assured that a vehicle built by LDV, is built to work and built to last.

“The overall interior of the mobile medical coach turned out beautifully, we get patients commenting on how warm and inviting the interior is every day. The modern clean look of the coach really reflects on Sacred Heart; it’s a great billboard for the hospital. LDV was a great company to work with. I spent approximately 10 months on this project, countless hours on the phone and several visits back to LDV to see this project through. I can honestly say that the LDV staff are awesome! Throughout the project I always felt like LDV was only interested in building the best mobile medical vehicle possible and meeting our every expectation.” - Steve Fracz of Providence Sacred Heart Medical Center