

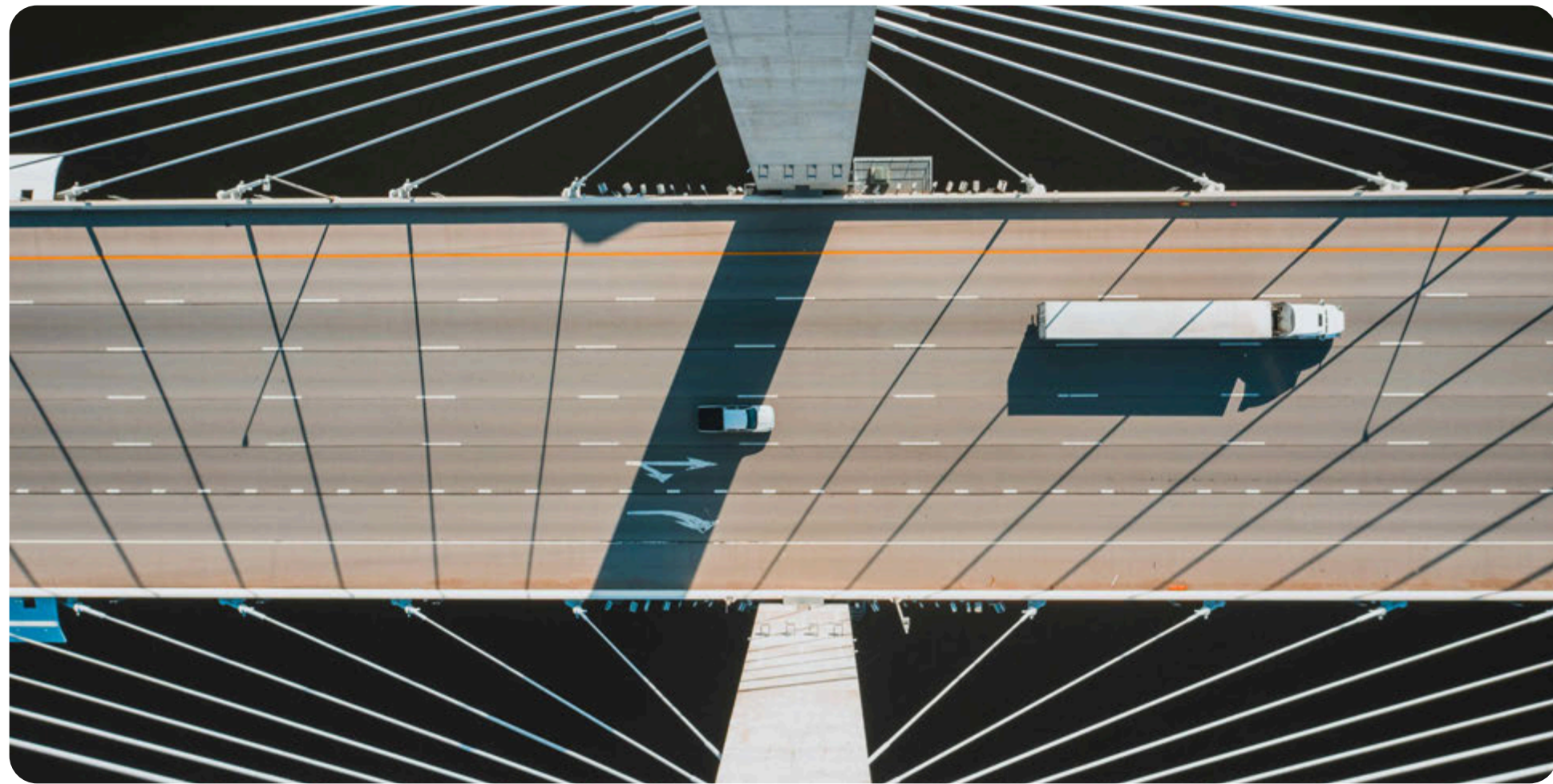
# Impact: Case Study

## [CS-003] Enhancing Safety & Reducing Incidents with Cognitive Assessment

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Edmonton, Alberta, Canada

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## Driving Fleet Performance: Key Insights from Impirica's Cognitive Assessments

### Transform Fleet Safety, Retention, and Efficiency with Cognitive Fitness

As the transportation industry faces mounting pressures to improve safety, reduce costs, and retain top drivers, Impirica's cognitive assessments are transforming fleet management. Explore our case studies to see how cognitive evaluations enhance safety, driver quality, retention, and operational efficiency, providing actionable insights for fleet leaders.

#### CASE STUDY [001]

## Safety

### Summary

Safety is critical in the fleet industry. Learn how a 1,537-driver fleet **reduced collisions by 8% and preventable accidents by 7%** using Impirica's cognitive assessment to identify high-risk drivers.

#### CASE STUDY [002]

## Quality

### Summary

Hiring the right candidates is key to a high-performing fleet. This case study shows how two fleets **screened 10,500 candidates** with Impirica's cognitive assessment, **improving driver quality, performance, and retention.**

#### CASE STUDY [003]

## Impact

### Summary

Safety technology needs to demonstrate measurable impact. Learn how three fleets **reduced collisions, improved passenger safety, and minimized financial exposure** with Impirica's cognitive assessments.

#### CASE STUDY [004]

## Retention

### Summary

Driver retention is a costly challenge. This case study shows how a fleet **improved retention by 7.17%, saving \$340,000 annually** by using Impirica's cognitive assessment to select more resilient candidates.

#### CASE STUDY [005]

## Savings

### Summary

Every dollar counts in fleet operations. This case study shows how a **fleet of 2,100 drivers saved \$590,000 annually** by improving hiring and reducing collisions with Impirica's cognitive evaluation.





## CASE STUDY [003] Impact

### Overview

This case study explores the safety and operational benefits achieved through the implementation of Impirica's cognitive assessment across three distinct fleets: a commercial fleet with 2,100 drivers, a transit service with over 1,500 drivers, and a school bus company with 107 drivers in Wisconsin, USA. By leveraging Impirica's cognitive testing to identify and address potential driving risks, these organizations experienced measurable improvements in safety performance and reduced incident rates.

### Impact

These results highlight the effectiveness of periodic cognitive evaluations in identifying high-risk drivers and reducing incidents, ultimately improving overall fleet safety and operational efficiency.

## Reduction in Incidents: Enhancing Fleet Safety & Reducing Incidents with Cognitive Assessment

### Commercial Fleet

#### Context

A commercial fleet implemented Impirica's cognitive assessment as a periodic evaluation tool to proactively monitor and address real-world driving risks.

### Key Findings

#### Incident History

Among drivers flagged as high risk through Impirica's cognitive assessment, 23% had been involved in one or more preventable incidents within three months prior to the evaluation.

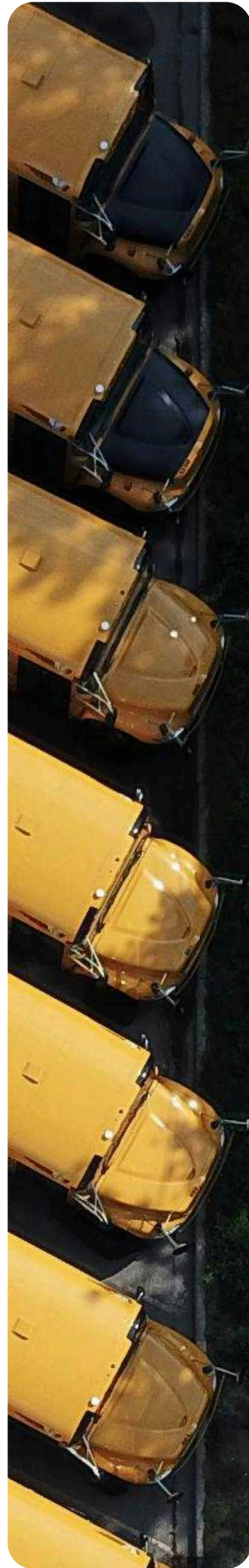
- Collision Reduction:
- Since the implementation of Impirica's cognitive assessment, total collisions decreased by 8%.
- Preventable collisions decreased by 7%.
- Collisions per 100,000 km decreased by 4%.

#### Fleet in Focus

- **Commercial Fleet with 2,100 Drivers**
- School Bus Company with 107 Drivers
- Transit Service with 1,500+ Drivers







# CASE STUDY [003] Impact

## Overview

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## Impact

The findings underscore the critical importance of taking proactive measures, such as medical intervention or targeted training, to address risks identified through cognitive assessments. This approach can significantly mitigate preventable incidents and associated costs.

## Reduction in Incidents: Enhancing Fleet Safety & Reducing Incidents with Cognitive Assessment School Bus Company

### Context

A school bus company in Wisconsin conducted a study with 107 drivers using Impirica's cognitive assessment.

### Key Findings

#### High-Risk Drivers Identified

27 drivers (25.2%) were flagged as high risk. The flag rate was exceptionally high, which can be attributed to an above-average age of the driving population.

#### Preventable Incidents

Among the flagged high-risk drivers, **16 who received no intervention were involved in a preventable incident within 12 months of the evaluation, with 11 incidents classified as "extreme."**

#### Cost of Incidents

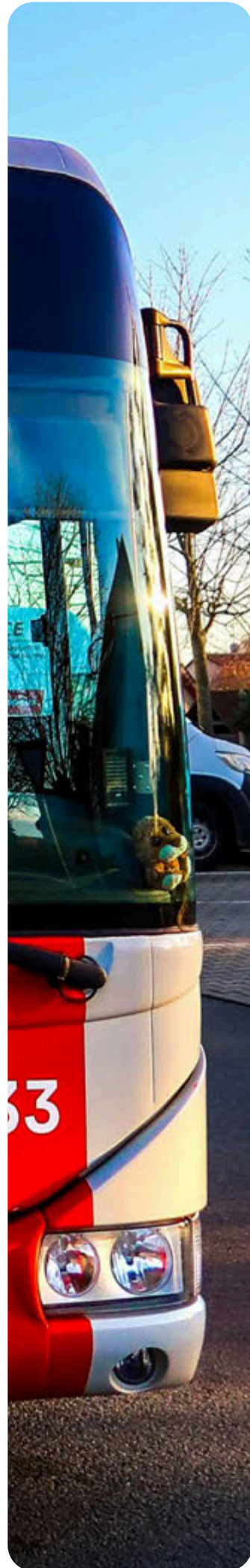
Total company asset damage costs incurred from these incidents amounted to \$500,000 (USD), excluding third-party liability exposure.

### Fleet in Focus

- Commercial Fleet with 2,100 Drivers
- **School Bus Company with 107 Drivers**
- Transit Service with 1,500+ Drivers







# CASE STUDY [003] Impact

## Overview

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## Impact

By incorporating Impirica's cognitive assessment into their evaluation protocols, the transit service successfully enhanced passenger confidence and safety, demonstrating a strong commitment to service excellence.

## Reduction in Incidents: Enhancing Fleet Safety & Reducing Incidents with Cognitive Assessment

### Transit Service

#### Context

A transit service utilized Impirica's cognitive assessment to enhance passenger safety and operational performance.

#### Key Findings

##### Perceived Safety Improvement

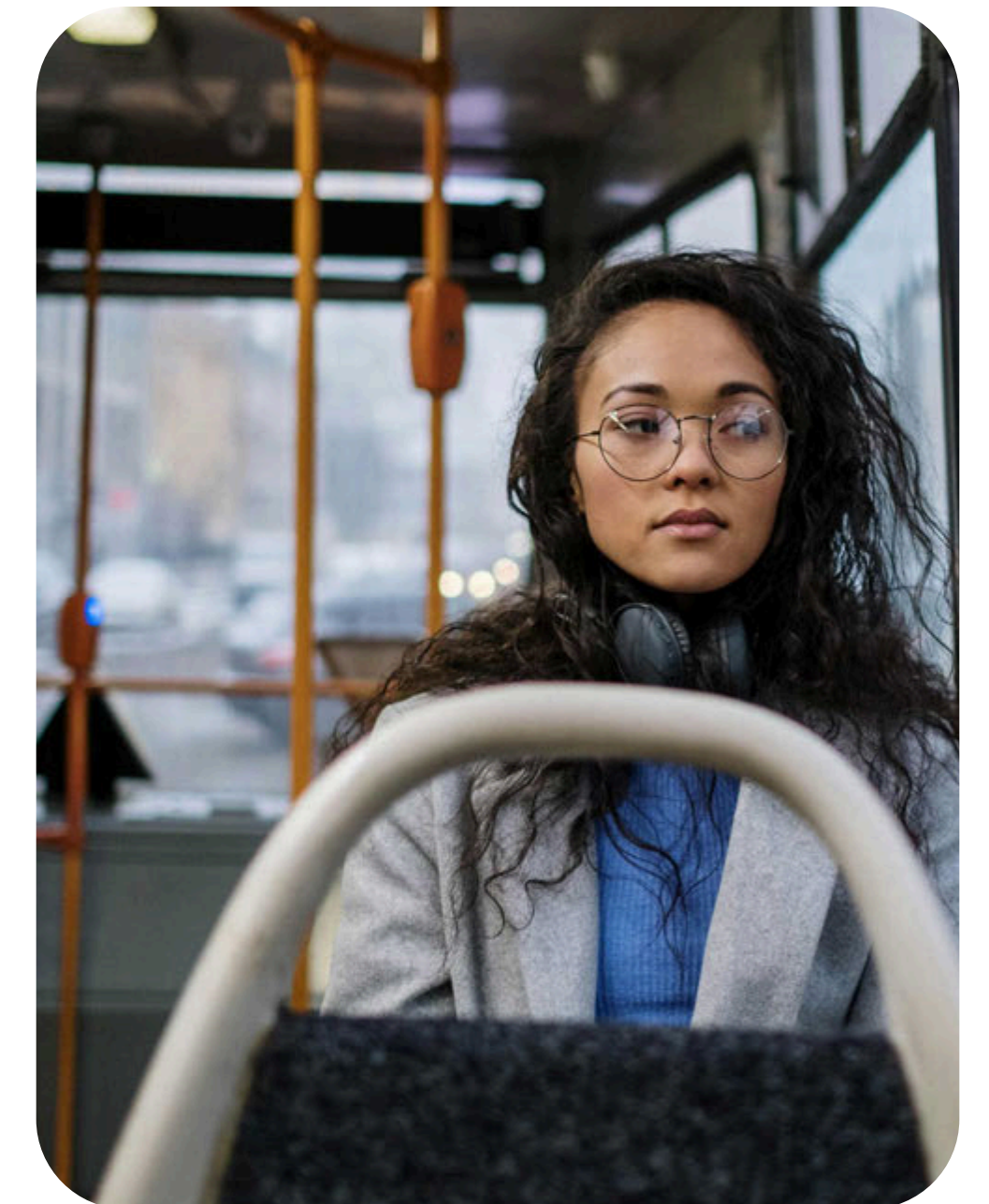
Based on an annual ridership survey conducted post-implementation of Impirica's cognitive assessment, passengers provided a **"perceived safety rating" of 90%, exceeding the performance metric benchmark of 80%. Prior to implementation, the survey returned a perceived safety rating of 78%.**

#### Conclusion

For each fleet, Impirica's cognitive assessment **enhanced safety** by identifying high-risk drivers **affording the opportunity for timely interventions**. This led to **reduced collisions, improved passenger safety, and minimized financial exposure**, demonstrating the value of cognitive evaluations in **improving road safety and operational efficiency**.

#### Fleet in Focus

- Commercial Fleet with 2,100 Drivers
- School Bus Company with 107 Drivers
- **Transit Service with 1,500+ Drivers**



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