



PROVIDER SPOTLIGHT

Hungarian Hospitality

"The drivers feel better about themselves, and take care of themselves when they look nice."

– George Deutsch, Owner of Advantage Transit

From humble beginnings in Hungary to becoming a U.S. taxi driver in 1991 all the way to owning one of the highest quality transportation companies in New York. George Deutsch has used a lot of determination and hard work to get where he is today. Owner and operator of Advantage Transit Group based in Albany, NY, Deutsch now owns a total of seven companies consisting of two shuttle services, two limousine services, two taxi services, and another taxi service in Hungary. What sets him apart from the competition is his commitment to excellence and quality standards.

In 2004, Deutsch bought the oldest company in the capital district (since 1906) after it had just about run into the ground. He decided to replace the fleet, execute an aggressive advertising campaign, and run promotions which provided a discount for repeat customers. He also hired in-house computer technicians from the University of Albany to handle technical issues and increase business growth online by designing a web site. After the first year, Deutsch had quadrupled the business profits from the year prior. He is still a firm believer in advertising and typically arranges "trades" where he provides free transportation in exchange for free advertising.

Deutsch feels the challenge of making his business better gives him the most enjoyment out of his job. *"I try to use my experience with transportation companies overseas to make a difference here. It's a challenge to implement some of the same high standards."*

Deutsch reminisces that it was a challenge becoming involved with MTM. He had to redesign the dispatch procedures and decided to put GPS in every vehicle. His hard work paid off once again, and becoming an MTM provider has been a blessing. He hopes MTM will continue to expand into more counties in New York, so he may grow along with us.

Going above and beyond the MTM Transportation Provider Guideline requirements, he went as far as hiring drivers who are dedicated solely to Medicaid transportation, and are required to wear uniforms comprised of black trousers, black jacket, tie, shoes shined, and a white shirt with the Advantage Transit Group logo on it. *"The drivers feel better about themselves, and take care of themselves when they look nice."* says Deutsch, *"Passengers appreciate a clean environment and a nice appearance."*

Uniforms are but a small piece of the puzzle, though. Advantage Transit Group incorporates a personal touch by focusing on customer service and treating the passengers with respect. Sometimes appointments change, so they always call to verify rides the day before, which eliminates "no shows." For passengers who require longer trips to the hospital, they use executive sedan Cadillac's to enhance the comfort and ambiance of the trip.

In order to maintain a high standard of quality, Advantage Transit Group has two shift supervisors who monitor accidents, complaints, and incidences. They report to the Office Manager who quickly corrects the problem. Additionally, the employees meet once each week to discuss any improvements that need to be made.

One satisfied customer recently called MTM to compliment Advantage Transit Group on "everything from the appearance of their drivers, their manners, their timeliness; everything to the cleanliness of the vehicles."

Congratulations on your successes, Mr. Deutsch, and we at MTM look forward to a long-lasting relationship with your company.

\$AVINGS

Integrated Transportation Resources (ITR)

Insurance. You either love or hate it. Love it when something goes wrong, and hate it when you never have had to use it. MTM providers file less claims than the average driver and therefore, may receive a better rate than most transportation providers.

If you have not already, do yourself a favor and speak with Integrated Transportation Resources (ITR) for your commercial vehicle insurance needs. ITR handles most of MTM provider's insurance, and can usually beat any other offer. Reason being, MTM providers are held to such strict standards that they are proven to have fewer claims than the average driver.

Whether you insure with ITR or not, be sure to maintain good credit. Increasingly, insurers are using credit-based insurance scores to determine auto coverage premiums. This is because people with good credit tend to file fewer claims. All else being equal, a person with a good insurance score may pay much less for insurance than someone with a poor score. According to the U.S. Census Bureau, the number of uninsured Americans continues its steady ascent, reaching 46.6 million people in 2005, up from 45 million in 2003. Please be sure you are properly covered in the event of a hit and run, or even worse, vehicle theft.

Contact integrated@centurytel.net with your insurance questions.