

**LifeLineMobile®**

PROFESSIONAL SPACE IN MOTION



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## Headquarters

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[LifeLineMobile.com](http://LifeLineMobile.com)



## Professional space in motion for your mobile healthcare program

This *Planning Guide* provides you and your associates with an introduction to our company, and to the world of mobile health care custom-designed for your community outreach program.

Combining your expertise with our passion for building world-class mobile units makes us a special team.

We're eager to show you how we can assist you!

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Photo: LifeLine gets you leading-edge amenities like slide-out walls, push-button awnings, and plenty of exterior security lighting.

## Creating your mobile environment

Whatever the nature of your outreach commitment, LifeLine's mission is to provide you with a purpose built, specially equipped, affordable mobile unit. In short, we want your mobile program to be a glowing success. ■ Comprehensive information is yours for the asking. After all, who can better help you make enlightened choices? We'll keep you informed about the best ways to assure that your new mobile unit achieves total satisfaction and maximum use of your resources. ■ Closely compare our mobile units with any competitor's from any standpoint — materials, craftsmanship, caliber of equipment, scope of experience, work space, technical support, warranty, payment flexibility, or cost — LifeLine will come out ahead. ■ Talk with our owners, many of whom are repeat buyers. Chances are, there are some out there who have experience at exactly what you're trying to accomplish. ■ When all is said and done, you'll have no doubt that LifeLine is the best choice for your own professional space in motion.





*Computerized stabilizing gear keeps everything on the level.*



*We help you choose the correct chassis make, model, and capacity.*



*Furnishings are always your choice in our generously-sized rooms.*

## 6 key advantages for mobile outreach

Providing access to health care and reaching out to your patient population are necessary today. Against this background, the advantages of mobile outreach are clear:

- You can use expensive equipment across multiple sites.
- Professional staff can more effectively cover your entire service area, making them available to all families.
- By visiting a site with a mobile unit for a few months, you can help identify new sites for fixed clinical facilities.
- Mobile units can be multi-purpose, so you can vary service type and location easily and economically.
- You're a building on wheels, so you can change focus and locations by season: school-based care in the winter, and neighborhood centers in the summer.
- You link up patients and provider, so families establish a provider home with your organization.

## Operating in all climates

Unlike recreational vehicles, your mobile unit has to operate 52 weeks a year in all climates. With LifeLine, you can. ■ Our owners are in the heat of the Arabian Desert and the snowy mountains of Kazakhstan ■ They operate in the bitter cold of northern Canada and endure long distance travel in Montana ■ We have the experience to match up to your demands of terrain and climate.

*Photo: More than 80 families depend on LifeLine for employment, and all 80 sets of hands touch each mobile unit during its custom fabrication.*



# 12 components for your business plan

Justifying the outlay for a mobile program demands a clear, compelling presentation of the need, together with a business plan about how you'll address the need. Here are 12 components of your business plan to get you started. Your LifeLine representative has a word processor format for a typical plan that's yours for the asking.

- Program objectives
- Program services
- Equipment on board
- Specific markets to be reached
- Competitive analysis
- Joint venture possibilities
- 3-year financial plans
- Staffing or licensing issues
- Collaborative support
- Promotion of the program
- Alternative uses for the mobile unit
- Your mobile unit organizational structure



*From 15 to over 75 feet, there's a body length to fit your program.*



*High-visibility graphics get your message out to the communities that you serve.*

## Respecting our planet

At LifeLine, we're committed to continuous improvement of our products. It all adds up to every person looking for improvement in the product. Our commitment includes efficient, intelligent use of resources as well. We respect our environment with more than just words. From our CFC-free air conditioning in the ceiling to our low-VOC finish flooring, and everywhere in between, we're reducing environmental impact with our vehicles. We're pioneers in true hybrid power generation, and clean-diesel engines. And best of all, we offer enduring quality. Our vehicles don't need to be replaced every few years. In fact, the first mobile unit we ever built is still in service as it completes a full quarter-century in continuous service.

Want to know more about environmental impact? Contact us for an electronic guidance sheet.

*Photo: Jennifer Evans installs LifeLine's exclusive custom, replaceable interior walls, so future fixes are quick and easy.*







## *“Rugged...is what we need...”*

“ We purchased in 1996, and LifeLine upgraded our mobile unit about 2 years ago. LifeLine’s customer service and leadership are responsive. They provide great communication and follow-up. We’re very satisfied with LifeLine Mobile.”

*Kathy Ficco  
Executive Director  
Community Health Clinics & Programs  
Santa Clara California Memorial Hospital*

“ This is our second LifeLine Mobile unit, because they’re rugged, and that’s what we need in this part of the country. People at LifeLine take the time to help us make the right choices to get the most from our budget. They never pushed us. We were always in control, yet they gave us expert guidance. Their service is outstanding. They never miss an opportunity to deliver a teachable moment.”

*Sister Maria Luisa Vera, RSM  
Mercy Ministries of Laredo, Texas*





Photo: Any time, any weather. LifeLine Mobile units are made for work in all climates.

## 15 questions about your program that you're sure to be asked

- What services are already available in your targeted program area?
- What are the current provider-patient ratios?
- How many underserved people are in that area?
- What and where are the coverage gaps?
- What are the barriers to care for patients?
- How far do patients have to travel for care?
- What are the maximum and minimum number of patients you expect to serve?
- Are there cultural or language issues involved?
- Are there concentrations of homeless or migrant persons who need care where they work or live?
- Can you... or should you... partner with another organization to get the work accomplished?
- What other uses can your mobile unit serve if it is not fully utilized right away?
- What are your anticipated start-up costs?
- What are the on-going operating costs?
- Can you estimate the cost of *not* establishing your program now, in terms of steadily rising equipment costs?
- What is the cost of *not* serving families who are going without care now?

Contact us for an electronic template that you can use to write a formal strategic plan for sharing with your associates.



## Access for all, and to all

### Barrier-free access

LifeLine designs your mobile unit with space that is equitable for all. Our flexible work space is designed with you for optimal patient use, and low physical effort for patients regardless of patient mobility, size, or posture.

### Wheelchair entry

Our under vehicle electro-hydraulics give frail or disabled patients a smooth lift right into your mobile unit. Barrier-free exam furnishings make everyone's visit a special time.

### Speak to our owners

Hospitals, universities, health departments, and government agencies all over the world own LifeLine Mobile units.

Our quality, and ability to serve our owners needs for the life of the vehicle, make our products known for superior performance. So why not speak to a few owners yourself? You'll find out why LifeLine was their choice, and most will offer you advice for making your program unique in your service area.

Contact us for a list of references.



## "...LifeLine guided us through..."

*"When I initially assembled my staff to operate our LifeLine Mobile unit, nobody had any experience in a mobile environment. Not only was LifeLine responsive with any little maintenance issues that arose, but LifeLine guided us through the right things to do regarding operating this type of vehicle."*

*Lenette Kosovich, RN  
Director, Health Outreach  
St. Vincent Healthcare  
Billings, Montana*

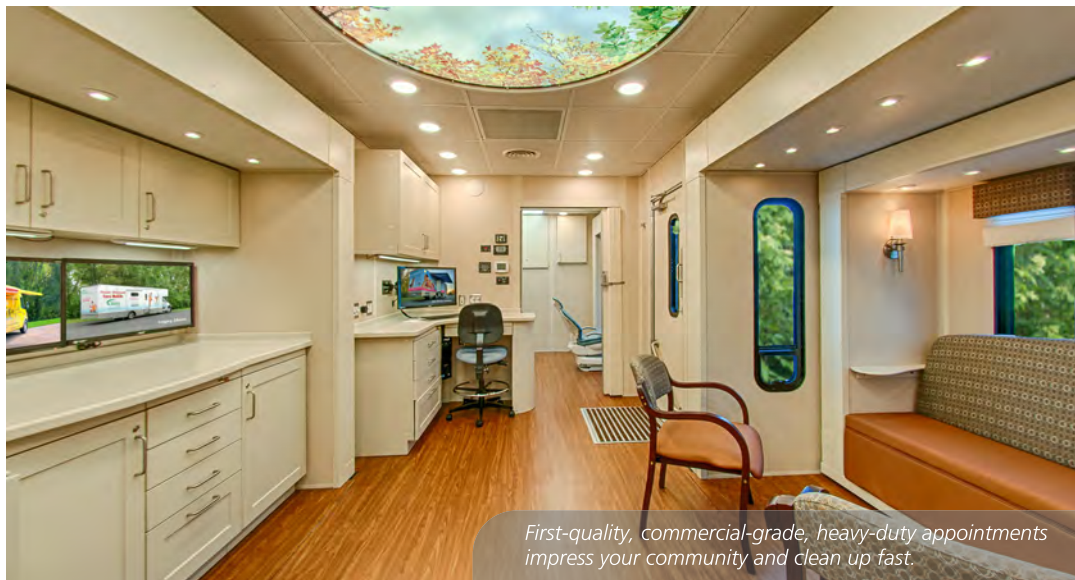
# How big should a mobile unit be?

Fundamental to a smooth-running program is the selection of a vehicle with sufficient space. ■ The first decision that you need to make is whether you need a hitched vehicle (like a semi-trailer) or a smaller single-body van. ■ Because LifeLine offers vehicles from 20 feet to more than 75 feet, we'll manufacture what you need.

- Semi-trailers have more space, with 35 to 250 percent more square footage.
- With the pulling tractor separate from the clinic, if you ever have an engine or transmission problem, another tractor can be attached to carry out your mission.
- Rigid-body vans are much easier to drive.
- And, they're easier to park in small lots.
- Finally, vans are less expensive to operate, and to license, than semi-trailers.



Leading-edge communications



First-quality, commercial-grade, heavy-duty appointments impress your community and clean up fast.

## 12 questions about your floor plan

For planning, we'll talk each issue through with you. So, you develop the floor plan with our help, and the result is a precision scale drawing at no charge.

Best of all, and unlike RVs or busses, there are no weird curved walls or low ceilings that induce claustrophobia. LifeLine floors are completely flat, walls are straight, and there's plenty of headroom at the ceilings.

Here are some planning issues to think about:

- How many exam/donor areas?
- Consultation space?
- Lab/pharmacy/prep space?
- Intake/records desk?
- Disabled access?
- Waiting seats?
- Rest room?
- Exterior awning?
- Security lighting?
- Computer equipment?
- Data transmission?
- Multi-purpose area?



Photo: LifeLine's Shaun Kempke custom crafts each seamless counter from DuPont Corian® and other fine solid surface materials.





## Professional space in motion

With LifeLine, you're dealing directly with the manufacturer, not a middle man. ■ We don't convert an RV or school bus, so the quality of your program is never compromised. ■ Contact us for more information about the benefits of our commercial-grade construction.

"Our LifeLine unit is all that was promised. Every LifeLine person we dealt with was more than willing to help explain the procedure and answer questions. Our mobile unit is beautiful. We're really proud of it!"

*Cindy Tanton, RN, BS, OCN, Nurse Manager  
Southeast Cancer Center  
Dothan, Alabama*

"For over 10 years LifeLine always stands behind their product. With their knowledge and responsiveness, they keep our downtime low. LifeLine is more like extended family—they're just a phone call away... all the time."

*Michael Smith  
CareCoach Coordinator  
Lake Forest Hospital  
Lake Forest, Illinois*





# 14 ways to help our planet

Lifeline Mobile's health care outreach vehicles provide a solid ecological framework on which you can rely.

Here are a few examples.\*

- 1.) **Your engine** burns ultra-low sulfur diesel, which has dropped particulate emissions from 500 parts per million (ppm) to less than 15 ppm. That's a whopping 97 percent lower emissions than just a few years ago!
- 2.) The engine is capable of burning **bio-diesel**; a blend of 5-20 percent ethanol and petroleum distillates that results in even lower emissions.

8.) Our **cooling system** is designed to maximize air flow and cooling through a single duct system, so that only the cooling units actually needed on a given day are used from a single system. The result is as much as 75 percent savings in air conditioning usage!

9.) **Insulation** inside a Lifeline Mobile unit is maximized so that you have R-22 in the walls, and R-30 in the ceiling. These levels are much better than most well-constructed buildings.

10.) **Flooring** is re-cycled, and formaldehyde free. With the lowest VOC emissions, Lifeline flooring is far better than cheap carpet, linoleum, or vinyl.



- 3.) **Air conditioning** systems in the clinic area, and in the driver cabin, are CFC-free, meeting the most stringent environmental standards in the industry.
- 4.) Your Lifeline Mobile unit meets state and **federal emissions** requirements for all of the U.S. and most countries in the world.
- 5.) The **furnace system** is energy efficient, using less than 500 watts of electricity. We employ leading edge technology from a fuel-efficient burner that uses small amounts of your engine's ultra-low emissions diesel fuel. The system produces no smoke, no carbon build-up and no odors.
- 6.) The **heating system** can be zoned, so that only the rooms needing heat are heated. Savings in fuel and electricity can be as much as 66.7 percent!
- 7.) Lifeline designs equipment and materials for a **low-electrical demand**, allowing smaller, quieter, more fuel-efficient generators. Optional hybrid generators produce ultra-pure sine-wave power for unadulterated electrical power and super-clean imaging.

11.) Lifeline uses **no wood** in any structural way inside or outside. Thus, there's no risk of formaldehyde fumes, nor any forest loss in the build out.

12.) **Lighting** in your Lifeline Mobile unit is energy-saving ultra-low energy LED lighting. No incandescent bulbs are used. Examination lighting is low-voltage halogen for bright light at low energy consumption.

13.) All **water** flow is controlled so that usage is minimized consistent with good sanitation practices. For example, our on-board toilet uses only 20 ounces of water per flush. Compare to low-flow toilets in your home that use about 200 ounces of water!

14.) **Graphics** are printed with latex-based inks that contain no Hazardous Air Pollutants (HAPs). And our commercial-grade wide-format printers are ENERGY STAR® qualified with no need for external dryers. Even our inks and cartridges are fully recyclable consumables.

\* Not all components are included in every vehicle.



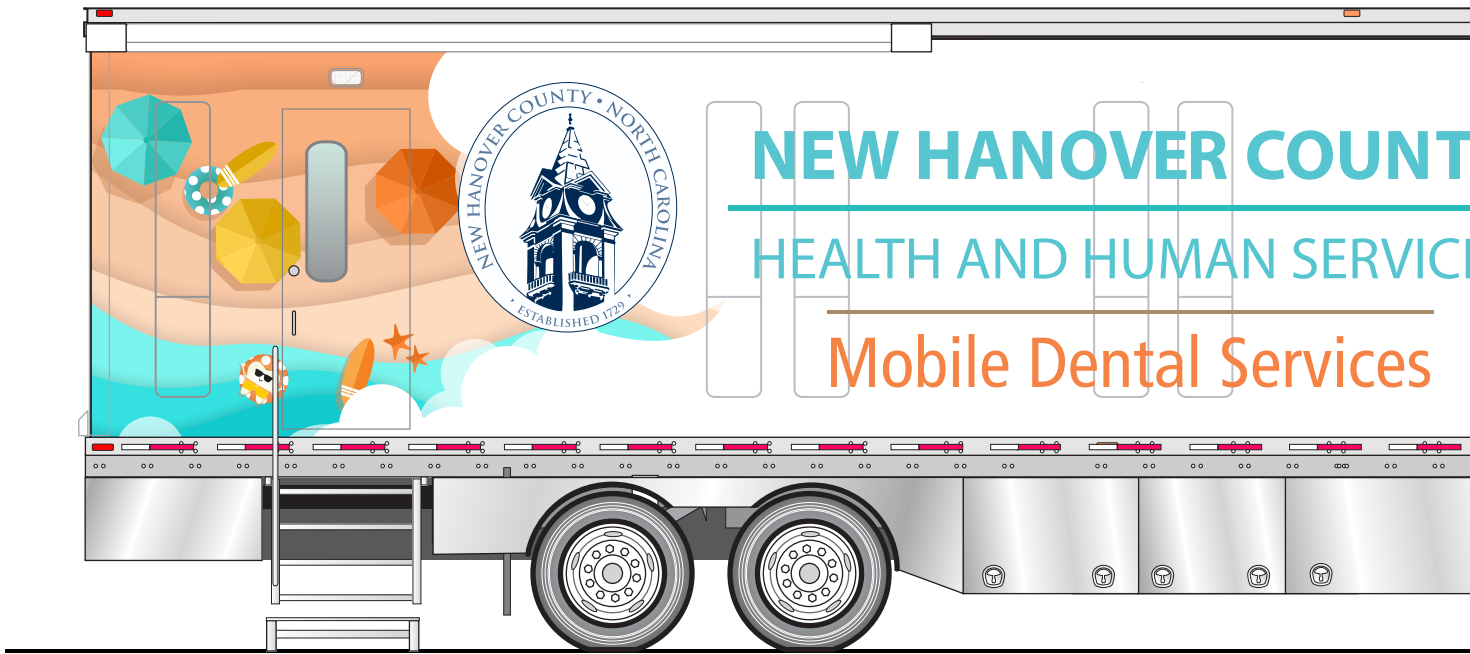


*Photo: LifeLine Mobile units offer the most work space, wide aisles, and always your choice of equipment.*

## Scale drawings and guidance material

We're pleased to present the attached drawings to add to your knowledge about mobile community outreach. ▫ And there's much more information available to you for the asking. ▫ Contact us and visit our web site at [www.LifeLineMobile.com](http://www.LifeLineMobile.com).

- 17 mobile unit evaluation criteria
- Is a garage necessary?
- Power generation on board
- 30 reasons why LifeLine is number one
- Audio testing standards
- References for our owners
- Cabinets and casework
- Why are check lists important?
- Dental equipment suggestions
- How to stay eco-friendly
- How to evaluate a mobile unit
- Expected useful life and maintenance
- What's the best finish flooring?
- How do you get the most workspace?
- How do we design exterior graphics?
- Sample mobile unit job descriptions
- Sample business plan
- Maintenance schedules
- Budgeting basics
- Secure warranties and details
- Hooking up to building power
- Construction strength diagram
- Telemedicine pre-wiring
- ... and there's lots more!

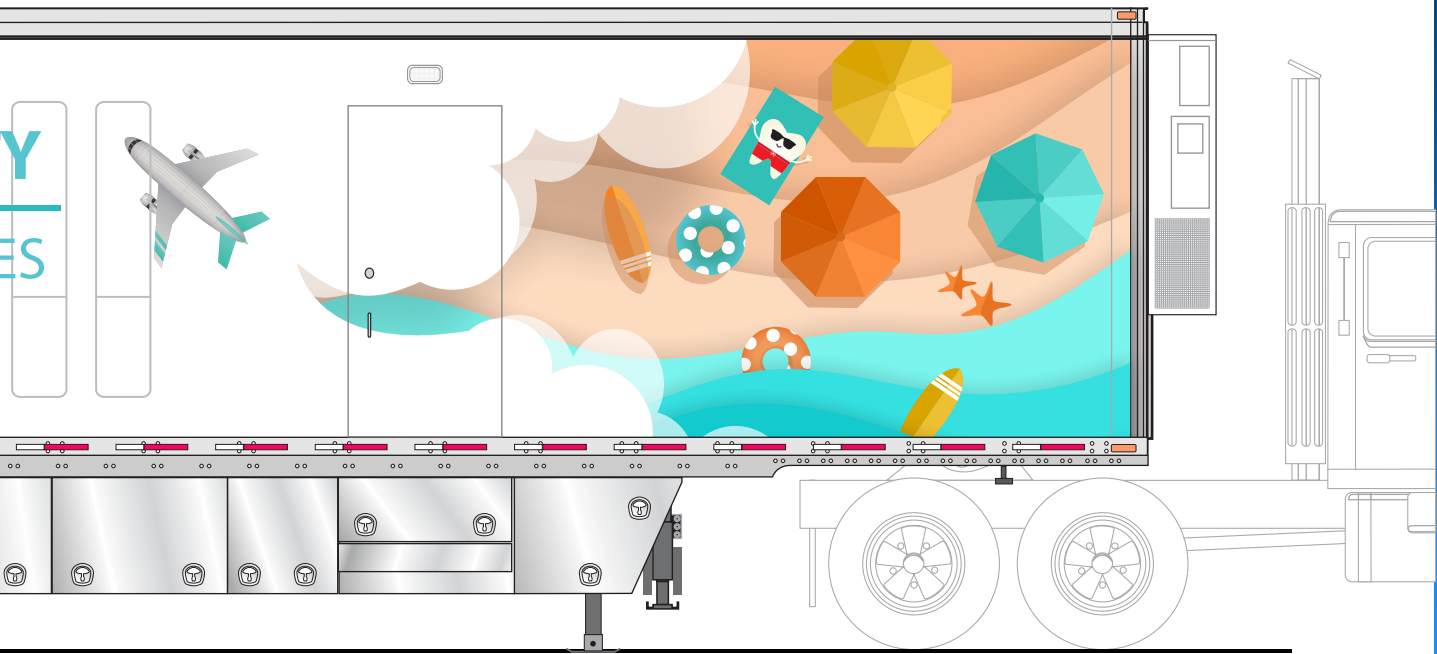


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**SINGLE-BODY UNITS FROM 20**



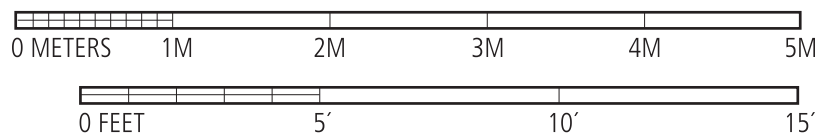


## SEMI-TRAILER UNITS FROM 40 TO 75 FEET

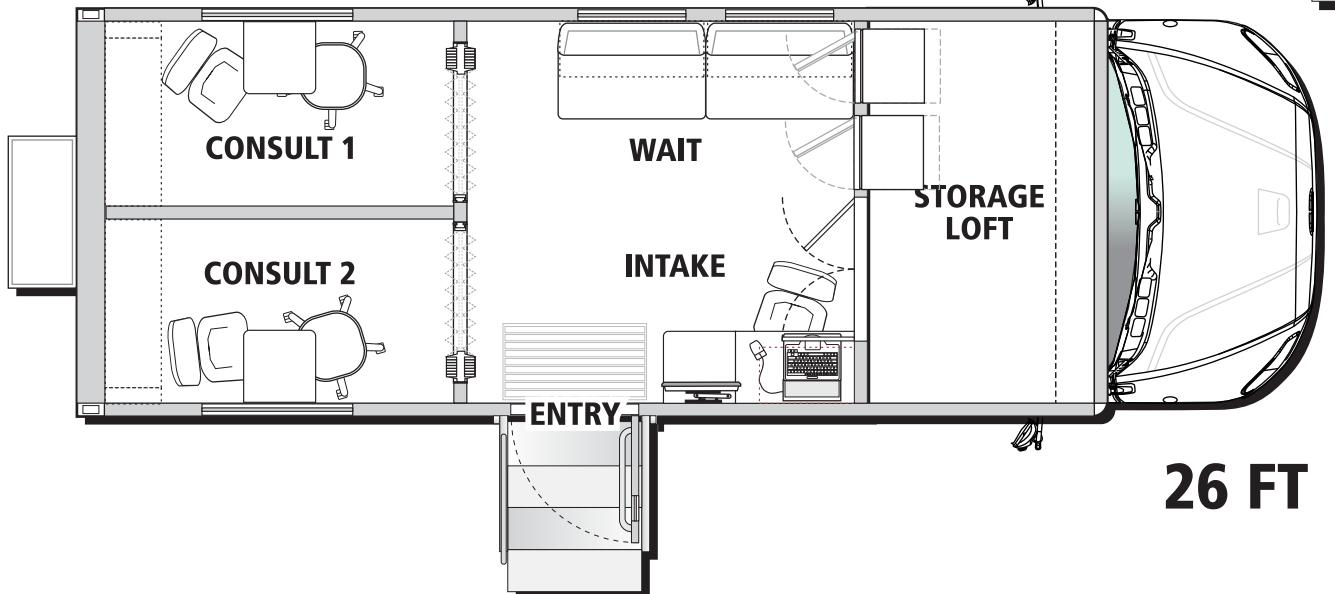
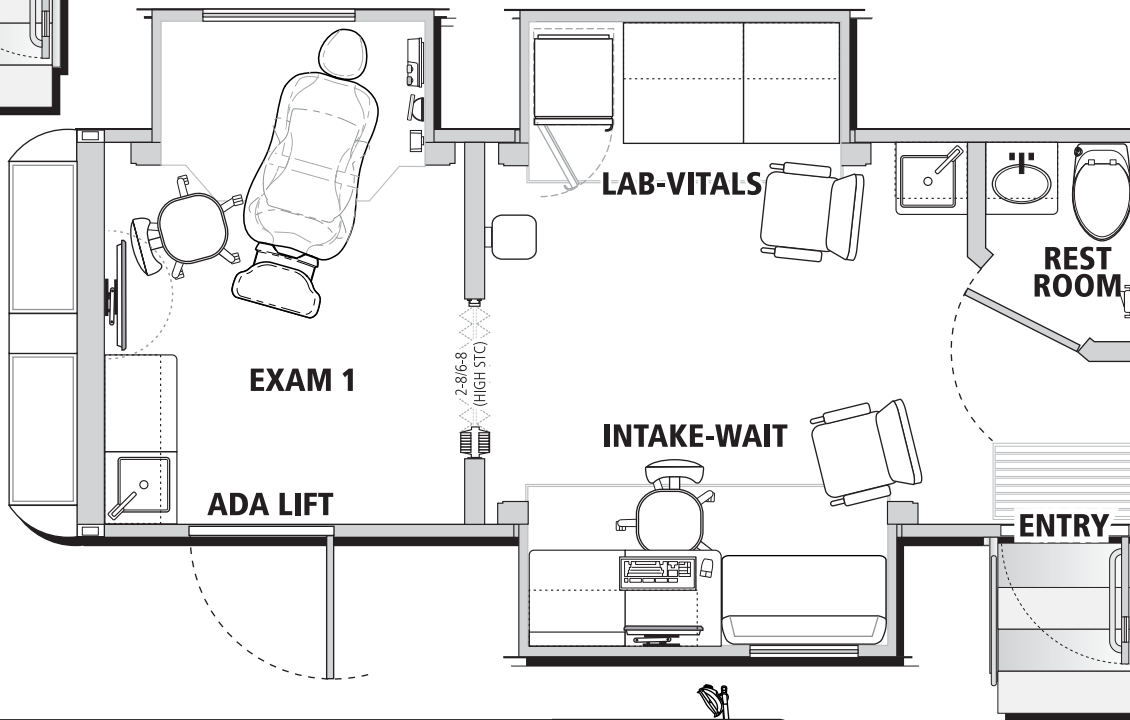
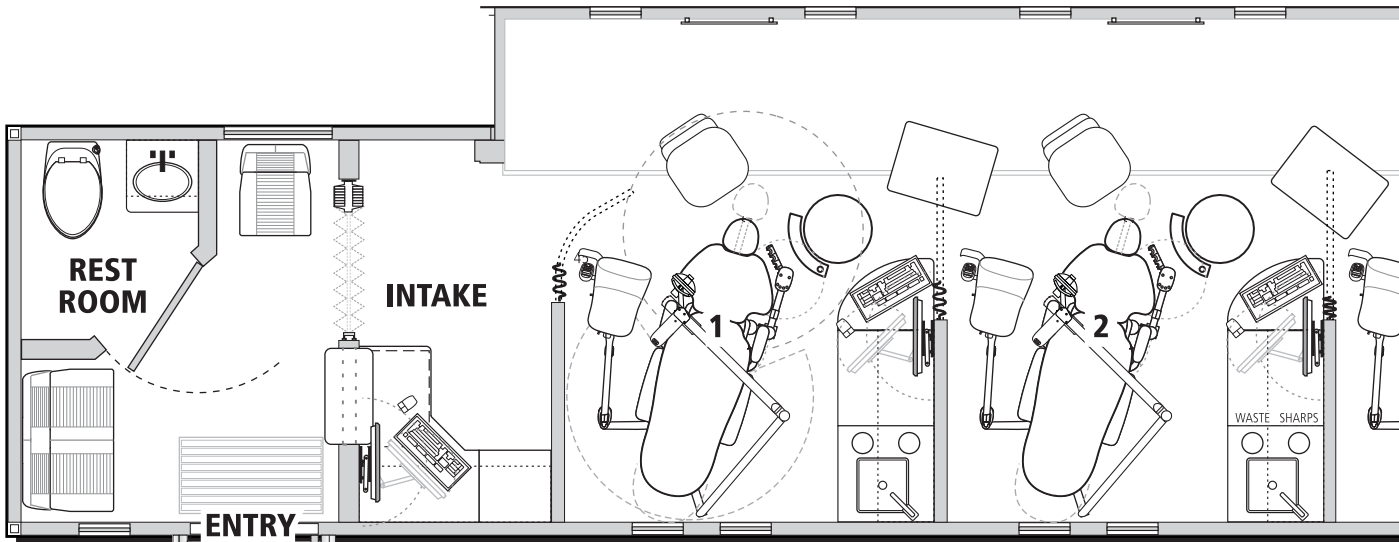


## TO 45 FEET

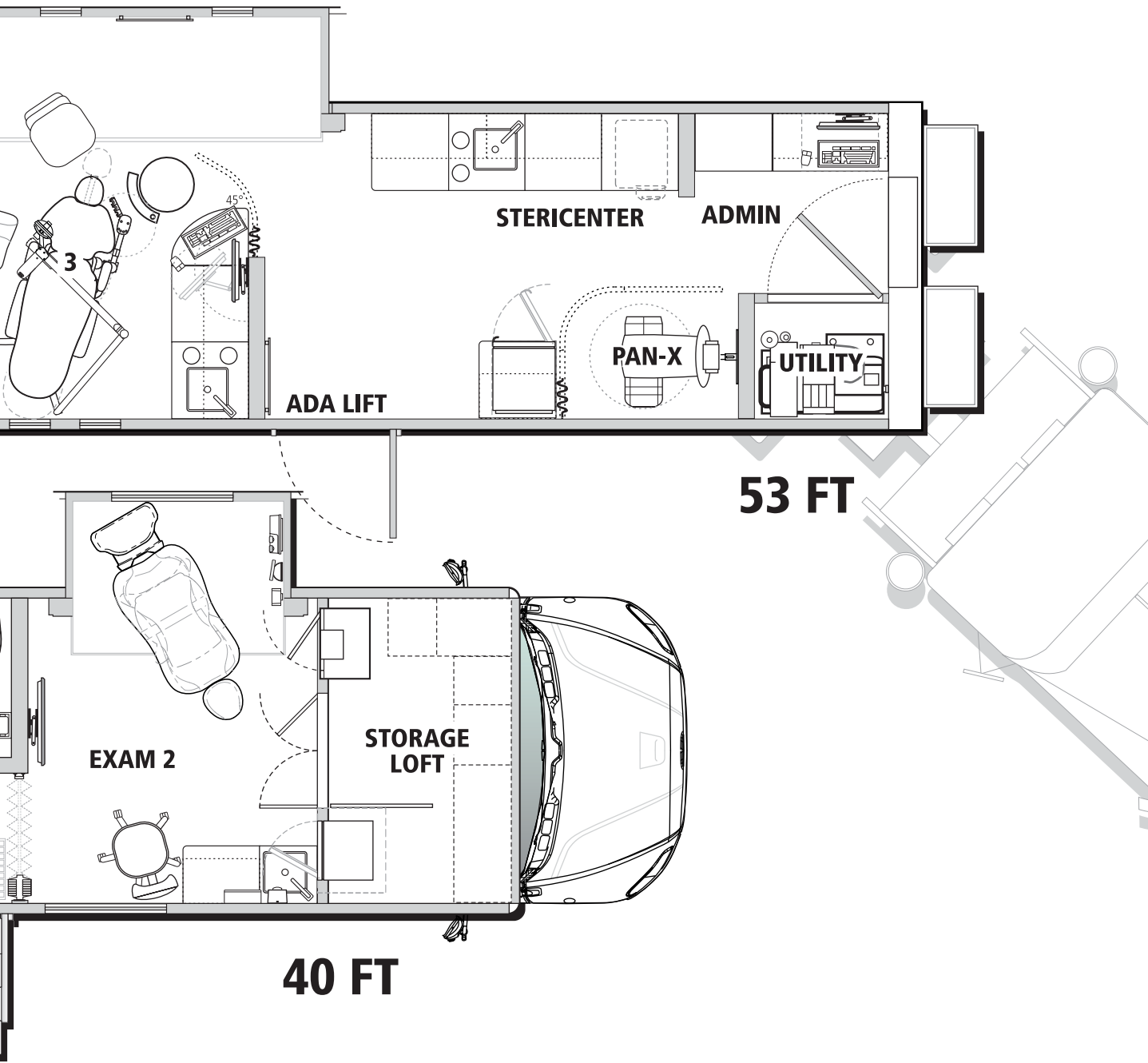
## CHOOSE A SEMITRAILER OR RIGID-BODY STYLE



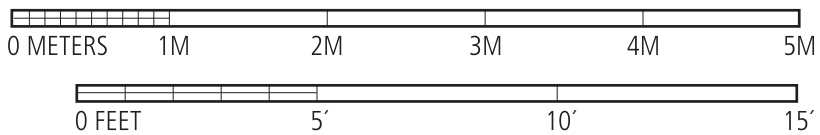
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# FLOOR PLANS PURPOSE-BUILT FOR YOUR PROGRAM



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**LifeLineMobile**<sup>®</sup>  
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