



DriverMetrics® Profiling

DriverMetrics® Profiling is the most extensively validated measure of behavioural, coping and situational risk available. The Ambulance profiling variant identifies crash risk for drivers, enabling the selection of highly targeted and therefore more effective coaching interventions.

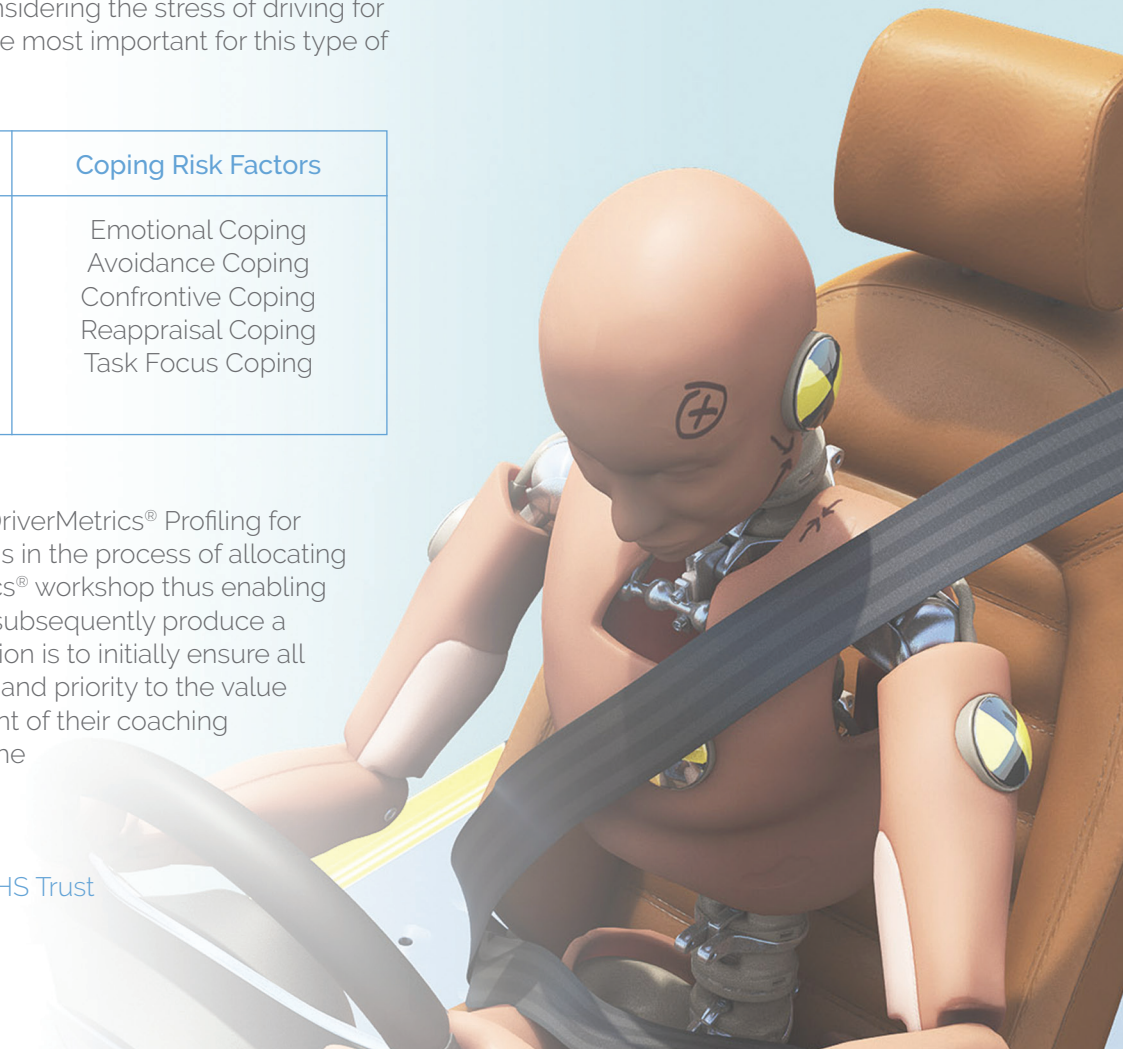
Risk Factors for Ambulance Drivers

DriverMetrics® Profiling assesses ambulance driver risk by considering the stress of driving for work. Research demonstrates that the following risk factors are most important for this type of driver and each is measured in the assessment.

Situational Risk Factors	Behavioural Risk Factors	Coping Risk Factors
Age Annual mileage Driving hours Driving experience Licence status Crash history	Aggression Anxiety Fatigue Proneness Hazard Monitoring Thrill Seeking	Emotional Coping Avoidance Coping Confrontive Coping Reappraisal Coping Task Focus Coping

“ All of the UK's Ambulance Service Trusts now utilise DriverMetrics® Profiling for our instructor development programmes. Every Trust is in the process of allocating a member of the training team faculty to attend a DriverMetrics® workshop thus enabling them to accurately analyse the profiles once completed and subsequently produce a coaching plan to address the high risk areas identified. Our vision is to initially ensure all future NHS Ambulance Driving Instructors give high inclusion and priority to the value derived from the ADRI, and include this as a significant element of their coaching plans that they produce for developing new drivers who join the organisation as new recruits. ”

Paul Jones-Roberts,
Head of Driving Standards, North West Ambulance Service NHS Trust



What does it mean for your business?



RESEARCH VALIDATED ASSESSMENT

Proven to accurately identify driver risk

AMBULANCE DRIVER SPECIFIC

Researched and developed to identify the factors that place ambulance drivers at risk of a crash.



SUPPORT FROM DRIVERMETRICS®

A dedicated consultant to advise on any issues relating to the risk management process; manage implementation and technology.

PROGRAMME CONNECTION

Connect to our ongoing research programme and benefit from a constantly improving and evolving assessment.



RANGE OF BEHAVIOURAL INTERVENTION OPTIONS

The range of intervention options delivered by DriverMetrics®, include integrated e-learning, workshops & driver coaching.

DRIVERMETRICS® PROFILING COURSES

For organisations with in-house trainers, we offer a trainers course to equip staff with the advanced skills to change high risk behaviours.



LANGUAGE TRANSLATIONS

You can assess your global fleet, in any language.

COUNTRY LEVEL BENCHMARKING

You can assess drivers against their local peer group.



REPORTING ACROSS 18 RISK FACTORS

Target interventions to where they are needed, rather than adopting a 'one size fits all approach'.

TAILORED FEEDBACK FOR EACH DRIVER

Comprehensive report provides driver with an easy to understand analysis of their risks, with bespoke advice on how to drive more safely.



ONLINE ACCESS

Drivers can complete DriverMetrics® Profiling in just 20 minutes from any location, 24 hours a day.

ROBUST DATA PROTECTION

Our secure servers and rigorous processes ensure the security of your data.

MANAGEMENT INFORMATION SYSTEM

Analyse results; communicate with drivers; plan your strategy; record interventions and measure compliance.

ACCESSIBLE SOLUTION

Simple interface, together with straightforward language, makes DriverMetrics® Profiling highly accessible to all users.

Research Evidence

We know DriverMetrics® Profiling assesses driver behaviour, because its scales have been the subject of over 70 published academic papers. It has reliably been shown that these factors are personality-based emotional responses to driving, and they are associated with crashes, errors, driver behaviours and reactions behind the wheel. You can find the full publication list at www.drivermetrics.com/publications

