

# Introducing Insider Heroes

## Honoring you, and the important work you do

Every day, you do incredibly meaningful work. You know it, we know it, and your members know it. And we'd love to tell others about it through our new **Insider Heroes** program.

We created Insider Heroes because your hard work—getting members to and from the healthcare appointments they need—is an inspiration to all of us, and we believe that you deserve recognition for the often difficult, but always essential, work you do.

Every month, via Insider Heroes, Modivcare will recognize transportation providers by publishing a story that highlights special moments or ongoing situations they experience on the job.

The other reason we created this new program? We also believe that when you share your stories, you'll inspire others. But just as we can't transport members without you driving them, we can't know your stories without you telling them.

### Do you have any stories to share?

### What to share

Whether it's one story or many, we want to hear all about it. During the rides you or your drivers provide for our Modivcare members:

- Have you or one of your drivers gone above and beyond to make a trip happen?
- Is there a regular customer of yours that just lights up your heart up every time they get in your vehicle?
- Do any customers present significant challenges in how you accommodate them to get them to and from their appointment? (For example, perhaps you need to play certain music, talk about sports, and so on. We assume some innovative solutions can pop up from time to time!)

### If any of these sound familiar, please tell us about it!



### How to share

Email your story in a Word document (1-2 pages maximum), along with an image of you and/or your customer, or a video (maximum: 2 minutes; format: .mp4 or .mov) to [godigital@tp.modivcare.com](mailto:godigital@tp.modivcare.com). If you have any additional questions, feel free to email us at [godigital@tp.modivcare.com](mailto:godigital@tp.modivcare.com).

### Approval process

Once you upload your story, Modivcare's team will review it within 10 business days. If we decide to use it, we'll e-mail you to let you know that your story has been accepted; we might need to contact you for further clarification. Modivcare will make any edits and/or adjustments needed to format your story, because we may share it across various marketing channels, including (but not limited to) e-mail, Insider News, social media posts, and/or websites. Please be assured that Modivcare will send back the final draft of your story or video for your approval, along with a release form to obtain your permission to share it across Modivcare's owned channels. (Please note: We can't use all stories submitted to us. Approval of all stories is completely at Modivcare's discretion.)