



RHYTHM
INNOVATIONS



SCHOOL OF HEALTH SCIENCES
OAKLAND UNIVERSITY

Leadership Mastermind Seminar

Preventing Serious Injuries & Fatalities (SIFs)
in Field & Fleet Safety

July 10, 2026 | 8:30 AM – 1:30 PM ET

verizon
connect

AON



FMCSA

Agenda

A full day of insights, collaboration and action toward a safer future.



8:30 AM

Breakfast



9:00 AM

**Welcome &
Oakland EHS
Program
Overview**



9:30 AM – 12:15 PM

Thought Leadership Presentations

- ✓ Serious Injury & Fatality (SIF) Prevention
- ✓ Frontline Worker Impact
- ✓ Risk Management, Insurance & Enterprise Risk Intelligence
- ✓ Technology & AI



12:15 PM

**Lunch &
Panel Discussion**

Agenda



Safety First!

In case of emergency

Our Speakers



Jessica Jannaman

Adjunct Professor
Oakland University



Ellis Jones

Executive Director,
Safety Innovation
Rhythm Innovations



Joe Galusha

Michigan Market
Leader
AON



Sean O'Bryan

Safety Consultant
Verizon Connect



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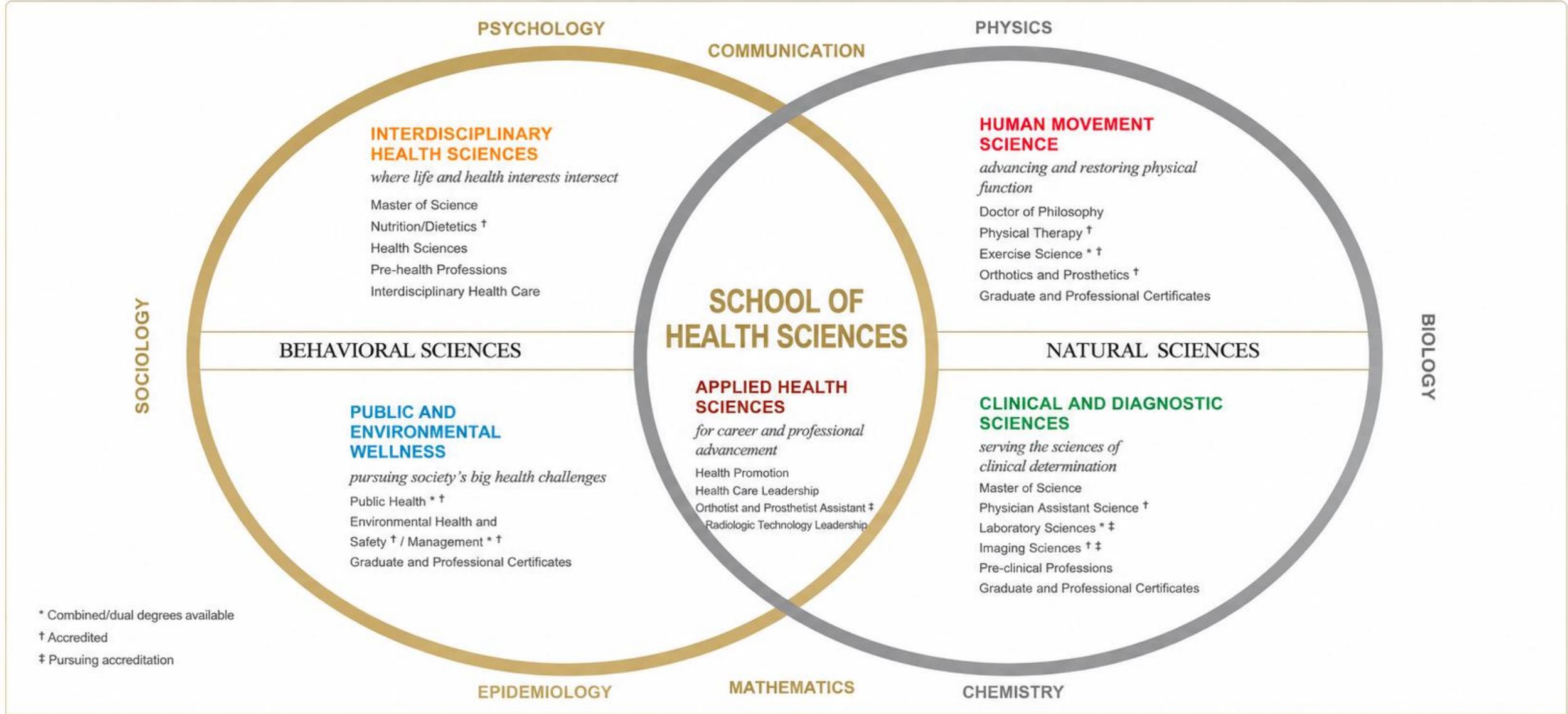
Kevin A. Ball, Ph.D.

Dean & Professor for
School of Health
Sciences
Oakland University

Welcome from School of Health Sciences



FOUNDATIONAL MODEL



* Combined/dual degrees available
† Accredited
‡ Pursuing accreditation

in purpose *for health*

Built upon the foundations of the natural and behavioral sciences, the School of Health Sciences transforms students into leaders, connects theory to best practices, and impacts the needs of communities.





Jessica Jannaman

Instructor
Oakland University

Welcome & Master of Science in Safety Management

Master of Science in Safety Management

Program Director

Darryl C. Hill, Ph.D., MBA, CSP

dhill@oakland.edu

www.oakland.edu/grad



OAKLAND
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Master of Science in Safety Management

This program:

- Is ABET accredited, and is a BCSP Qualified Academic Program
- Is the **ONLY EHS Masters Program in Michigan!**
- Is intended for working safety professionals or college graduates interested in pursuing a career in health & safety management
- Was developed jointly by the School of Health Sciences and the School of Business Administration.
 - Therefore, it focuses on the business aspects of safety management
- Combines core MBA coursework with applications to safety-related case studies in risk assessment, loss control, risk management, and safety program planning and administration.



Applied and
Natural Science
Accreditation
Commission

Master of Science in Safety Management

With a Masters Degree in Safety Management you can:

- Work as a safety leader making risk management decisions
- Establish yourself as a leader in the field of environmental health and safety
- Earn your MBA from OU in only ONE YEAR (3-4 semesters) with new MSSM-MBA dual degree.

Program Overview:

- Completed in as little as two years
- Consists of: Theoretical coursework, faculty mentoring and practical research / case studies.

The Master of Science in Safety Management Program Offers Two Concentrations and Four Certificates to suit your needs and lifestyle:

Management Concentration

- Designed for college graduates with B.S.-EHS/OSH degrees.
or
- College graduates with at least 4 years of safety experience.
- Prepares graduates for senior management positions as safety leaders.

www.oakland.edu/grad

Technical Concentration

- Designed for college graduates without a safety degree or safety work experience.
- Prepares graduates for entry level safety positions and later progression to senior safety roles.

Graduate Certificates

- One-year certificates aimed at building proficiency in specialist areas:
 - EHS Management
 - Human Factors and Ergonomics
 - Industrial Hygiene
 - Environmental Protection

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Graduate Certificates in EHS Specialty Areas

*Fall Courses

Winter Courses

Summer Courses

EHS Management (12 credits)

- EHS 5200 - Advanced Safety and Health Admin (3)
- EHS 5400 - Risk Assessment and Loss Control (3)
- EHS 5600 - Applied System Safety Analysis (3)
- EHS 5410 – Accident Investigation and Analysis (3)

Environmental Protection (13 credits)

- EHS 5550 – Environmental Controls (3)
- EHS 5440 – Environmental Standards (3)
- EHS 5460 – Industrial and Environmental Toxicology (3)
- PH 5460 – Environmental Justice (4)

Human Factors and Ergonomics (13 credits)

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- ISE 5540 – Occupational Biomechanics (4)
- EHS 5450 – Ergonomics (3)
- ISE 5441 – Human Factors engineering (4)
- EXS 5700 – Corporate Worksite Wellness (2)

Industrial Hygiene (13 credits)

- EHS 5550 – Environmental Controls (3)
- PH 5600 – Introduction to Environmental Health (4)
- EHS 5460 – Industrial and Environmental Toxicology (3)
- EHS 5100 – Fundamentals of Occupational Hygiene (3)

MEET THE EHS/MSSM FACULTY



Dr. Darryl C. Hill
Program Director



Dr. Tara Diesbourg
*Assistant Professor
Internship Coordinator
Mentoring Program Coordinator*



Dr. Oscar Rodriguez-
Franco
Assistant Professor



David Andrews
Instructor



Erin Modiano
Instructor



Dr. Jessica Jannaman
*Instructor
IAB Chairperson*



Linda Zaziski
Instructor



Rebecca Drzewiecki
Instructor



Wendy Burkett
Instructor



Malcom Dunbar
Instructor (MSSM)

Not Pictured: Rob Hart and Josh Boyce – *Instructors*



Summary Highlights

Contact: Darryl C. Hill, Ph.D., MBA, CSP
dhill@oakland.edu

- ABET and QAP accredited program
 - *The only Graduate EHS program in Michigan!*
- Integrates graduate safety and business education
 - *Earn an MBA in only one more year!*
- Fully online environment
- Mentoring and supportive professional development
- Employment: Graduates of OU's MSSM program are in high demand, attracting employers from all industries, nationally and internationally.
 - *2021 National Safety Council Salary Survey reported the average base salary for safety professionals with Master's degrees was \$106,000!*



PROGRAM WEBSITE



Q & A



Jessica Jannaman

Instructor
Oakland University



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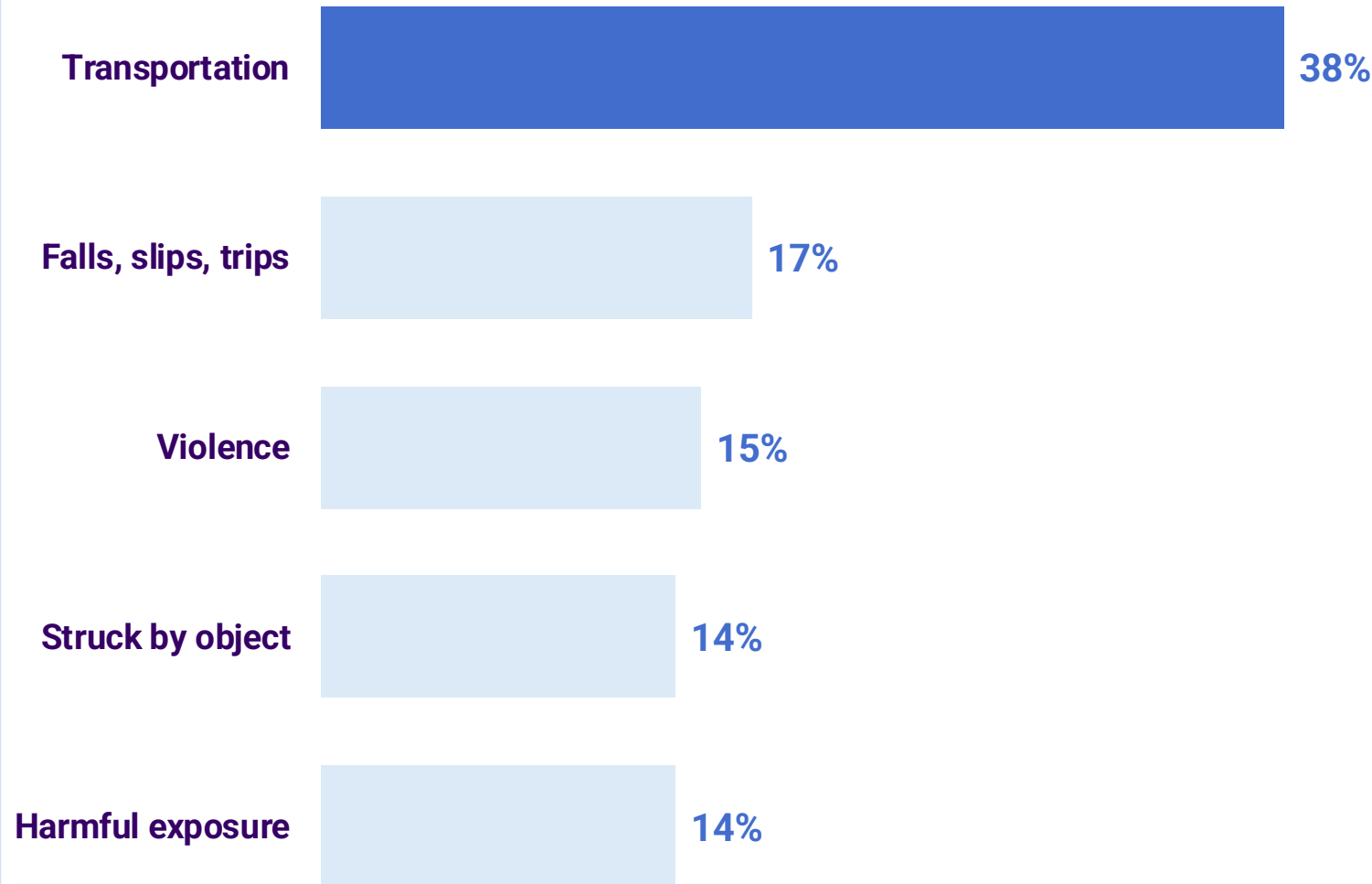
Session 1: Why Serious Injury & Fatality (SIF) Prevention Matters

Benchmarking, leading indicators & research for fleet safety and transportation

AGENDA

- The SIF challenge
- SIF trends across industry
- Leading indicators & benchmarking
- What best-in-class organizations do differently
- Challenges & emerging opportunities
- Where to focus first

Question: What is the number one fatality in the industry?



Trends across industry

ASSP Professional Safety Journal published in May of 2026 that although there was a decrease in occupational fatalities based upon a Bureau Labor of Statistics 2026 report, **transportation industry** comprised **38% of 5,070 fatalities**.



Transportation incidents are the #1 cause — about 2 in 5 worker deaths



Roadway crashes remain the leading cause of occupational fatalities



U.S. traffic deaths fell ~7% in 2026, to about 36,640 (1.10 per 100M miles)



Large trucks account for ~1 in 10 (9.6%) fatal traffic crashes



Fatality rates lag while recordable injury rates keep falling



What is SIFp?

SIF POTENTIAL(SIFp):

An incident or situation, regardless of outcome, where there is a reasonable chance one of the following could occur:



LIFE-THREATENING INJURY

Requires life-saving
action.



LIFE-ALTERING INJURY

Injury resulting in
permanent disability,
loss of a body part or
function or loss of
organ function.



FATALITY

Fatality due to injury
or illness.

Cross-functional Focus On Cost Reduction

✓ **Claims Management & Fiscal Discipline**

- Collaborative response team
- SIF protocols
- Flash Alerts
- Risk/Ops/Legal/Safety (ROLS) calls
- Continued visibility of the loss controls through the life of the claim(s)

✓ **Collaborative Trend Analysis**

- Insightful actionable claims trend analysis
- Root cause analysis
- Driver score

✓ **Defensibility Identification**

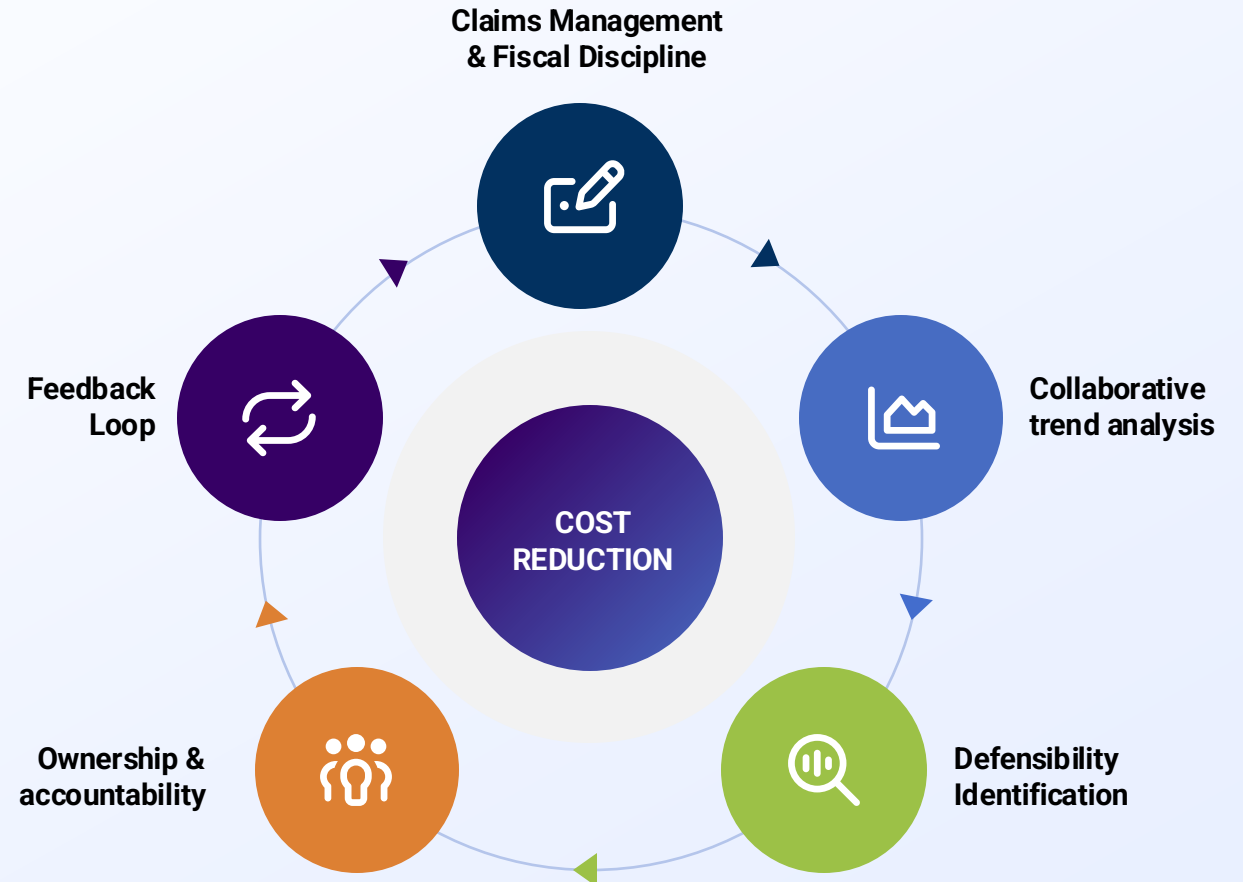
- Video surveillance
- Driver statements/personnel file

✓ **Ownership & Accountability**

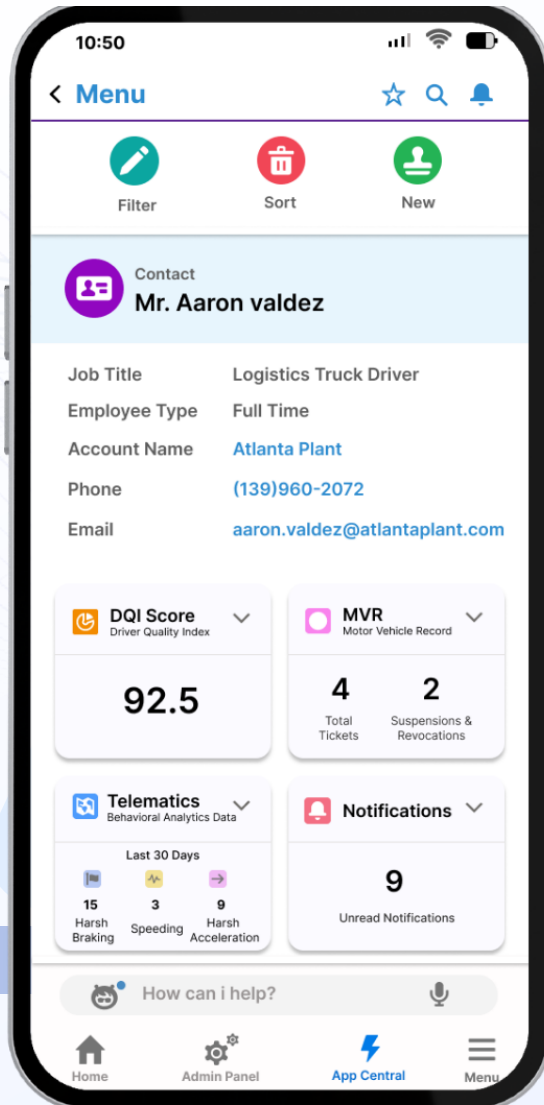
- Alignment of goals and measurements of KPIs
- Remedial driver training

✓ **Feedback Loop**

- Enhanced collaboration between the risk/safety and operations teams to identify and track loss prevention initiatives
- SOP review
- Driver Training



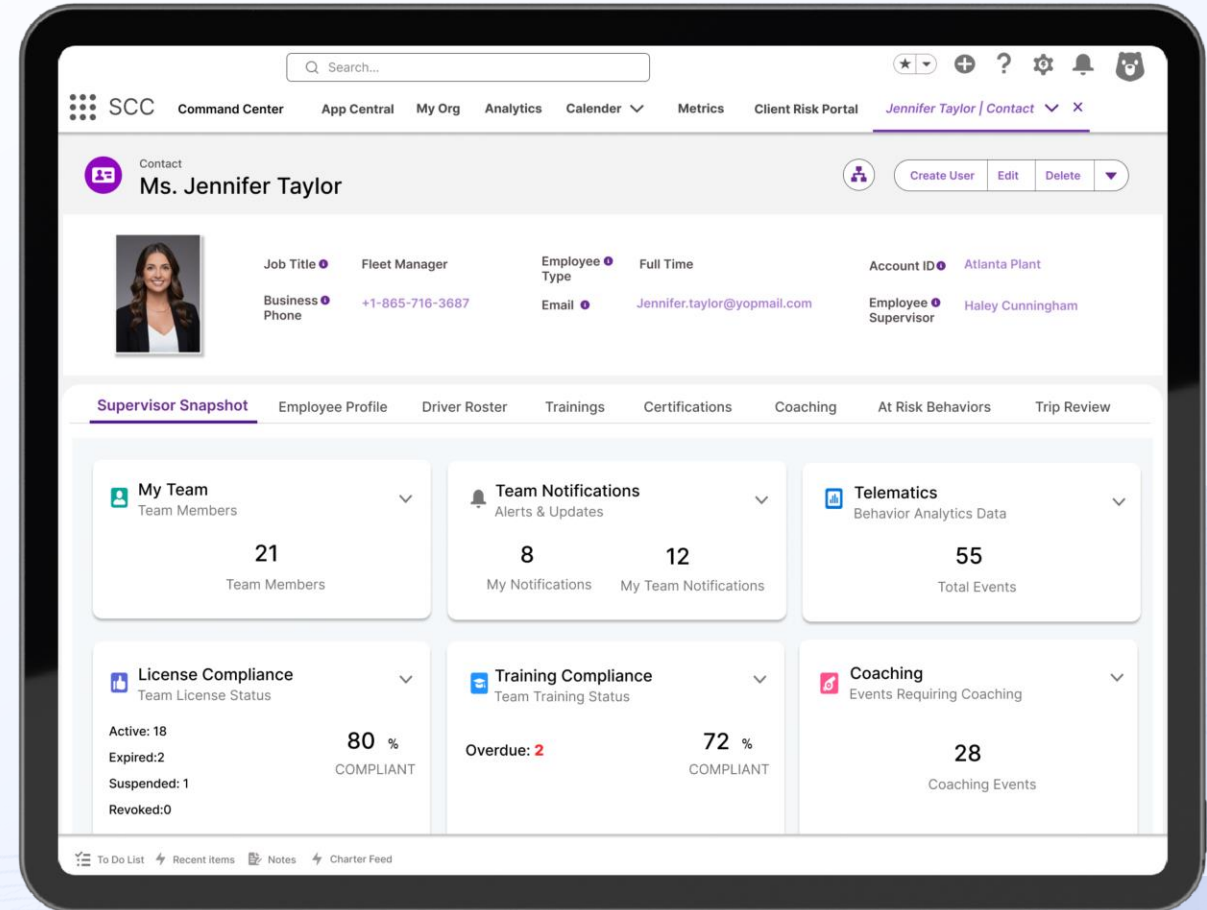
Empower the Driver + Worker



- Driver + Worker Has Visibility to Their Safety Score, Driver Training, MVR, DVIR, DQ, Telematics, and Coaching Data all Centralized in One Place
- Driver Can Action on License Status, Take Immediate Steps to Improve Driving Quality, and Take Training
- Access to Safety Score Helps the Driver to See How They Are Performing
- Positive Feedback and Empowerment

Engage the Supervisor

- Presents Supervisors with Actionable Data
- Ensures Compliance, Efficiency, and Productivity
- Reduce Dashboard Fatigue
- Enables Supervisors to Focus on the Top Drivers and Drivers at Risk
- Provides Supervisors with Actionable Data to be More Efficient
- Help Supervisors Become Better at Coaching and leading Teams





Fleet & transportation in focus

Vehicles are one of the largest and most underestimated SIF exposures for any organization with people on the road.



Why traditional safety metrics miss SIFs



TRIR and incident counts measure frequency, not severity

Most SIFs are not predicted by minor, high-frequency injuries

Fewer losses does not mean fewer SIFs

SIFs are driven by uncontrolled energy and high-hazard tasks

Fewer losses does not mean fewer SIFs

SIFs are driven by uncontrolled energy and high-hazard tasks

From lagging to leading indicators



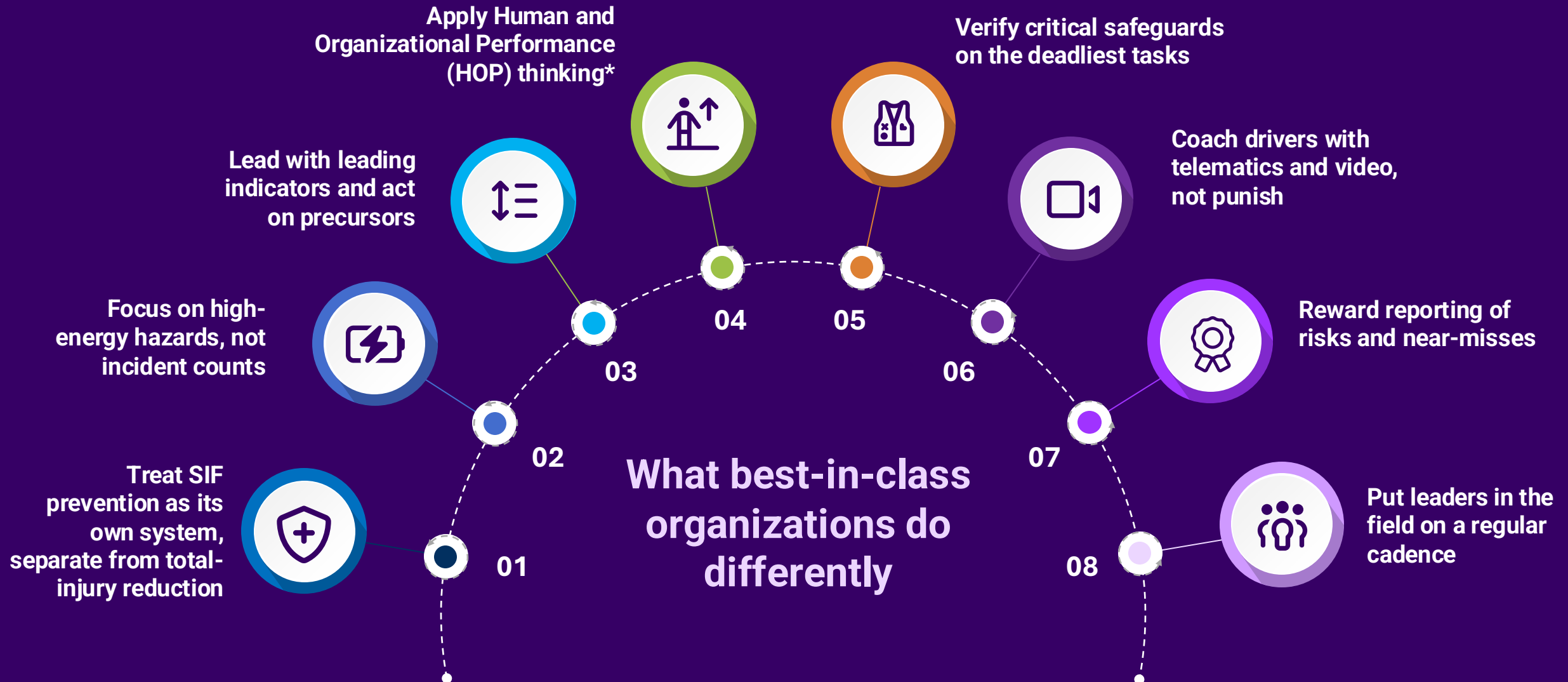
- ✓ Lagging indicators count harm after it happens: TRIR, lost-time injuries, fatalities
- ✓ Leading indicators reveal SIF risk before harm: verified safeguards, precursors, engagement
- ✓ The goal is to shift effort upstream to the conditions that drive serious events

Benchmarking leading indicators

Leading indicator	What it measures	Best-in-class	Common gap
Critical-risk verification	High-hazard tasks with safeguards confirmed	>95% of checks done	Audits not risk-based
Telematics risk score	Speeding, harsh events, distraction	Top quartile, declining	Captured, not coached
SIF-precursor reporting	Potential-SIF events surfaced	High and rising	Under-reported
Critical-action closure	High-priority fixes closed on time	>90% in 30 days	Actions linger open

Illustrative best-in-class targets, synthesized from Campbell Institute and ISN SIF benchmarking.

What best-in-class organizations do differently

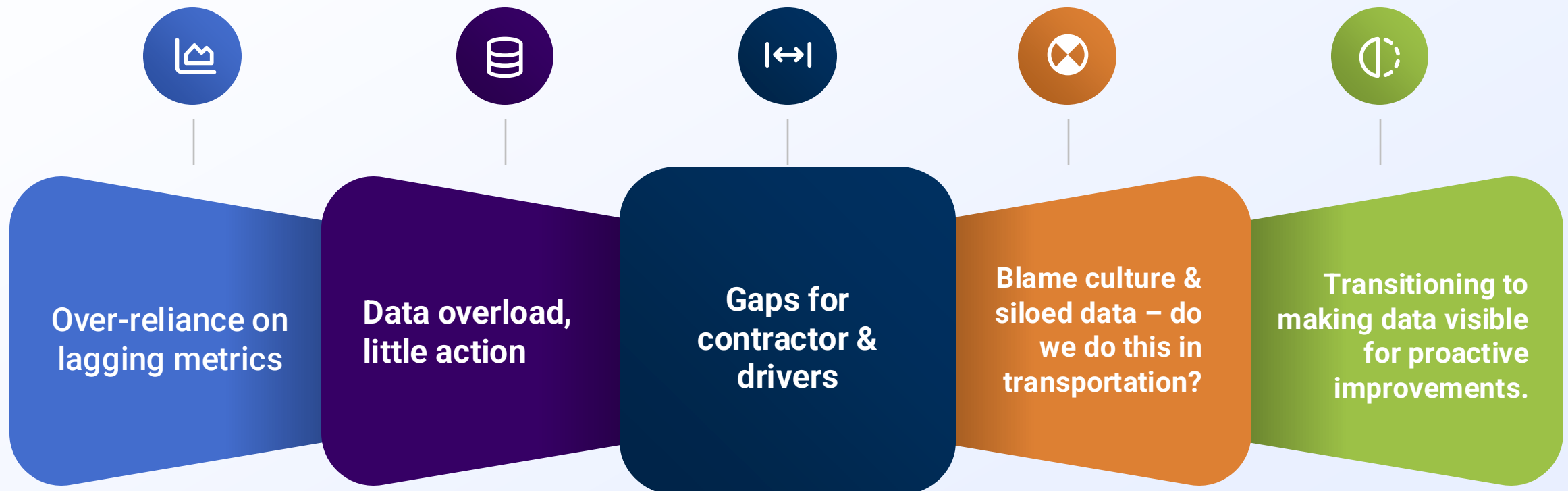


Common challenges emerging

Despite better tools, many fleets still judge safety by lagging numbers that move only after someone is hurt.

Telematics now generates more data than most teams can act on, while contractors and many drivers often sit outside core programs.

Blame-based reporting and siloed data make true SIF risk hard to see and hard to find.



Emerging opportunities for improvement

Opportunity	Horizon
Driver coaching from video	Now
Precursor analytics	6 months
HOP pilots	6-12 months
Predictive risk scoring	12+ months

Video telematics



Catch SIF precursors like speeding and following distance in real time

Human & Organizational Performance



Design work to tolerate error and learn from how work really happens

Integrated risk data



Unite fleet, safety and operations data into one SIF risk profile

Where transportation leaders should focus first

Start with the few tasks and exposures that can actually kill (STIKY), not the long list of minor hazards.

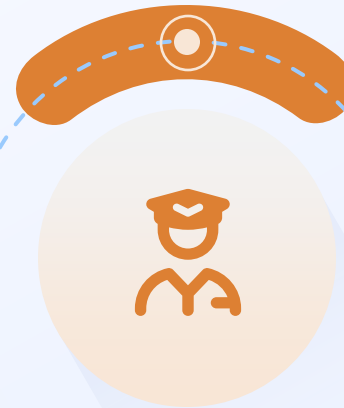
Verify that critical safeguards on those exposures exist, are used, and actually work.

Stand up simple SIF-precursor reporting and review it where the work happens.

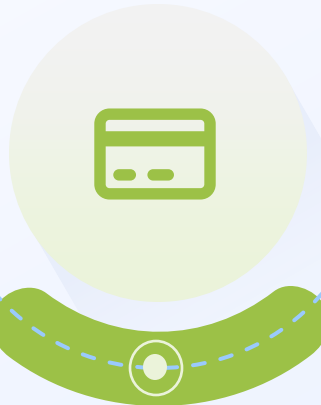
Telematics with a coaching model



Contractor & temp-driver inclusion



3 to 5 leading indicators on scorecards



Quarterly SIF risk reviews



Key Takeaways



01

Measure severity, not just frequency

02

Verify critical safeguards on high-energy work

03

Coach with telematics; learn with HOP

04

Start with your few critical risks

Research findings & key references

- 
- 01 ASSP Professional Safety Journal published in May of 2026
 - 02 Bureau of Labor Statistics, CFI 2026: roadway incidents remain the top cause of worker deaths
 - 03 NHTSA, 2026 Traffic Fatality Estimates & FARS: near-record-low rates, still high volumes
 - 04 National Safety Council, SIF Prevention Model & Guidebook: risks, safeguards, HOP
 - 05 National Safety Council, SIF Prevention Model & Guidebook: risks, safeguards, HOP
 - 06 DEKRA: SIFs occur where occupational, organizational & process safety collide
 - 07 ISN (2026) & J.J. Keller State of Fleet Management (2026): SIF & fleet benchmarking



Q & A



Ellis Jones

Executive Director,
Safety Innovation
Rhythm Innovations

Session 2: The Human Impact of SIFs

AGENDA

- Introduction
- The Human Impact of SIFs
- Leadership
- Culture and Worker Engagement
- Realities Facing Frontline Workers
- Closing
- Q & A

The Human Impact of SIF's

We spend a lot of time adding up the cost of a SIF. We often ask, "What is the financial impact of a SIF?"

The impact is more than the person's physical capability...



"Organizations need to explore and understand the full impact of a SIF."

Leadership

SIF prevention starts with the leaders focus on SIF prevention



Ask: “What is the leader’s responsibility and accountability?”

The leader creates the conditions for strategic risk reduction and SIF prevention

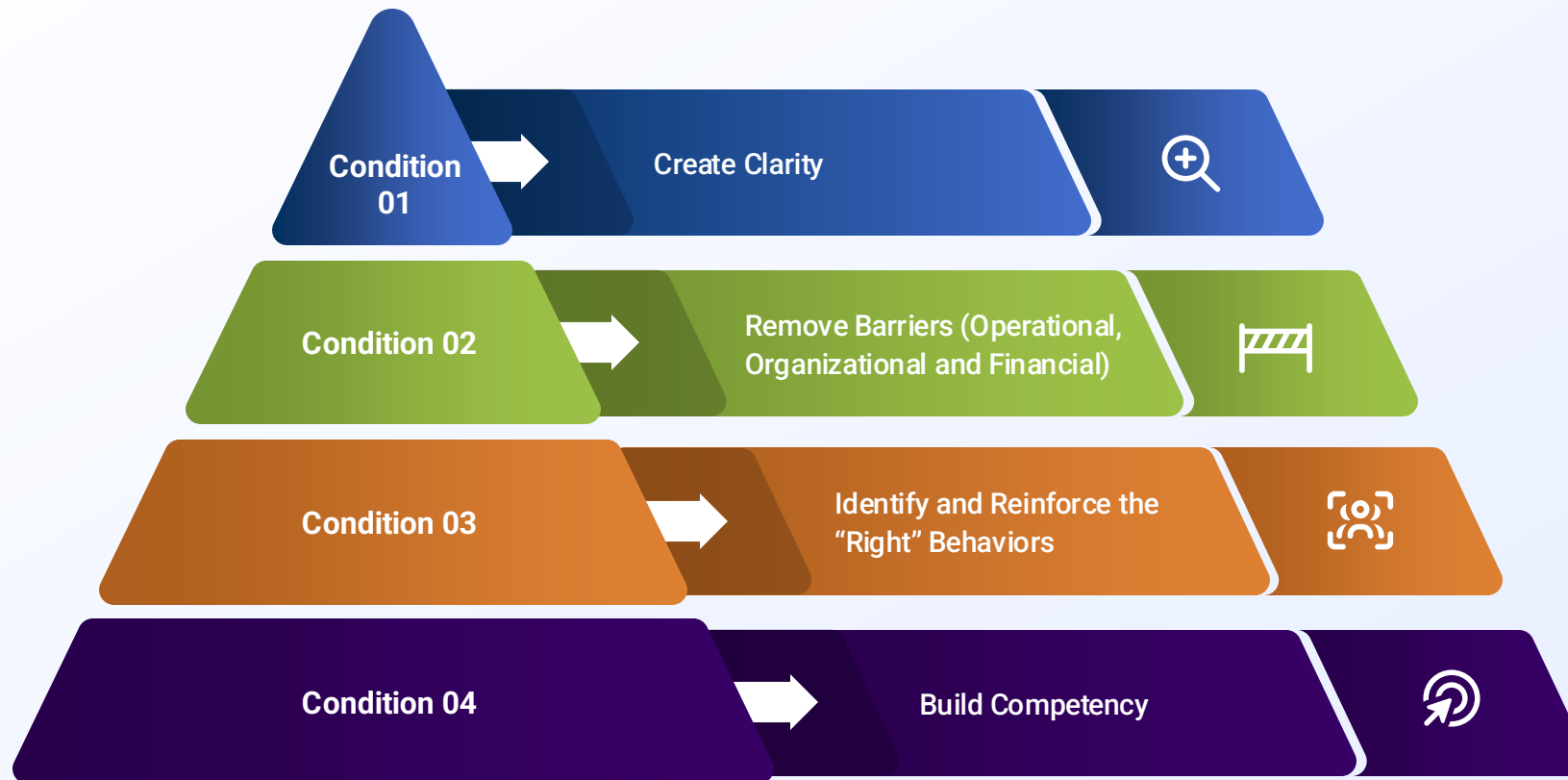
- Create Clarity
- Remove Barriers (Operational, Organizational and Financial)
- Identify and Reinforce the “Right” Behaviors
- Build Competency

“The most effective leaders don't rely on workers overcoming obstacles—they remove the obstacles before workers encounter them”

Leadership

We spend a lot of time adding up the cost of a SIF. We often ask, “What is the financial impact of a SIF?”

The leader creates the conditions for strategic risk reduction and SIF prevention



The State of Safety Leadership

Expectations are changing and organizations are challenged to find the “right” leader



What organizations are experiencing

- Open senior leader safety roles...~40% Open / Transition
- Increased expectations for operational and strategic influence
- Broader expectation that business leaders own safety outcomes



The Challenge Is Not Technical Competency...the challenge is leadership capability

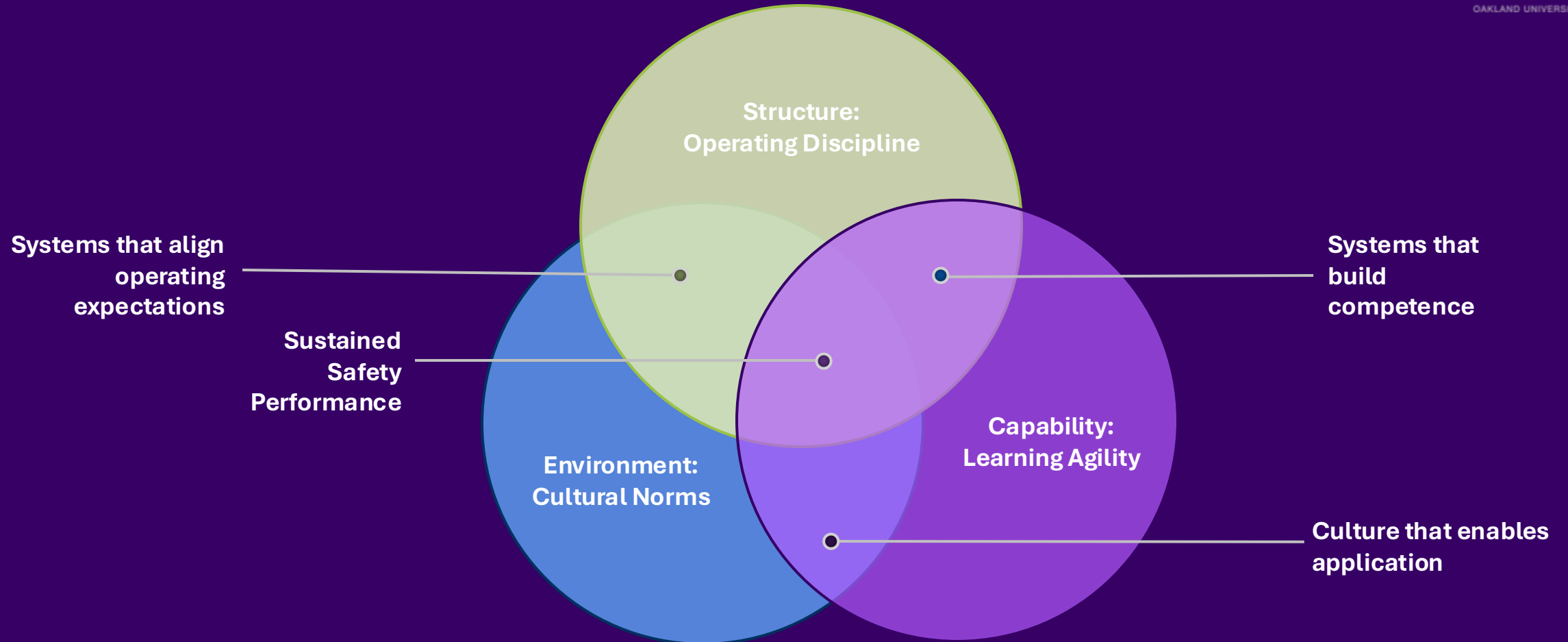
- Influencing operational decisions
- Connecting risk to actionable insight and execution
- Creating line of sight



Outcomes

- Organization settles resulting in bad fit, turnover, and stalled efforts
- Safety organizations have less capacity and capability required to “win”
- Decision speed deteriorates

Structure-Environment-Capability...The SEC Intersections



“SEC works as a system — Structure provides clarity and direction, Environment reinforces behaviors, and Capability enables execution.”

Where breakdowns show up

The problem is often at the intersections, not inside one box.

The system breakdown when you don't earn the right to mature

Rarely one issue

usually disconnects / weak integration points

Common patterns:



Strong structure /
weak environment



Strong environment
/ weak capability



Weak capability =
stalled execution

"Most systems don't fail because something is missing—they fail because nothing connects. The leader must find the connection points."

Culture and Worker Engagement



Leaders like to say, "Employees are our most valuable asset, and they are empowered to do the right thing."

Ask: "What have I done to empower our employees and show them we care?" Also Ask: "What happens when no one is watching?"

Building a safety culture and an engaged workforce does not happen by chance...it must be intentional

- Line of Sight
- Trust
- Recognition
- Shared Language

"Culture is built through thousands of interactions not a single safety message"

Operational Realities Facing Frontline Workers



Workers don't fail because they don't care

Ask: "What messages are my frontline employees receiving?"

The frontline employee's reality is much different than the leader

- Productivity and Efficiency Demands
- Changing Conditions
- Technology and Innovation
- Fatigue
- Conflicting Priorities

"The frontline employee doesn't work in policies and procedures"

Understanding and Protecting the "Whole" Employee



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Every employee has a personal story

Ask: "What are you trying to preserve?"

Every employee brings far more than their skills to an organization

- Experience
- Family
- Future
- Independence
- Identity

"Preserve their ability to live the life they've worked to build"



Q & A

10 Minute **Break**



Session 3: Risk, Claims & Enterprise Exposure



Joe Galusha

Michigan Market Leader
& Global Chair
AON Global Risk Consulting

ABOUT JOE

- Oversees casualty, claims, analytics, and enterprise risk advisory
- Developer of Aon Casualty Laser - \$700M+ identified claims savings
- Consultant to Fortune 100 clients
- Risk advisor for multiple Super Bowls and World Cups
- Published author and patent holder in analytics-driven risk innovation



Loss Trends and their Impact on Insurability

Rising Claim Severity

Across casualty lines, claims are not happening more often - but they are costing far more when they do.

Severity

- Large bodily injury settlements increasing above economic inflation
- Long tail reserve pressure for carriers
- Especially pronounced in general liability, commercial auto, and umbrella excess



Why This Conversation Matters Now

Fleet safety is no longer evaluated solely by incident rates or compliance activity.



In today's insurance environment, it is judged as an enterprise risk issue with direct implications for:



Insurability



Cost of Risk



**Operational
Continuity**

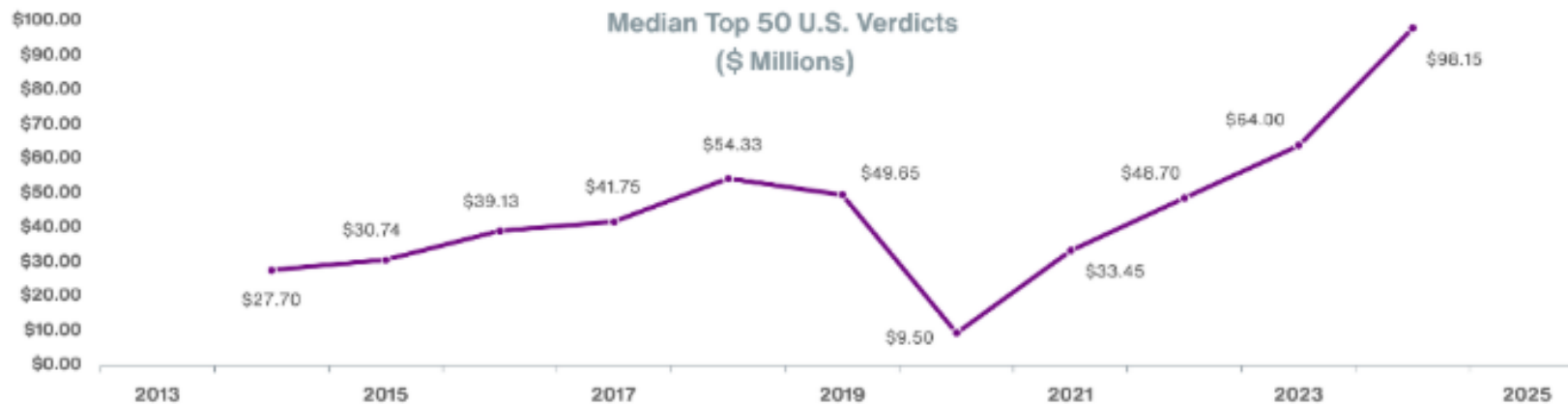


**Board-Level
Oversight**

Nuclear and Thermonuclear Verdicts

- Jury awards exceeding \$10 million and \$50 to \$100+ million increasing in size and frequency
- Product liability, commercial auto, trucking, habitation, and public-facing businesses disproportionately impacted
- Piercing multiple layers of umbrella excess towers

Top 50 U.S. Verdicts 2014-2024



2025 Verdict Highlights

- \$2.065B verdict against Roundup
- \$2.5B verdict against Ford
- \$3B verdict against bottled water company Real Water

Notable Litigation Stats*

- Awards exceeding \$100M has risen 400% in last decade
- Tort costs in 2024 amounted to \$529B per year or 2.1% of GDP
- In 2024 plaintiff lawyers spent \$2.5B on advertising

From WSJ "End the Tax Break for Litigation Funders" By Evan Greenberg and John Doyle | <https://www.wsj.com/opinion/end-the-tax-break-for-litigation-funders-policy-law-dec9c610>

Frequency: +52% in 2026 alone

Severity (size): Roughly doubled since 2020 (median ~\$21M → ~\$44M+)

Total dollars: +116% year-over-year in 2026

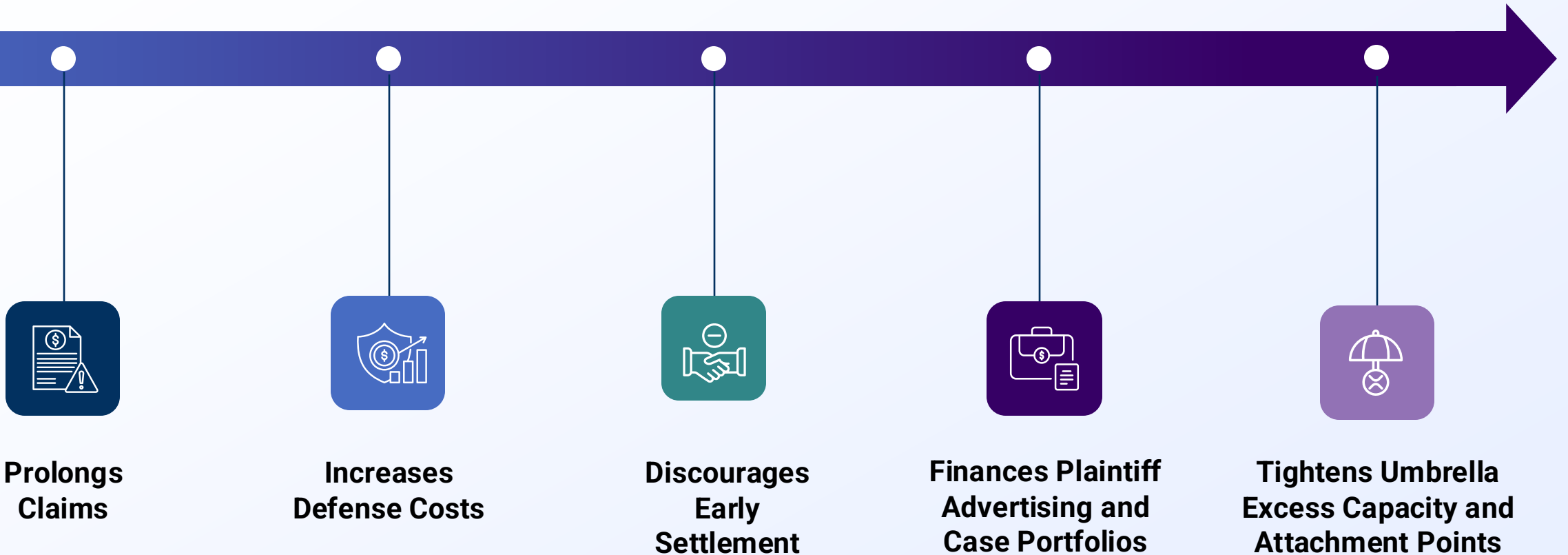
[\[insurancejournal.com\]](https://insurancejournal.com),

[\[riskandinsurance.com\]](https://riskandinsurance.com)

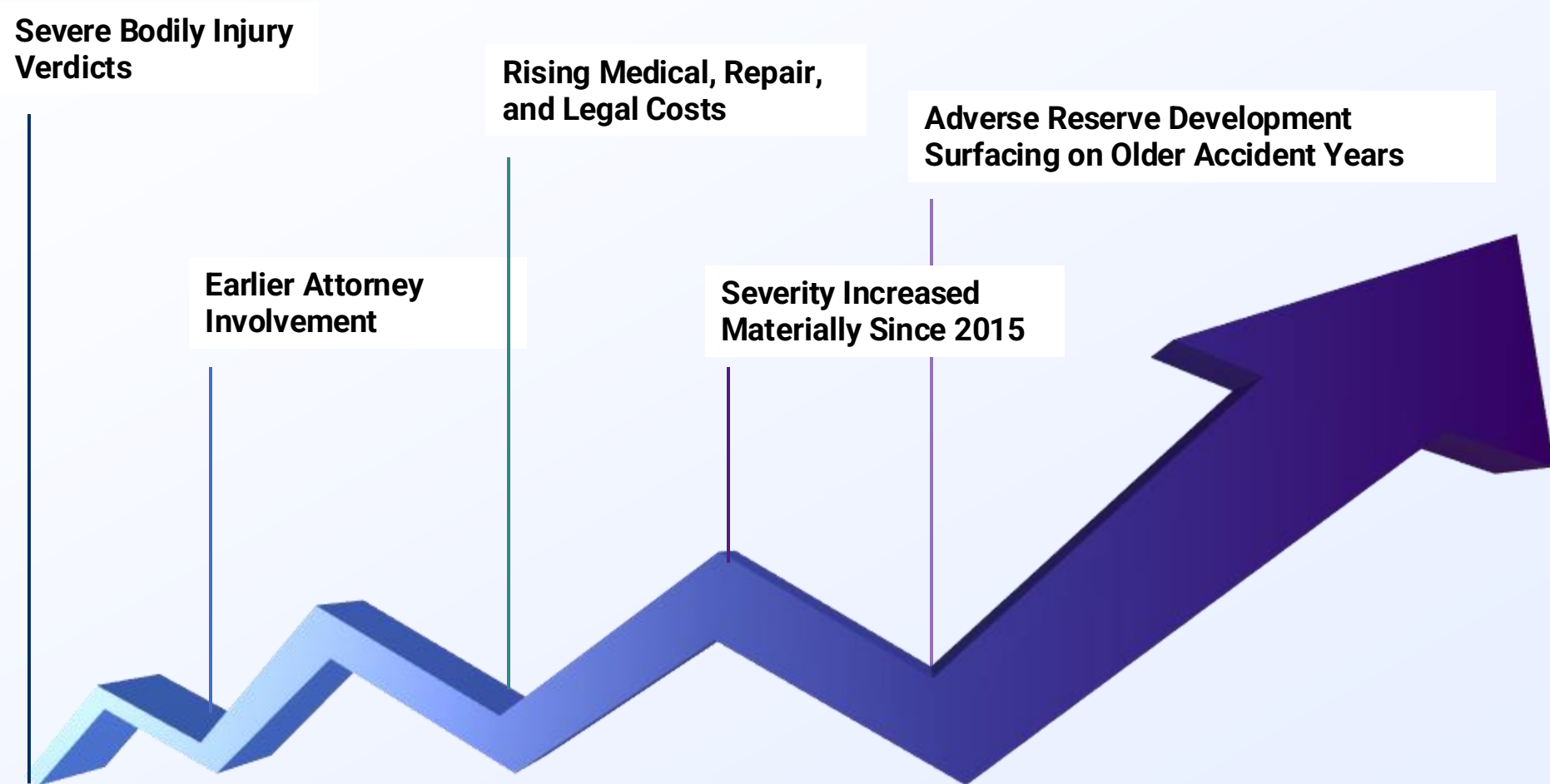
Social Inflation



Third Party Litigation Funding

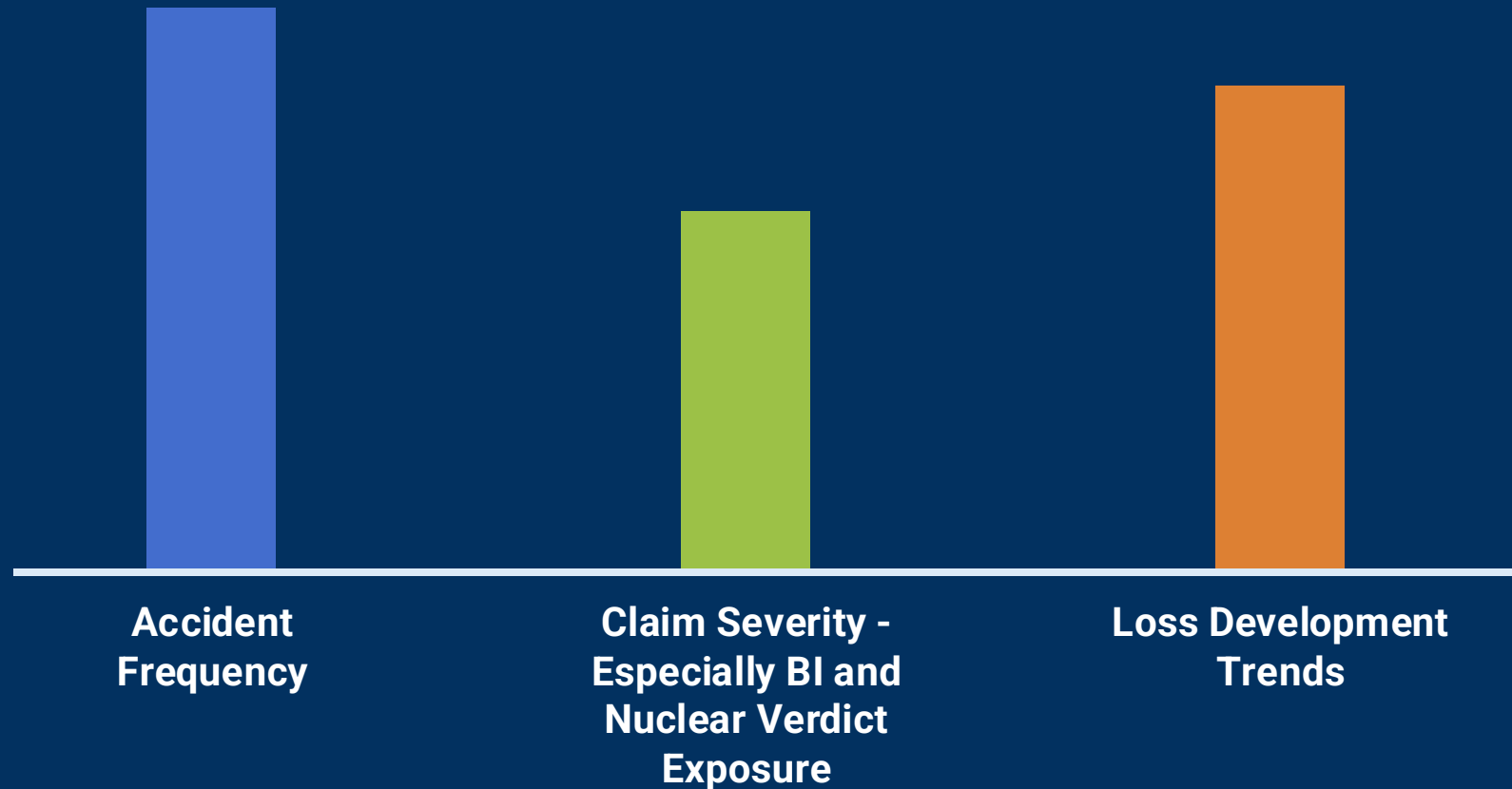


Commercial Auto Claim Deterioration



Loss History - Frequency and Severity

Underwriters Anchor Pricing to:



Bottom Line - How Underwriters See It

Carriers are reacting to structural claim trends that erode predictability.

The Result:



Higher Attachment Points



Use of Layered Towers, Captives, and E and S Markets



Increased Use of Risk Retention Groups and Captives



Greater Scrutiny on Loss Narratives, Contracts, and Risk Controls

Fleet Size, Mileage, and Utilization



**Number of
Vehicles**



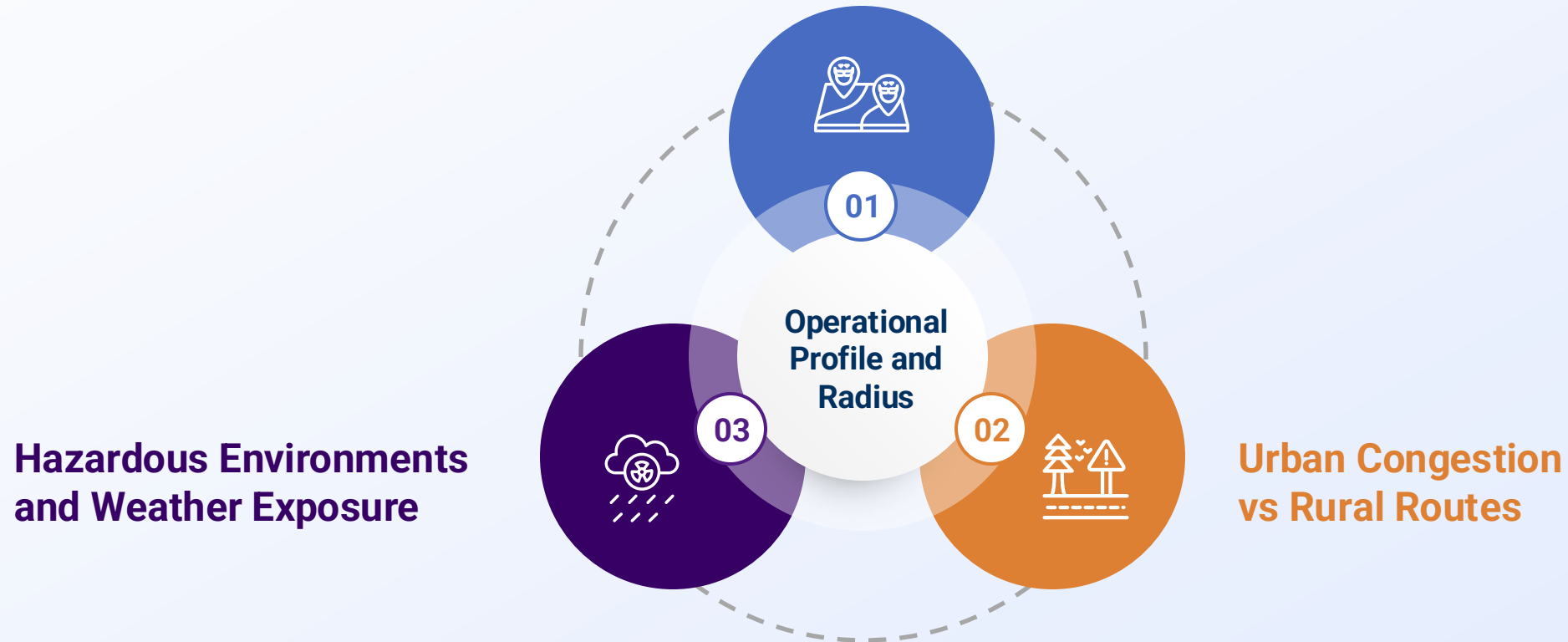
**Annual Miles
Driven**



**Vehicle
Utilization**

Operational Profile and Radius Change the Risk Profile

Long Haul vs Local



Underwriters are now more interested in:



Driver Selection and
MVR Standards



Ongoing Monitoring



Coaching, Discipline
and Remediation



Telematics, Video, and
Predictive Analytics

Maintenance Standards and Condition Matter!



**Preventive
Maintenance
Discipline**



**Fleet Age and
Replacement
Cycles**



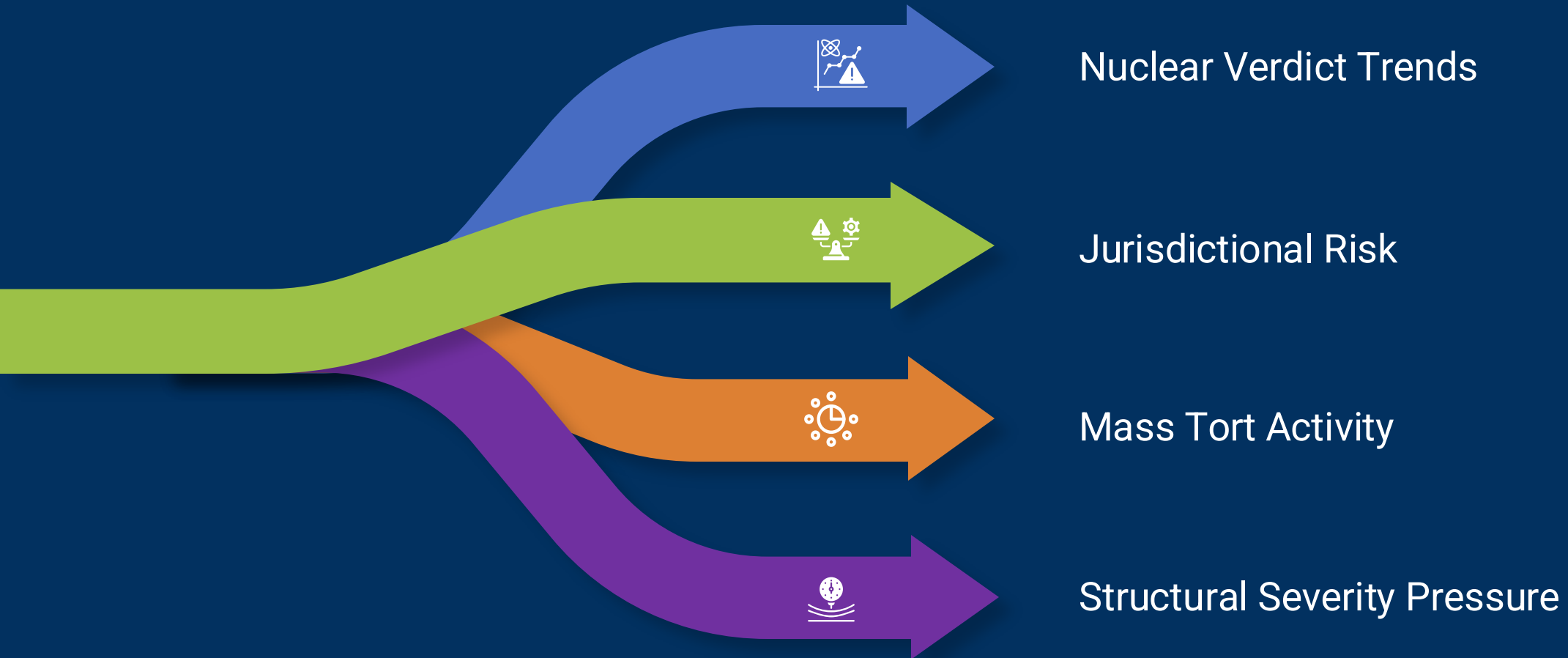
**Deferred
Maintenance
Concerns**



**Consistency
During
Downturns**



Safety Programs Have Never Been More Important





Q & A

Session 4: Technology, AI & Connected Safety Intelligence

AGENDA

- XYZ



Sean O'Bryan

Safety Consultant
Verizon Connect

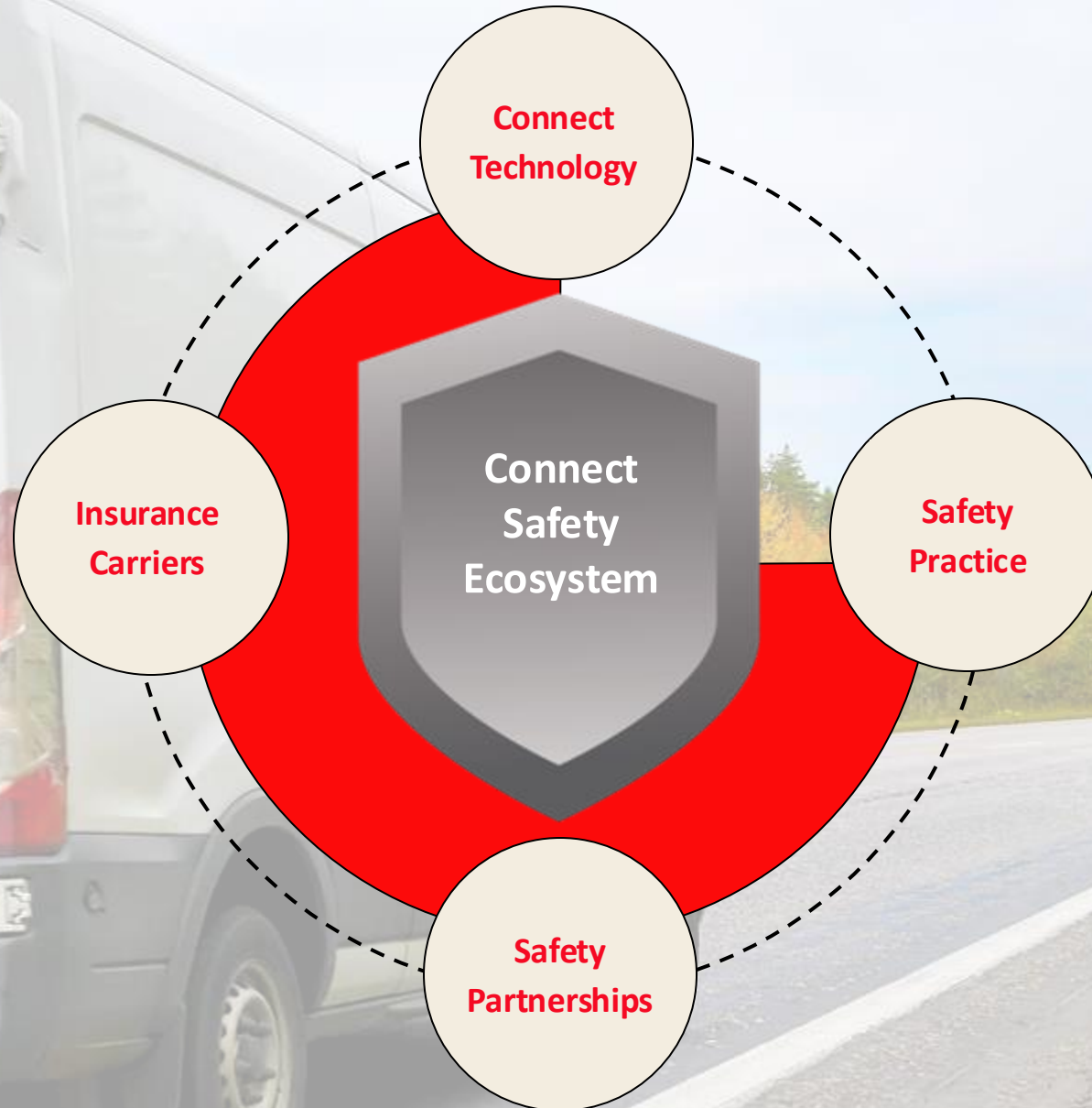
Technology Engagement

Sean O'Bryan

Technology Engagement

Sean O'Bryan

Helping You Drive To A Safer Tomorrow



Helping You Drive A Safer Tomorrow



Safety starts with Leadership



Employee Driven



Change Execution



Revisit Your Baseline



Process LEAN



On-boarding & Training



Technology Utilization

The screenshot displays the 'Safety Hub' interface for the 'Entire fleet'. The 'Events' tab is active, showing a search bar and filters for Drivers, Vehicles, Classification, and Coaching status. A dropdown menu for 'ALL FILTERS' is open, showing radio button options for event severity: Minor (green), Moderate (yellow, selected), Major (orange), and Critical (red). Two event cards are visible:

- Hard acceleration**: 08/28/2020, 09:13 GMT. Includes a video thumbnail, a 'Rolling stop' button, and a 'Posted speed exceeded' button. Driver: Alex Quintero, Vehicle: 2003 Ford E-250.
- Distraction**: 08/28/2020, 09:13 GMT. Includes a map thumbnail, a 'Review pending' status, and a 'Moderate' severity tag. Driver: Alex Quintero, Vehicle: 2003 Ford E-250, Address: Woodlake Dr, Piscataway, N.

A second event card is partially visible below:

- Distraction**: 08/28/2020, 09:13 GMT. Includes a video thumbnail, a 'Rolling stop' button, and a 'Driver camera covered' button. Driver: Lisa Donnelly, Vehicle: 2003 Ford E-250, Address: Woodlake Dr, Piscataway, NJ 08854, U.

Simple Engagement Ignites Powerful Results



SPEEDING

15+ mph above PRS (per 1000KM)
reduced by **34%** (1,047 customers)



HARSH DRIVING

Intense Harsh Braking (per 10,000KM)
down **26%** (766 Customers)



Unlocking your “WHY” with AI Video

Data Points to Driving Insights

Telematics

AI Dash Cameras



*Transparency
Gap*

Event: "Something Happened" (Harsh Brake)

Data Points: Limited to breadcrumbs, Harsh Driving and Speed

Incomplete: Was it a distraction or a defensive maneuver?

Accusation: "You are not compliant with policy."

Was that a defensive maneuver?

Can we defend our driver or should we settle early?

Is my good driver, actually a ‘good’ driver?

Am I recognizing drivers for the right behavior(s)?

Why is it so hard to coach?

Event: "Why it Happened" (Context)

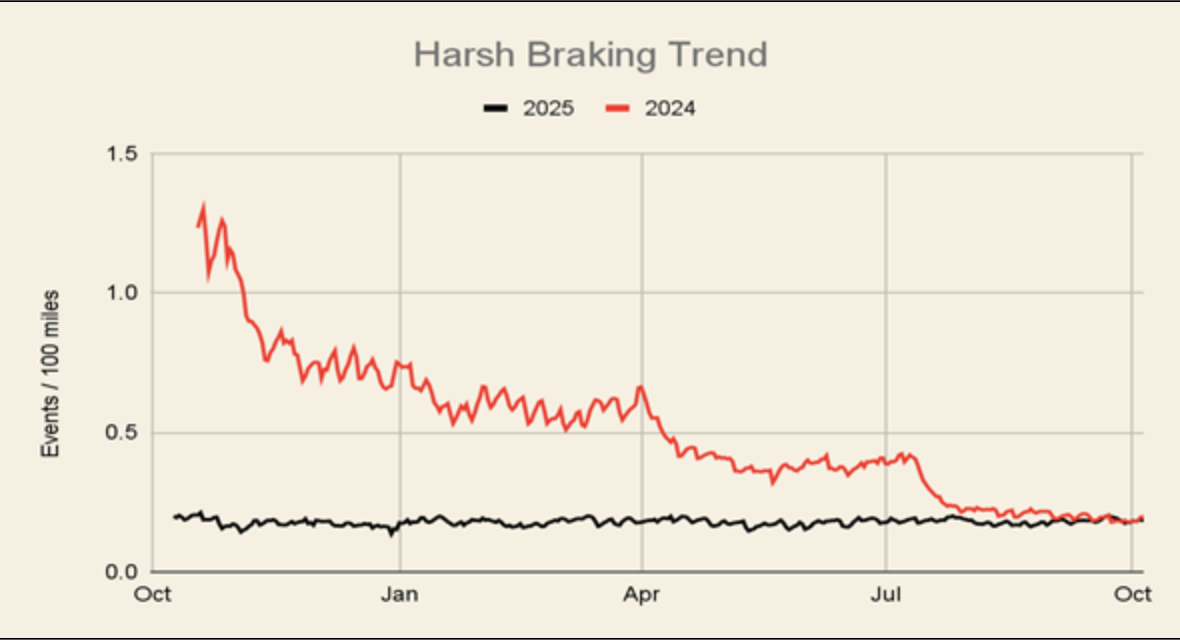
Insights: 20+ additional behavioral insights (Cell phone, distraction, fatigue, following too close etc.)

Complete: The "Game Tape" that provides the full picture

Affirmation: "I see how you avoided that hazard." Let's reevaluate your route?

Customer Case Study

What?



80% + Improvement

Why?



91% + Improvement

Video Impact Analysis

In Cab Alerts Enabled:
% reduction in triggered events/hr

Tailgating

-50%

Calling

-60%

Distraction

-33%

Fatigue

-50%

Crash Predictiveness:
% increase in crash likelihood

2+ Rolling Stops

260%

3+ Overspeeding

230%

**3+ Phone
Distraction**

160%

**2+ Major
Tailgating**

160%

Source: Verizon Connect - Benchmark, North America, Oct 2026, n=34,000 vehicles

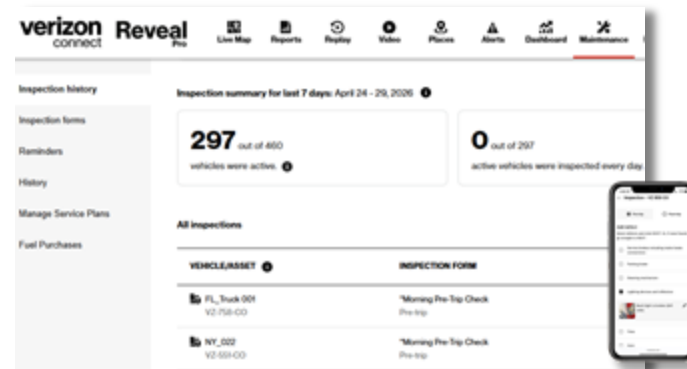
Foundational solutions



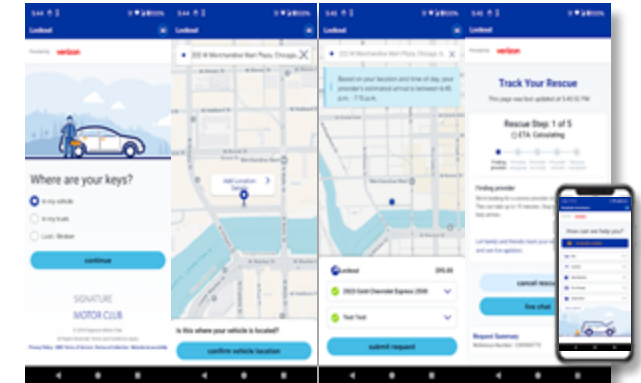
Dual AI Dashcam



Extended View Cameras



Driver Vehicle Inspection Report (DVIR)



Roadside Assistance



Coach 'Consistent'

speed Cadence and Confidence

bolt Power + Reinforcement

insights Focused Insights

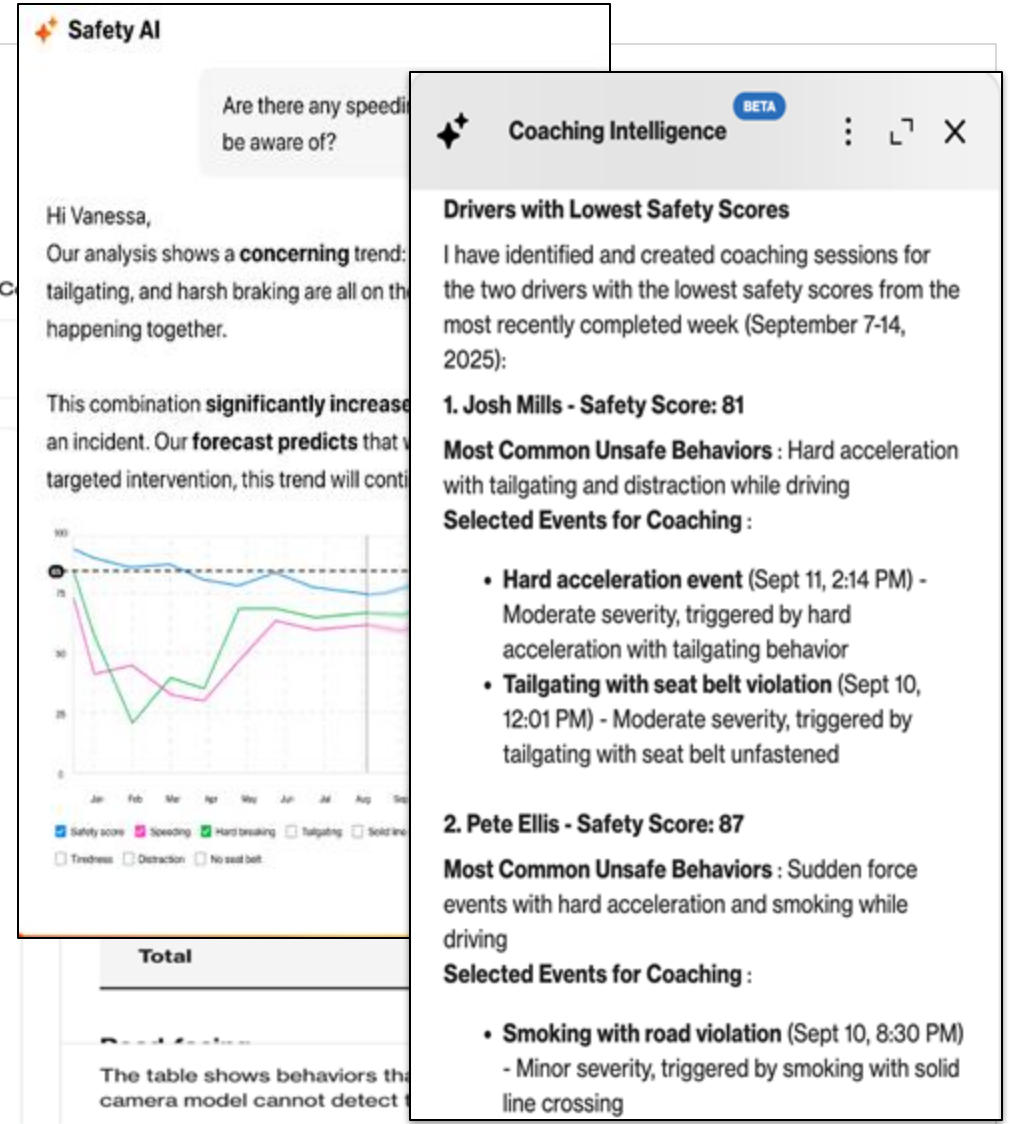
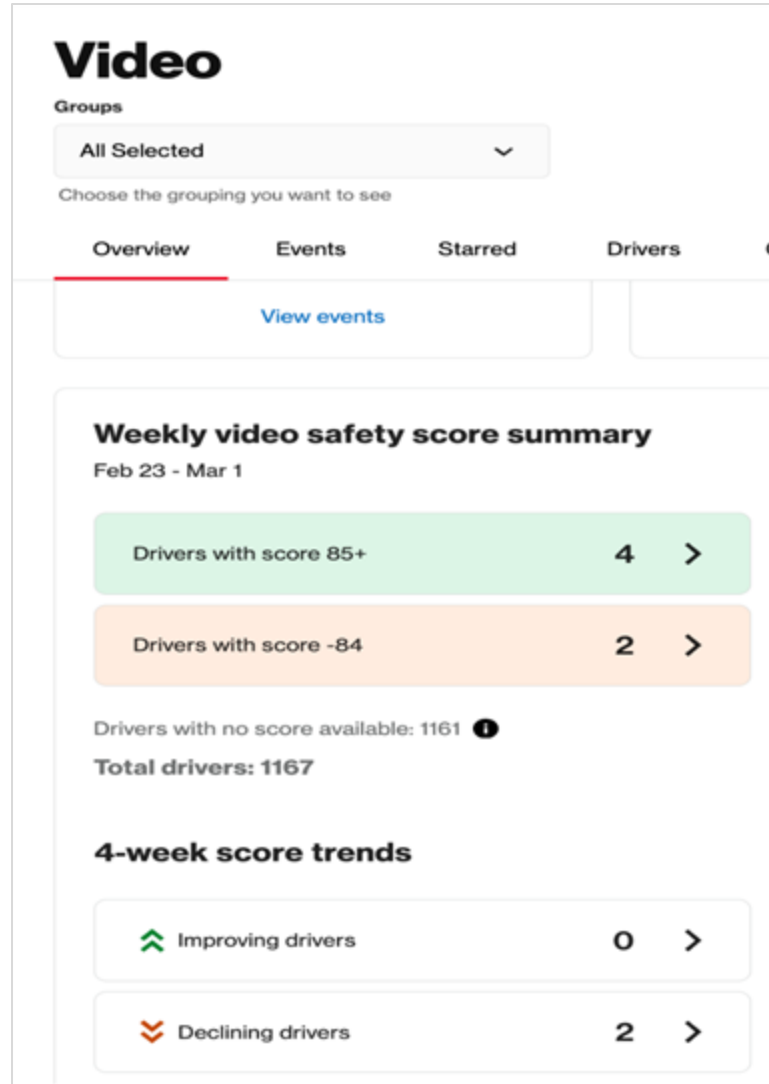


Coaching Intelligence

Behavior Improvement

<85

Drivers with a safety score below 85 are twice as likely to be involved in a collision



Change Management

Digital Tools

OBJECTIVE:



4 Week Tactical Plan providing turnkey Digital Tools to help customers effectively communicate the deployment of technology.

Toolbox Inventory

Road to Fleet Safety
Safety Principles
Driver + 'Safety At Home' Letters
Manager Talking Points
Driver Meeting Presentation
Manager/Driver/Coaching FAQs
C.A.R.E Coaching Framework
Safety Policy Checkpoints
Safety Alert Template
Implementation Playbook

Company Logo

Expansion of Vehicle Camera Technology

Dear **Insert Driver Name**,

In Insert Date, **Company** participated in a pilot program to evaluate the Verizon Connect AI Dual

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Hello Family Mem

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The Verizon Conn
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story, a continuo

Find out more
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more about the pr
Thanks again for a

Sincerely,

[Your name or sig

Verizon Connect
Helping you
drive to a safer
tomorrow.



"...If a picture is worth a
thousand words, how
many words is a video...?"
Reg. U.S. Pat. & Tm. Off.

Hear their story >
Learn about our dashcams >

Safety starts with leadership.

A strong safety culture
consists of shared beliefs,
practices, and attitudes
where everyone within an
organization feels responsible
for safety and it becomes
an integral part of daily
operations. Companies with a
mature safety culture can not
only reduce injury rates but
also find people to support
and challenge each other to
work safely.

Verizon Connect's best-in-class
solutions include helping our
customers successfully integrate
our products into their safety
culture through change execution
and program performance. Our
mission is to help reduce fatal
or serious roadway crashes. By
utilizing AI-Powered dashcams
and GPS tracking technology
to gain visual information both
on the road and in the vehicle,
organizations can leverage data
driven strategies to coach with
care and champion safe driving
behavior.

The following key safety
principles are integral to Verizon
Connect's mission to power and
empower customers to drive a
safer tomorrow.

Transparency: Safety is
leadership born, but employee
led. It's imperative for
customers to develop a change
management plan before rolling
out vehicle camera systems.

Consistency: Human behavior is
driven by many different factors
and risk is always in motion.

Managerial engagement must
be consistent across the entire
fleet. From the outset, you
should establish a policy and
expectation for safe driving
behavior, keeping in mind that
video will provide evidence
showing that even your
'best' drivers have room for
improvement.

Focus area: Not all triggered
driving events are the same.
Initially, camera-based systems
will flag numerous unsafe driving
events for review, but not all need
immediate attention.

Employee development:
Integrated video systems elevate
education and training for
employees. Real-time in-cab audio
alerts notify drivers when they
are distracted to help prevent
crashes, and in-platform coaching
allows managers to track driving
behaviors, hold one-on-one
personalized coaching sessions,
and document progress.

Champions: A successful
safety system demands active
participation from all levels of
your company especially from
employees in safety sensitive
positions. Seek out 'Champions'
who believe in your mission, share
best practices, and leverage
positive reinforcement to coach
drivers, fostering a culture of
continuous improvement.

These principles serve as reliable
guides for implementing your
safety program and camera
system, reducing employee
pushback and aiding in risk
management and decision-making
to address your company's
challenges.



Sean O'Bryan, Safety Consultant, Verizon Connect

Sean brings 25 years of process improvement
and fleet safety experience to our customers.
As a professional who has executed the
deployment of over 10,000 safety camera
systems in commercial and consumer fleets, he
understands the challenges our customers face
and can provide experience based guidance on
how to optimize customer safety programs.

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The ROI Edge

%
Respondents

**Claim
Mitigation**

64%

Improved protection
from false claims

**Premium
Calculation**

33%

Recognized insurance
premium reduction

Financial
Results

**Collision
Costs**

19%

Average decrease in
collision costs

**Premium
Reduction**

11%

Average premium
discount after
deployment



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Q & A



GRAB LUNCH

Lunch & Executive Panel Discussion



Panel Discussion

From Reactive Safety Management to Proactive Risk Intelligence



Jessica Jannaman
(Moderator)

Adjunct Professor
Oakland University



Matthew Fabry

Michigan Division
Administrator
FMCSA



Joe Galusha

Michigan Market
Leader
AON



Ellis Jones

Executive Director,
Safety Innovation
Rhythm Innovations



Sean O'Bryan

Safety Consultant
Verizon Connect

FOLLOW UP MEETINGS



➤ Continue the Conversation



➤ Interested in learning more?



➤ Schedule a follow-up discussion.



➤ Scan the QR code. (Click here to access each orgs QR Code)

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Feedback

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THANK YOU FOR JOINING US!