



We Lift Wheelchair Transportation Service

We Lift, LLC

Proposal to Louisiana Department of Health
for
Louisiana Medicaid Transportation Broker
Proposal No.: 3000018038

Dated: January 4, 2022

BUSINESS PROPOSAL

Respectfully Submitted,

We Lift, LLC

BY: _____
Irell Warren, CEO



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I. Mandatory Qualifications

A. Capacity and Willingness

Established in 2018, We Lift, LLC is an “on demand” transportation network specifically serving people who require wheelchair transportation in and around the State of Louisiana. We Lift, LLC operates as a rideshare platform specifically for Non-Emergency Medical Transportation (NEMT) to provide transportation services to non-ambulatory or ambulatory impaired riders for both medical and non-medical needs. The mission of We Lift, LLC is to unite non-emergency medical transportation drivers in all U.S. markets to provide the most reliable, affordable and comprehensive on-demand wheelchair transportation services to the public. We Lift, LLC relies on its 90+ NEMT licensed transportation providers throughout the State of Louisiana to provide these services and provide a basis for which these providers can be connected with clients and patients.

Irell Warren, CEO and Managing Member of We Lift, LLC began his career as a NEMT driver in 2004. Mr. Warren began We Lift, LLC in 2018 to address the current issues within the NEMT industry. After a decade of serving as a NEMT provider, Mr. Warren set out to address the problems he saw with the current broker system. Unfortunately, these humble beginnings were met with deflection, resistance and retaliation. Due to poor leadership and lack of accountability, the NEMT industry is currently in disarray. We Lift was created to provide a better way to manage medical transportation in Louisiana. We Lift has regularly participated in transportation committee hearings held in Baton Rouge, LA. While listening to the perspective of all parties - NEMT drivers, the public, MCOs and riders, as well as the Louisiana Department of Health - We Lift has developed comprehensive solutions and enacted plans to address Louisiana’s NEMT industry. We Lift has partnered with Safr Technologies to deploy a more efficient and robust system of on-demand transportation management. We Lift is also partnering with Happy, a Louisiana mental health peer-to-peer support platform. We Lift has established a Louisiana-based call center and has partnered with 90+ NEMT providers across Louisiana. We Lift believes that its solutions are long-term and sees the Medicaid transportation program as the perfect opportunity to put these solutions in place on a grand scale. We Lift looks forward to explaining and displaying these solutions, which have no additional cost to the current transportation budget. We Lift is proud to have the support of several Louisiana-based companies to improve medical transportation services: Propeller (business accelerator) www.gopropeller.org; Happy (a mental health support platform) www.happythemovement.com; Rob Couhig (funding and financing); as well as Safr Technologies, Inc. (technology platform) www.gosafr.com. With the support of our partners, We Lift is confident that it can, and is the only company, that is able to provide the support and services to transform and revolutionize NEMT transportation in Louisiana for the better.



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B. 42 C.F.R. §438.808

Nether We Lift, LLC, its managing member, Irell Warren, nor any other members having 5% or more interest in We Lift, LLC are excluded, debarred, sanctioned and/or suspended members or entities as defined by 42 C.F.R. §438.808.

Neither We Lift, LLC, its managing member, Irell Warren, nor any other member having 5% or more interest in We Lift, LLC has a substantial contractual relationship, as defined by 42 C.F.R. §431.55(h)(3), directly or indirectly with any individual convicted of crimes as defined by 1128(b)(8)(B) of the Social Security Act or with an individual as described in 42 C.F.R. §438.610(a) or (b).

Neither We Lift, LLC, its managing member, Irell Warren, nor any other member having 5% or more interest in We Lift, LLC employs or contracts, directly or indirectly, for the furnishing of health care, utilization review, medical social work or administrative services with an individual or entity described in 42 C.F.R. §438.610(a) or (b) or any individual or entity that would provide those services through an individual or entity described in 42 C.F.R. §438.610(a) or (b).

C. Experience in Transportation Broker Services

As discussed above, We Lift has been brokering NEMT services, across the State of Louisiana for the past three years. Currently, it has a network of over 90 transportation providers which service all 64 of Louisiana's parishes.

II. Conflicts of Interest

A. Certification Statement

We Lift, LLC has no conflicts of interest that would conflict in any manner or degree with the performance required under the contract and has no financial, legal, contractual or other business interest in the MCO's that are currently contracted with LDH to provide managed care. We Lift, LLC further agrees to submit any additional information requested by LDH as required. See Attachment A for signed Certification Statement.

B. Other Business Interests

We Lift, LLC has no other financial, legal, contractual or other business interests that may affect or impact its performance under the contract.

C. Other Information

We Lift, LLC is not aware of any other information that may be relevant to this RFP or contract. We Lift, LLC agrees to supply LDH with any information LDH deems relevant as to We Lift's financial, legal, contractual or other business interests as they relate to the RFP and contract.



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III. Financial Condition

We Lift, LLC, located in New Orleans, LA, is owned by Irell Warren, a successful African American businessman. He created We Lift three years ago to assist non-ambulatory people in need of transportation. He has worked with both private clients and through the traditional broker system with medical patients, particularly diabetics.

Over a year ago, Mr. Warren recognized that the traditional model for assisting these individuals was broken both for the users and the providers. Since then, he has focused his efforts on creating a system that is more efficient, more economical and maintains the highest standards of safety. The result is that he has created a collaborative agreement among a technology provider (Safr Technologies, Inc.), experienced individuals in the industry, over 90 companies that provide the actual transportation, financing (Rob Couhig) and himself that is able to provide a state-of-the-art solution to the request for proposal. It will have real time availability to service all of the needs as defined in the RFP beginning July 1. We Lift is confident that the service it will provide will be far superior to the traditional brokers. We Lift believes that it can deliver these services in a cost-efficient manner that will quickly become the new standard for the industry.

Although We Lift recognizes that this will be a huge growth for the company, it has taken the necessary steps to make sure that it can more than satisfy the requirements of the RFP.

Irell Warren has worked with Safr Technologies, Inc. for almost a year to develop the innovative technological support to implement the program to service the industry. Originally, the programs and processes were developed to solve the problems of the industry as a whole. Currently, they are being customized to provide the Louisiana Department of Health the best services possible.

Utilizing Mr. Warren's personal experience and reputation within the industry, he has organized and signed over 90 transportation providers in Louisiana to under brokerage agreements with We Lift, LLC.

We Lift continues to search out and find quality talent in the transportation and brokerage space. We Lift recently hired, Kelly Hudson, an experienced coordinator for a traditional broker to ensure compliance of all operators with health, insurance and safety requirements. Mr. Hudson is one of the few individuals in the State of Louisiana certified to train drivers in all aspects of NEMT required driver certifications.

We Lift understands that currently it is a small company and will require significant capital to get things developed in order to be operational by July 1, 2022. We Lift estimates it will cost approximately \$300,000.00 from notification of this award to set up the call centers and secure the necessary insurances, as well as \$100,000.00 per month in salaries to train and onboard employees and transportation providers, all before the first ride is scheduled. Additionally, We Lift expects approximately 65,000-70,000 rides per month and that a delay between paying transportation



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providers and receiving reimbursement from Louisiana Department of Health may be between 45-60 days. Therefore, We Lift has secured financing from Mr. Rob Couhig for all initial capital costs. Furthermore, Mr. Couhig has agreed to provide a line of credit for up to \$4,000,000.00 that will be available for payment to transportation providers while waiting for reimbursement from the Louisiana Department of Health.

Finally, recognizing the uniqueness of the use of advanced technology to facilitate the fulfillment of the contract, Safr Technologies, Inc. has agreed that it will continue to make We Lift a first-priority project and utilize its personnel to make sure every aspect of the technology meets or exceeds the requirements of the contract. Safr has dedicated one of its employees, Muhammad Usman, to serve as full-time IT Director for We Lift to accomplish this mission.

We Lift, LLC submits its financial information, as well as Profit & Loss Statements and Balance Sheets for the past three years. These are provided in electronic format only and We Lift, LLC expects those documents to remain confidential. Attachment F.

We Lift, LLC is excited to submit these proposals and looks forward to being able to showcase its solutions in the future.

Respectfully Submitted,

We Lift, LLC

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Irell Warren, CEO