

Lifeloc Evidential Breath Testers – More than Meets the Eye

By: Nicola Grun

Lifeloc
TECHNOLOGIES

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The two customers in this case study are successful alcohol and drug testing businesses who switched to Lifeloc Evidential Breath Testers (EBTs) primarily for their ease of use and training convenience. But that is not the main story here. I learned that Lifeloc products and solutions play an important role in building client credibility, winning new customers and increasing sales. Here are their stories.

Alcohol and Drug Testing Services, LLC

Bill Kincaid is a Lifeloc Master Trainer for Alcohol and Drug Testing Services (ADTS) with offices in Wyoming, Arkansas and Florida. ADTS performs collections for over 1,300 companies across the United States. Clients include third party administrators and Fortune 500 companies. Most of the company's collections are for their own clients for whom ADTS is a third party collector.

ADTS clients are involved in all modes of transportation and must perform DOT breath alcohol testing that is regulated by the Federal Motor Carrier Safety Administration, Pipeline and Hazardous Materials Safety Administration, Federal Transit Administration and Federal Aviation Administration. They also perform non-DOT breath alcohol testing of factory workers.

Before Bill joined ADTS in 2006, the company was selling Dräger¹ breath alcohol testing devices. ADTS began using and selling Lifeloc because, according to Bill, "Lifeloc training was more convenient and its instruments were easier to use than those of other manufacturers." Since then over 250 collectors have traded in their devices for Lifeloc. ADTS also markets Lifeloc products on the ADTS company website and generates a lot of business from word of mouth.

"We've probably secured five or six steady clients in part because we're using Lifeloc equipment," said Bill, who has never had a client say they prefer another device. ADTS finds it effective to demonstrate Lifeloc's *Phoenix 6.0BT (Bluetooth)* and *EV30* EBTs to clients in comparison against other models. "As a third party administrator, the *Phoenix 6.0BT* helps us convince clients that we have a proven product that is simple to use and

a Quality Assurance Plan that is easy to read," he says. Bill explained that most of the company's sales are due to ADTS buying Lifeloc EBTs for the company's use and the use of its collectors.

Bill trains ADTS collectors nationwide. Lifeloc's online workplace training courses are particularly beneficial due to the widely dispersed and high volume of online supervisory and in person training he provides. "Lifeloc also gets high marks because their training manuals are easy to read and understand compared to other manufacturers. Going to court with an easy to interpret Quality Assurance Plan can make a big difference,"

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- Bill Kincaid, ADTS



says Bill.

East Coast Mobile Medical, Inc.

Dion Dooley is a Master Trainer for East Coast Mobile Medical Inc. (ECMM), a third party administrator with over 30 collection sites in Atlantic Canada and affiliate sites in the United States and Canada. ECMM began using Lifeloc in 2011 after shopping around to replace their aging fleet of breath alcohol testers. Since then they have purchased between 15-20 Lifeloc units.

Dion is a big supporter of Lifeloc for several reasons.

“The most important factors in our search were user friendly devices, modern technology and a machine that someone could be easily trained on,” said Dion.

The Lifeloc technology is especially helpful when bidding on new projects. He added, “Pricing per unit

was right, and the user friendly machines are good from both a donor and trainer perspective.” Dion sometimes troubleshoots problems with users in different provinces. He finds that he can fix or troubleshoot any issue by following the step by step instructions in the Lifeloc manual.

ECMM provides mobile services and collectors often take equipment on the road to test clients at various locations. One of the top selling points of the *Phoenix 6.0BT* is that the Bluetooth printer is quiet, fast and prints easy-to-read test results on tamper-proof self-adhesive labels without cables or docking stations. Labels are affixed permanently to either the DOT or non-DOT Alcohol Testing Form without the need for tamper evident tape. The labels are always imaged clearly and they can be faxed legibly to people reviewing the data. Dion commented that the large memory capacity of the *Phoenix 6.0BT* is especially helpful for collectors in the field for locating and resending any testing forms lost in the mail. Once results were printed on competitor’s equipment it was hard to retrieve them.

Dion notes that breath alcohol testing rules in Canada are stringent just like the DOT regulations in the U.S. It is essential that collectors follow a quality maintenance program like the one provided by Lifeloc. Clients can rest assured that maintenance protocol is being followed since testers are calibrated and checked according to Lifeloc’s specifications. While ECMM services DOT clients, the majority of their testing is for non-DOT clients in every type of industry including mining, oil and gas, health care and sports teams. Lifeloc’s units come in a hard carrying case which is perfect for boarding ships, visiting warehouses and construction sites.

Dion concluded, “Using Lifeloc’s products in our daily work has given us a lot of credibility with our clients who could see that we were investing in our equipment.”

More About Lifeloc Technologies

Lifeloc has over 25 factory trained and experienced workplace equipment distributors in the United States and Canada. To learn more about our equipment or how to become a Lifeloc distributor please contact Lifeloc via email: sales@lifeloc.com or call us at 303.431.9500.

1. Dräger is a registered trademark of Drägerwerk AG & Co. and Dräger Corporation which are not associated with Lifeloc Technologies, Inc.

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- Dion Dooley, ECMM

