The Cost of Distracted Driving

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WellStar Health System

HOSPITALS
A WellStar Atlanta Medical Center
B WellStar Atlanta Medical Center South
C WellStar Cobb Hospital
D WellStar Douglas Hospital
E WellStar Kennestone Hospital
F WellStar North Fulton Hospital
G WellStar Paulding Hospital
H WellStar Spalding Regional Hospital
I WellStar Sylvan Grove Hospital
J WellStar West Georgia Medical Center
K WellStar Windy Hill Hospital

HEALTH PARKS
1 WellStar Acworth Health Park
2 WellStar East Cobb Health Park
3 WellStar Vinings Health Park
4 WellStar Cherokee Health Park
(Tentative opening by end of 2019)
WELLSTAR
Cobb Hospital

WELLSTAR
Douglas Hospital

WELLSTAR
Kennestone Hospital

WELLSTAR
North Fulton Hospital

WELLSTAR
Sylvan Grove Hospital

WELLSTAR
Atlanta Medical Center

WELLSTAR
Spalding Regional Hospital

WELLSTAR
West Georgia Medical Center

WELLSTAR
Paulding Hospital

WELLSTAR
Windy Hill Hospital
Emergency Department Visits FY16

692,000 ED visits in the system
Trauma Centers

• WellStar North Fulton Trauma Center Trauma Alerts
  – Approximately 546 annually

• WellStar Kennestone Trauma Center Trauma Alerts
  – Approximately 1200 annually

• WellStar Atlanta Medical Center Downtown Trauma Alerts
  – Approximately 2800 Annually
Trauma Care

• WellStar’s Trauma Alert Patients are
  – 80% Blunt trauma
    • Motor Vehicular Crashes (MVCs)
    • Pedestrians hit by car
    • Falls
  – 20% Penetrating
    • Gun Shot Wounds (GSWs)
    • Stabbing
    • other
Cost of Trauma Care

• According to The Advisory Board in 2012 the average per cost per patient of a trauma alert was $18,929.

• According to the American College of surgeons in 2005 injury related deaths cost the U.S 136 Billion dollars
Leading Cause of Death

• Unintentional injuries are 4th leading cause of death

  – 1st leading cause of death in the age 1-44

  – 5.2 percent of all total deaths are related to unintentional injuries
Road traffic deaths in the US and other high-income countries.

Motor vehicle crash deaths in 10 comparison high-income countries, 2013

- United States: 10.3
- New Zealand: 5.6
- Canada: 5.4
- France: 5.1
- Japan: 4.5
- Germany: 4.0
- Spain: 3.6
- Switzerland: 3.3
- United Kingdom: 2.8
- Sweden: 2.7

Countries with the highest and lowest reductions in crash deaths, 2000-2013

- Spain (highest): 75%
- Average of 19 high-income countries: 56%
- United States (lowest): 31%

Deaths per 100,000 people

Understanding Distraction

Eyes off the Road
- Roadside Billboards
- Checking Self in Mirror
- Gawking at Crash Scenes

Hands off the Wheel
- Personal Grooming
- Reading Maps or Newspapers
- Reaching for Fallen Objects
- Attending to Passengers/Pets
- Texting while Driving
- Eating
- Drinking
- Using a Handheld Cell Phone
- Manipulating Vehicle Instruments
- Changing CDs

Mind off of Driving
which occurs during any distracting activity

Talking with Passengers
Using a Hands-Free Cell Phone
Using Voice-Activated Features
Daydreaming
National Data

• More than 2.5 million drivers and passengers were treated related to Motor Vehicular Crashes in 2012

• According to the National Highway Traffic Safety Administration (NHTSA) in 2013
  – 424,000 were injured related to distracted driving
    • 18% of all driving related injuries
  – 3154 fatalities were related to distracted driving
    • 10% of all driving related fatalities
National Data

• One NHTSA 1700 driver observational study showed
  – 3 out of 4 drivers utilizing cell phone committed a traffic violation
  – Talking on cellphone while driving makes you 4 times more likely to crash
  – Texting while driving makes you 23 times more likely to crash
Georgia Fatality Trends

![Graph showing fatality trends from 2007 to YTD 2017.](image-url)
Distracted Driving Data in Georgia

• Based on the national data

- 1561 deaths in Georgia in 2016
- 156 deaths in Georgia Related to Distracted Driving 😞
Impact in Metro Atlanta

• Emergency Departments (ED) are overcrowded
• Increased wait times for patients to be seen and treated in the ED
• Overcrowding in the Intensive Care Units causing patients to spend an increased amount of time in the ED
Unseen Costs in Georgia

• Families Loss of Mother, Father, Child etc.

• Burden on the workforce

• Healthcare Providers
  – Deaths related to Distracted Driving
    • Healthcare providers are impacted by every senseless death
    • Takes a toll on home life
Toll on Healthcare workers

• One study in trauma center
  – 35.9% of Trauma Nurses have behaviors consistent with burnout
  – 7% self reported secondary traumatic stress
  – 78.9% have behaviors consistent with compassion fatigue which leads to burnout
Call To Action