

5 Tips to Save Thousands in Driver Recruiting Costs

Keep the drivers you know today before
you hire the next unknown driver
tomorrow

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PASS®**

From
espyr

**TIP 1: KNOW
YOUR DRIVERS
ARE YOUR
DRIVERS AT
RISK LOSING
THEIR LICENSE OR
HAVE THEY BEEN
MEDICALLY
DISQUALIFIED?**

Carriers are losing many skilled drivers due to their health.

Your current drivers might be on the verge of being medically disqualified. 45%-55% drivers are certified with less than one-year cards and if these drivers continue down an unhealthy road, your organization is at risk of losing them.

However, most of the time management doesn't know and are shocked by the monthly drivers that either hold a less than one-year card or have been medically disqualified. And the number one reason why drivers get medically disqualified is from high blood pressure. So, when you know your drivers, you can start to work on the right retention strategy to keep them on the road.

To learn more about the top five statistics every carrier should start tracking today, visit our [blog](#).

TIP 2: COMPARE COSTS OF RECRUITING A NEW DRIVER VS. RETAINING AN EXISTING DRIVER.

* The Costs of Truckload Driver Turnover, Upper Great Plains Transportation Institute

** National Registry of Certified Medical Examiners

Estimated savings range takes into the account of the Fit to Pass program

NUMBER OF DRIVERS	ESTIMATED SAVINGS RANGE
50	\$13,486 - \$21,729
200	\$53,944 - \$86,916
500	\$134,860 - \$217,290

Hiring a new driver costs an average of \$8,243*

On average, 8%-10% of drivers are disqualified due to health issues and depending on the size of your company, you could be looking at tens of thousands in costs to replace these drivers.

Around 80% of these drivers have good driving records. When you start comparing driver statistics such as:

- The total drivers being disqualified
- The number of drivers being medically disqualified
- The number of drivers being medically disqualified with good driving records
- The average cost to hire a new driver
- The average cost to help them improve their health to retain a driver
- The average cost to qualify a medically disqualified driver

You will start to see significant cost savings — an average of 65%. Savings will also make its way into other operational functions such as medical expenses and insurance, fewer sick days, and a decrease in safety and compliance issues.

There's an opportunity to take care of your drivers (and your employees).

Let's face it, the trucker lifestyle isn't the healthiest or most active job. It's a sedentary lifestyle which poses some health risks.

Offering easy and practical solutions will be key to your retention strategy if you're focused on keeping your drivers on the road and not losing them due to health issues.

Early education is key. If you can provide your drivers with education around a healthy diet, fitness, and provide them easy access to monitor their heart rate, blood pressure, and weight, these simple yet effective ways could not only change the course of a driver's life for the better but help you save in new driver recruiting costs and retention costs. It's a win-win for everyone.

TIP 3: OFFER DRIVER HEALTH AND WELLNESS PROGRAMS.



TIP 4: REHIRE FORMER DRIVERS



Bob Perry, Consultant for Fit to Pass, and Speaker and Author for the Trucking Industry

Why hire an unknown driver when you can rehire a known driver?

Driver turnover is something you can't avoid. However, it's a good best practice to understand where your driver went and why so that when you're working on your recruitment strategy, you can include a plan to get your drivers who left back with your organization.

Another recruitment strategy is looking at your pool of medically disqualified drivers and determining why they were medically disqualified. Taking steps and making minor adjustments to their health will get them back on track and pass their DOT exam with flying colors.

Bob Perry, who's focus is improving the quality of life for drivers, says, "Why hire an unknown driver when you can rehire a known driver who's already experienced, knows the routes, and knows the company. Bringing back former drivers is a smart and cost-effective way to get your driver seats filled."

Align your recruitment and retention strategy to tackle the top priorities.

[American Transportation Research Institute \(ATRI\)](#) has just published their annual study on the critical issues facing the trucking industry. The top two issues: the driver shortage and retention.

Put together a plan to tackle both. Review ATRI's proposed strategies and identify if these make sense to incorporate in your recruitment strategies or brainstorm with the team after pulling critical driver statistics on what makes sense to implement.

One driver retention solution proposed by ATRI is to evaluate the impact of truck driver benefits, including health insurance and retirement benefits. Combine your strategy with what drivers are concerned with, too. Make them feel heard and valued.

**TIP 5: KNOW
YOUR TOP
PRIORITIES.
ARE ATRI'S
TOP ISSUES
YOUR
ISSUES?**



Espyr delivers game-changing solutions for the trucking industry to transform how you recruit, retain, and care for your drivers. Fit to Pass, ReBuilt, and Second Chance are designed by drivers for drivers. The Fit to Pass team has over 25 years experienced in professional truck and bus driving, driver health and employee coaching. Fit to Pass coaches are professionally trained CDL coaches who understand the driver lifestyle challenges and related health impacts. Visit Espyr's [Fit to Pass website](#) to learn more.

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your drivers reach their full potential.**

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