

Expert panel discussion

Duet

NEMT Growth Unlocked: Proven Strategies for Rapid Success

August 24 - 26, 2025

10 AM, Mon Aug 25 in Cortez CD

TRANSFORM 2025

educate.engage.evolve

Four operators share their winning strategies for rapid growth. This moderated discussion dives into real-world experiences and actionable advice you can apply right away. They'll share how they both accelerated business development and scaled their operations, including:

- How Paul grew from 0 to 5 vans in a year through a clever private pay approach
- How Rachel managed a fleet of 15 vans for 17 years and maintained 30% margin
- How Jeanine maximizes profit with home care and adjacent services
- What RJ went up the market with BLS and ALS ambulance trips



James O'Donnell is a co-founder of Duet, a modern dispatch software for effortlessly scaling NEMT services. He's been working in healthcare technology for the last 6 years with a focus on strategy and go-to-market. James loves working with NEMT owners to solve problems and improve operations.

Duet

www.duetinc.com
james@duetinc.com



Paul Muench is the founder of Gentle Turns, a NEMT service in Arizona. Paul brings over 35 years of healthcare experience, having held executive roles in finance and operations with major payors and providers nationwide. Now focused on working directly with vulnerable populations, Paul is passionate about helping seniors access the care they need. He uses his extensive expertise to guide individuals through complex healthcare systems and remove barriers to quality care.



www.gentleturns.com
paul@gentleturns.com



Jeanine Johnson is a licensed nurse and founder of SailorGirl Companies in Sarasota, Florida, which includes SailorGirl Transport Services and SailorGirl Healthcare Registry. Through SailorGirl, she provides 24/7 medical and non-medical transportation including emergency and long-distance travel for individuals with mobility or cognitive challenges. She partners with hospitals, care facilities, and families to ensure safe, reliable travel.



sailorgirltransport.com
sailorgirltransportllc@gmail.com



Rachel Scholler is a 17-year veteran of the NEMT industry and founder of NEMT Growth Consultants. She launched Lakeshore Transportation in 2008 after a personal experience revealed the need for more compassionate, reliable medical transportation. Over 17 years, she built the company into a respected, profitable operation and achieved a seven-figure exit in 2025. Today, Rachel mentors NEMT founders across the country to build sustainable, purpose-driven businesses.



www.nemtgc.com
info@nemtgc.com



R.J. Morrison is a seasoned EMS executive, consultant, and nonprofit leader with over 20 years of experience in emergency medical services, healthcare operations, and public safety. He currently serves as President of The Code Green Campaign, a national nonprofit advocating for first responder mental health. As founder of Morrison Enterprise and Senior Consultant at TraumaSoft, R.J. advises EMS agencies and healthcare companies on operations, compliance, and system design.



morrison-enterprise.com
rj@rm-me.net

Duet

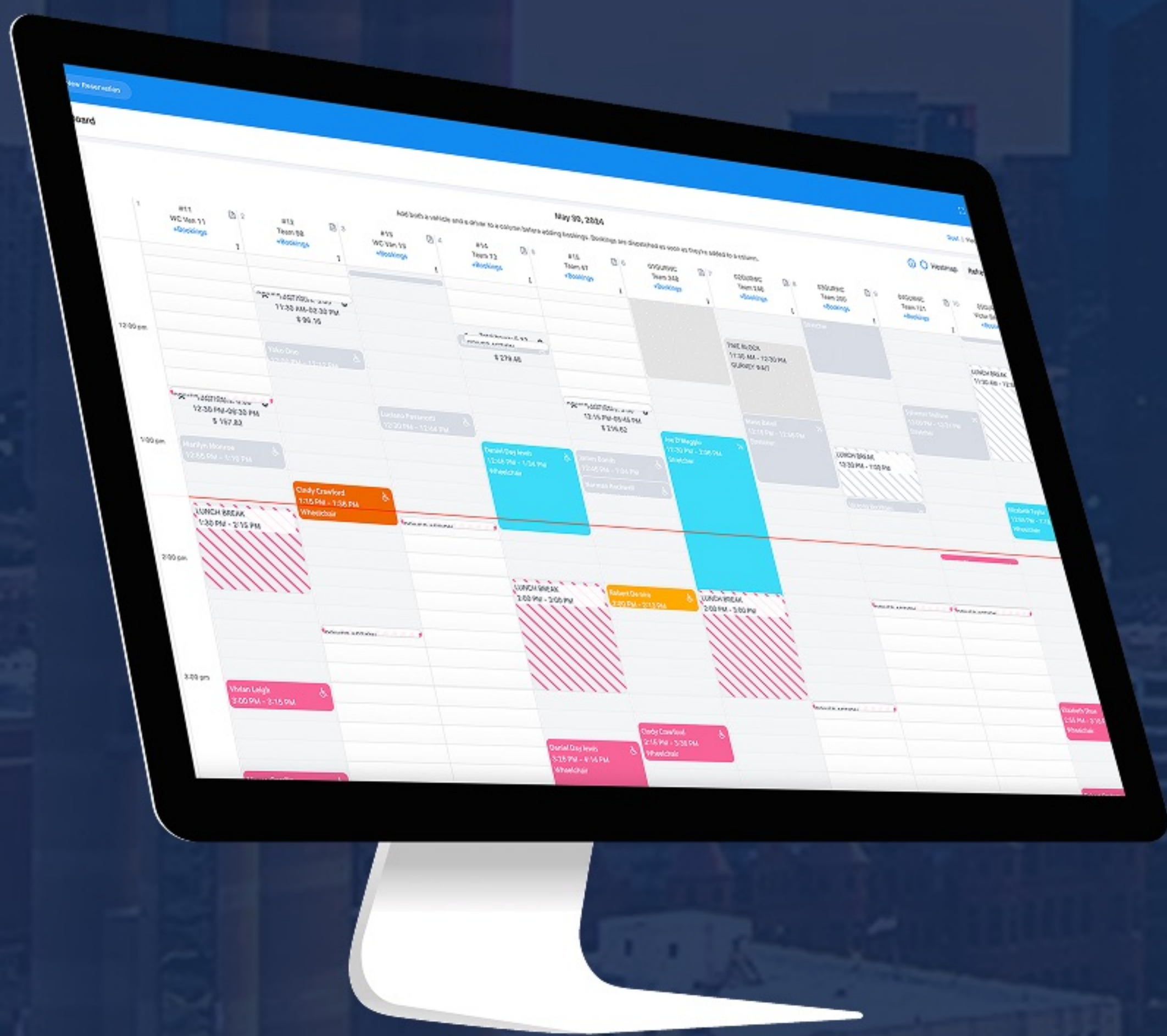
Meet us at booth 312



passing out ice cream



talking to the Duet team to see
how Duet NEMT software can
support you on



- booking
- scheduling
- dispatching
- reporting
- billing
- and more!



Check us out!



Email: james@duetinc.com

Website: www.duetinc.com

