



CASE STUDY



**How HEMO Logistics
Impressed Their Insurer**

ABOUT HEMO LOGISTICS

Location: Oldcastle, Ontario

Type: For Hire, Interstate

Established in 2008, Hemo Logistics offers shipping services throughout Ontario, Quebec, and the midwestern United States.



Hemo offers full truck load, expedited delivery, dedicated runs, and next-day service, as well as tracking and tracing and shipment monitoring for their customers.

ABOUT ANDRES CURBELO

Title: Safety Manager

Years in Industry: 20+

With over 18 years of experience as an AZ driver, Andres transitioned into his newest role as Safety Manager. Andres recently achieved NATMI's Driver Trainer certification and TDG Trainer certification. He is also involved in the Fleet Safety Council and is Co-Chair for the Southern Region here in Windsor, ON. He demonstrates a great understanding of the trials and tribulations a truck driver oversees on a regular basis. He uses his experience to connect with our drivers and provides valuable training and on-going support. Today, he oversees Hemo Logistics Inc's entire fleet.



Phone: (519) 737-1111

Email: acurbelo@hemologistics.ca

INTRODUCTION

Andres Curbelo, Safety Manager for Hemo Logistics, recently switched to Infnit-I, so we asked him to tell us more about his training and successes, including how he impressed his insurer.

WHY INFNIT-I

Andres truly understands drivers because he was behind the wheel for 18 years. That understanding and empathy led him to be a better trainer and safety support person for Hemo.

“Infnit-I is probably one of the best tools out in the market for driver training and compliance... everybody should give it a try!”

Before switching to Infnit-I, both Andres and his drivers were experiencing fatigue with long videos. Training sessions were like a leaky bucket of comprehension. The body was present, but the mind was wandering.

“Am I going to have a driver sit and watch a video for 6 hours? That’s not doable. By the end, I don’t even know what’s going on.”

Infnit-I was introduced to Hemo Logistics in 2023.

“Our team tested the program and loved the engaging content provided. One of the major components when choosing Infnit-I was the excellent customer service provided by Ed Novoa and Phil Lewis. Their on-going support helped us navigate through their site and we were able to immediately implement this program to our drivers efficiently and effectively.”

Hemo Logistics’s training program is well-balanced mix of online training, in-person coaching, and hands-on training, with a healthy dose of understanding as a former driver.

Andres takes a real human approach to safety that acknowledges and respects drivers’ time and professionalism, while also providing the tools—and sometimes wrist slapping—that’s necessary to make the entire team and company safer.

“We are continuously improving our training by encouraging feedback from our drivers themselves. With the appropriate resources, we are able to target necessary training approaches for each individual driver to ensure proper training is distributed—and yes, Infnit-I helps us accomplish this goal.”

STAYING AHEAD OF INSURANCE RENEWALS

If you really listen during insurance renewals, you'll hear what underwriters and risk managers are worried about. It's obvious in the questions they ask:

- **How many reportable claims were there last year?**
- **What did you do about those?**
- **Where's the proof?**

According to Andres, "the game is trying to stay ahead of the game."

Like most trucking companies, there are ups and downs. Throughout the years, Hemo Logistics has had a few hurdles. One of Andres' main responsibilities as a Safety Manager is to find trends and improve. He oversees the entire company's compliance and targets areas of concern to improve CVOR and SMS scores.

"During our insurance renewal meetings, one major component asked is, 'What are our accident and training procedures?' Our immediate answer, Infnit-I. Infnit-I allows users to create specific corrective action videos that allows the driver to review the content and follow up with a test. Once completed, our Safety team sits with the driver to ensure the content was effective."

Andres doesn't just assign the same corrective action video over and over again expecting different results. That's the definition of insanity. He mixes up Infnit-I videos and other videos found online and assigned through Infnit-I, along with in-person coaching to really connect with the driver.

"Our insurance is impressed by our use of the Infnit-I program. We have been able to provide a lot of ongoing training thanks to Infnit-I and the capabilities/flexibility for customization."

When it was time for the most recent insurance renewal, sure enough, the same questions came up again. "Corrective action was one of the areas our insurance looked at, and we passed with flying colors. Even the safety score was down compared to what it was last year. What really made it easy was Infnit-I," said Andres.

NOTHING GOOD IS INSTANT

Andres and HEMO have a realistic approach to lasting change through safety. "The celebration doesn't last too long. You have to keep pushing. You'll see it if you start getting complacent."

"Safety is a big ship to steer. It takes time and consistency to start seeing results. Some cannot deal with that, but real change isn't instant."

Hemo not only saw favorable insurance renewals this year, they also grew as a company.

"We have grown considerably in the last year. New equipment, new drivers, and new owner operators have joined our family. Our safety scores continue on the right track, and when you add more units / drivers to the equation, those numbers are even greater."

Andres and HEMO are a good reminder that a commitment to safety not only improves safety scores, accidents, and violations, it also can help improve overall growth and profitability of a company.

A FINAL THOUGHT

Safety is everyone's responsibility. As famed businessman and author Stephen Covey said, "If you put good people in bad systems, you get bad results. You have to water the flowers you want to grow."

"There's always room for improvement. This is the time to keep pushing and make safety a habit."

Hemo Logistics has invested in the right systems, coupled with accountability and the human touch Andres brings. They take pride in their safety and compliance, and the results are clear.

"We provide our drivers with the best leading technology in today's industry. Then, we take these systems and utilize them in all sorts of ways—there's always room for improvement. We're all human. We make mistakes, but with the right tools, we can all learn to be better," says Andres.

If you really want to be in the business of changing behaviors and improving operations (especially in tight markets), take Andres' advice: "This is the time to keep pushing and make safety a habit."



Start writing your success story today at [infinitiworkforce.com](https://www.infinitiworkforce.com)