

CASE STUDY



REACH WIRELINE: PROTECTING THE WORKFORCE WITH A TARGET ZERO MINDSET

To find out more visit
alcumus.com



REACH WIRELINE: PROTECTING THE WORKFORCE WITH A TARGET ZERO MINDSET

Offering cutting-edge wireline and completion services, Reach Wireline provides the very best to those working in the oil and gas industry. Since 2017, they have offered their expertise and dynamic equipment to help address challenges when it comes to oil and gas well completion. With six sites across the United States and headquarters in Fort Worth, Texas, protecting the workforce and maintaining a superior level of safety is of the utmost importance to the EHS leaders at Reach Wireline.

We had the opportunity to speak with Zach Vann, CSP, CSHO, Director of HSE at Reach Wireline, to find out how they have been able to create a safe working environment for the workforce with a target zero mindset. A proud Alcumus customer since 2018, Zach shared more about their safety mission, *Journey to Zero*, and how the use of a digital solution has helped them along the way towards zero incidents and injuries on-site, through **rising employee participation rates, an ability to collect and track data, and a stronger safety record giving them a competitive advantage when bidding on large projects.**



We understand that zero incidents doesn't happen overnight, It's a journey. It takes time, effort, and dedication from all levels of management and the employees. The participation in the Alcumus solution has gotten everyone involved and has aided us in creating the culture we're trying to achieve, helping us get closer to zero.

ZACH VANN

CSP, CSHO, Director of HSE at Reach Wireline



THE ALCUMUS IMPACT



125 audits completed and 3,178 forms submitted



Correlation found between higher participation rates and lower-injury rates on-site



More leading indicators captured through near-miss reports



A stronger safety record to win more bids

THE CHALLENGE

Working in unstable environments in oil and gas wells could result in several risks, especially when using explosives and delicate materials like the workforce at Reach Wireline often do. That's why safety leaders like Zach, follow the company mission *Journey to Zero* which outlines ten different principles that have been set by the organization to help keep employees safe. These principles range from ideas of accountability and collective responsibility, to understanding management of change.

The health and safety of the workforce is a key priority at Reach Wireline. Having the right processes and systems in place is essential to Zach and his team, to help protect members of the workforce. With the extreme growth that Reach Wireline experienced in 2017 going from approximately 20 to 200 employees overnight, there was a great deal to manage with little resources. "There was so much activity that we were not prepared to undertake, and Reach Wireline didn't have the resources to manage all of the operations," Zach explained.



Document management and accessibility was one of the challenges Zach and his team experienced. "There was a lot of paperwork I couldn't even read because it was damaged. It also got lost. Employees had a difficult time accessing forms and resources," Zach explained. "We're not sitting in an office. We're out in the field in remote locations." This made it challenging to build a strong safety program without a system to help organize and store all essential documents and forms in one place.

Being unable to efficiently collect and trend safety data was another challenge the team faced. "If someone fills out a form, it gets lost with paperwork or it gets shoved in a file cabinet somewhere. I found reports in different drawers in different offices," Zach told us. "There was no way I could trend and pinpoint where to spend money and time to fix problems before they happen. My goal is to be proactive and do what we can to make sure the injuries don't occur."

Without a singular system, there was also **a lack of employee accountability and a poor safety culture**. There was no way of tracking safety activities or following up on corrective actions to help ensure risks were mitigated. "In 2018, we had several recordable injuries, and throughout the year we knew we needed to do something about it. I knew I needed a system to help me begin the journey to start moving in the right direction."



THE SOLUTION

On a mission to make a change, Zach and his team looked at several different software solutions to help streamline processes and connect the workforce. The need for a system that was easy to use, customizable, and easily accessible was paramount, and it soon became clear that the Alcumus solution was the only way forward. “Alcumus is simple for the end-user and is easy to access and tailor,” Zach shared. “I knew what I needed, and Alcumus seemed to check most, if not all the boxes.”

With everything digitized in one, cloud-based solution, it was easy to keep track of documentation and tasks without the fear of anything being misplaced or lost. “Prior to having a digital solution, I had to manually transfer everything on paper. The system does it for me now. Our safety program and all forms that an employee needs regarding safety are on the Alcumus solution,” Zach told us. “It’s hard to reach people and getting them to check an email is often difficult, so having them now go to where they can acknowledge or complete something on an app is helpful.

Now we can account for where things go, who did what, and easily recognize our top performers. We can also identify any underperformers and do what we can to bring them up to a higher level.”

Having the ability to track safety activities and tasks has also helped increase employee engagement and participation rates at Reach Wireline, resulting in a healthy sense of competition among the workforce. This has positively impacted their safety culture with employees more invested in safety. “We use the Dupont Bradley scale to measure our safety culture. It has four levels: Reactive, Dependent, Independent, and Interdependent,” Zach explained. “Reactive and Dependent are the phases when you do things only because you have to. Independent and Interdependent are the phases when you’re doing things and participating for the right reasons because you actually want to. It is not because the company is forcing you or because someone is watching you. You’re doing it because you understand the mission and want to get home safe.”



“ Alcumus is simple for the end-user and is easy to access and tailor. I knew what I needed, and Alcumus seemed to check most, if not all the boxes.

Zach Vann, CSP, CSHO, Director of HSE at Reach Wireline

This dedication has helped them on their journey to zero as more workers are accountable and invested in what the solution has been able to offer. “We’ve been able to turn people who may have limited technical abilities, to being able to use the app,” Zach told us. “This has helped them understand that this is not extra work for them, but this is actually set in place for a reason to keep them safe and comply with our customer and legal requirements.” Within six months, the Alcumus EHS management solution was implemented and used across the organization’s different sites across the country.

“ I would have needed a team of people to do what Alcumus can do. Alcumus helped speed up the process of getting people on board with what we’re trying to achieve. This free time allows myself and other members of management to focus on fixing real problems, instead of only focusing on finding a way for employees to participate in safety activities.

ZACH VANN

CSP, CSHO, Director of HSE at Reach Wireline

With all documents organized in one platform and the workforce fully dedicated, Zach could now start to collect and trend safety data to be more proactive. Having a 360-degree view into their safety program made it much simpler to find patterns and correlations within different data sets, to identify possible gaps and deficiencies. With this visibility, Zach and his team were well on their way to a target zero approach and mindset to proactively reduce incidents and injuries on-site.

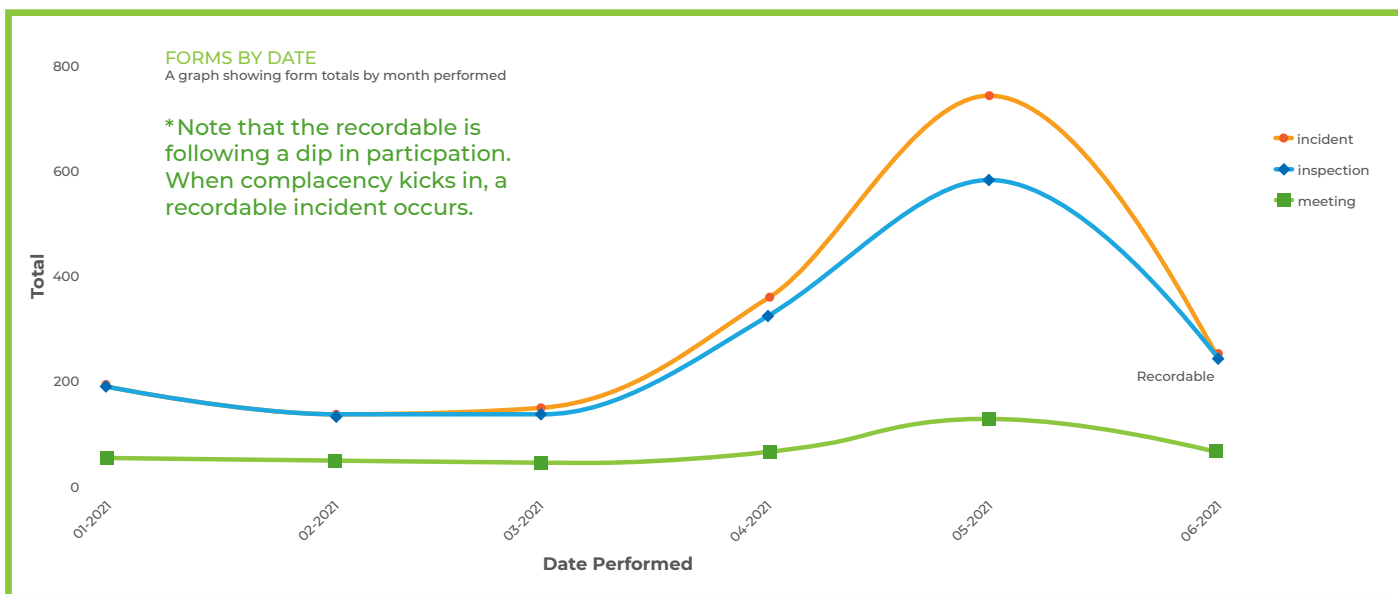
THE IMPACT

Having Alcumus’ EHS management solution at the team’s fingertips helped Zach put the elements in place needed to create a safer work environment for all employees. This was seen through **increased participation in safety activities, a boost in data from completed inspections and reports, as well as a stronger safety record to win more bids on large projects.**

“Immediately, we saw the required equipment inspections and number of on-site audits significantly rise. Now the employees are more inclined to participate because they don’t have to search for paperwork or carry around blank forms,” Zach shared. In fact, **the workforce has completed 125 audits this year and submitted 3,178 forms in total**, ranging from equipment inspections to near-miss reports, showing a boost in employee participation rates and productivity.



What's more is Zach has been able to find a correlation between higher participation rates and lower injury rates on-site. Take a look at the following graph:



When looking at the data, it's clear that when participation rates start to decrease, seen through form fills, a recordable incident is likely to occur. In June of 2021, for instance, inspection form totals dropped from over 400 in May to just above 200 in June. "When complacency kicks in, a recordable incident is likely to occur," Zach explained. That's why having a high participation safety culture is one of the key factors in reaching a target zero mindset.

Over time, Zach and his team have also been able to capture more leading indicators through near-miss reports to uncover gaps in their safety program. "We've seen a huge uptick in near-miss reports," Zach told us when discussing the benefits of using Alcumus. "I've always preached, the more near-miss reports in our industry the better, because it gives us more opportunity to correct potential issues before an injury occurs. The reality is that things happen out there and it can be very dangerous. We want to reward employees for good near-miss reports where we can put in a tool, modify a procedure, or provide different equipment to fix an issue." With more information coming into the Alcumus system, Zach and his team can make the necessary corrections to keep the workforce safe.

Alcumus has proven to be an effective tool to assist Zach and Reach Wireline in fostering a strong safety culture within the organization. With our dynamic workforce and current market, it is imperative that we have a digital solution to provide employees with a platform they need to be safe and successful in our industry.

CHRIS PAYSON
CEO of Reach Wireline.

"We've been able to spot deficiencies in our safety program with our on-site audit and inspection forms, too," Zach shared. "We've been able to trend some of the same problems happening on different locations and different regions throughout the US." With so much data available, Zach can take a deeper dive into root causes and work quickly to mitigate risks effectively.

Zach has also been able to customize a special form within Alcumus, known as the Safety Feedback Form, where employees can either recognize each other for doing a good job or offer ideas for improvement.

“We don’t want to fix issues just based on a deficiency found in an audit,” Zach told us. “We want to recognize when employees have good ideas. They’re the subject matter experts out there, and we want to give them a tool that helps them feel comfortable when submitting those ideas.”

With this form, Zach has been able to follow up with worker submissions and feedback to help simplify tasks which may not have been based on a deficiency or failure. Using multiple elements to help boost efficiency and get to the core of problems, has helped create a safer working environment at Reach Wireline to get them closer to zero.

THE BOTTOM LINE

When asked what the overall impact of Alcumus has been on Reach Wireline, Zach said, “It’s allowed us to compete with the big guys out there and keep some of our smaller company values. Our customers love it, and our workers appreciate the fact that we’re investing in a tool to make their job easier and keep them safe.”

With a stronger system in place, the organization has also been able to win more bids on projects, with prospects feeling confident in Reach Wireline’s safety record. “Pricing isn’t the number one factor anymore,” Zach shared. “Safety is back up at the top, along with professionalism, quality, and timeliness of service. Alcumus goes hand in hand with all of those factors.”

The Alcumus team is excited and honored to be a part of Reach Wireline’s Journey to Zero, to help them on their way towards zero incidents, injuries, and fatalities on site. Want to learn more about how we can help you create a safer work environment?

Speak to one of our safety experts today.



CASE STUDY

ABOUT ALCUMUS

Alcumus is a leading provider of technology-led risk management solutions providing clients with advice, expertise and support to help them identify and mitigate risks, navigate compliance and keep people safe. It supports clients with a wide range of risk management services, including products across Supply Chain Management, EHS Software, and Asset Inspection Systems.

Our people are at the heart of our business, building strong relationships with our clients to understand their needs, minimize risks and navigate compliance through our in-depth knowledge of your sector, regulations and challenges.

To find out more visit
alcumus.com

