



**Maryland Institute for  
Emergency Medical Services Systems  
(MIEMSS)  
Customer Service Annual Report**

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## FY18 Highlights

During FY18, MIEMSS customer service highlights included:

- Improved the tracking, responsiveness, and time-to resolution of all electronic, telephone, written, and in-person correspondence. We continue to acknowledge all email inquiries within 24 hours of receipt.
- Ensured MIEMSS employees and managers continue to improve customer service skills through coaching by managers on best practices in customer service.
- Improved the processing times of agency services to help citizens, EMS jurisdictions, and individual emergency services providers accomplish their transactions with the agency.
- Increased the number of services that MIEMSS provides online so that citizens and emergency services providers can utilize self-service, whenever appropriate.
- Constantly updates occur to online publications, forms, FAQs, and pertinent information on our website so that citizens and emergency services providers can find relevant information quickly and accurately.
- Increased the number of on-line forms that are able to be filled in and submitted.
- Used social media to help get the word out about updated services, events, and news in order to provide citizens and emergency services providers with important information.
- Continued the use of the Customer Experience Survey on our website for citizens, emergency services providers, and businesses to provide feedback. Responses are used to make improvements to services.

In addition to these core customer service-related activities, we also analyzed our business hours in order to better align them to customer needs, ensured our web site and literature is up-to-date, and during our leadership program director's meetings, discussed progress on achieving customer service goals during our weekly leadership program director's meetings.

## Recognition Given to Employees

Official recognition is done at our agency staff meetings where those are mentioned by our external customers are noted. Managers provide leadership with individuals nominated from each department for recognition for their work with both internal and external customers.

The names of those are cited by in our external customer's comments are also sent to the managers for departmental recognition.

## Leadership Analysis of FY18 and Summary of FY19 Approach

MIEMSS has focused on stressing the need for Customer Service for the entire agency during FY18. Managers are aware of the importance of providing excellent customer service to both internal and external customers. MIEMSS executive leadership strives to make our internal (co-workers) customers as important as our outside customers. Treating fellow agency employees with respect and with proper follow through is crucial to our services to others. MIEMSS external customers include pre-hospital emergency services providers, fire, law enforcement, hospital personnel, and health departments. All departments interface with these external customers at some level. Through increased awareness of customer service, leadership has encouraged and supported better service.

During FY19, customer service training will be delivered with more specific topics related to better serve our customers. MIEMSS will also implement a formal recognition process for recognizing our employee's good work. We will continue to strive to provide the highest level of service to all our internal and external customers during FY19.

## Detailed FY18 Results and FY19 Plans

During FY18, more customer-service focused responsiveness has occurred. MIEMSS has always worked well with our customers, however, through this program, improvement has occurred. MIEMSS employees have a better sense of how to deal with others and to meet their needs.

During FY19, additional formal trainings will occur. The formal recognition of employees will continue. Through recognizing individuals at the agency level, increased awareness and interest in delivering even better customer service will occur. MIEMSS will complete a double sided “Good Job!” card that can be submitted by both internal and external customers. They will be placed in each department. There will be a space for the individual’s name, department, and reason for recognition. They will be submitted and reviewed by the Administration for official recognition.

### Voice of the Customer - Survey Results

Our Overall Satisfaction with our service has been good. Our staff provides friendly and courteous service in manner. The majority of our customers are very satisfied. We are focusing in those areas for better responses. As far as the comments go, access to certain products such as licensing updates and continuing education data has been a concern. We have made the website easier to use and our online services have been expanded to all the customer to access their records. The agency continues its’ transition to a new electronic Licensure system where individuals are able to complete certain licensing/certification procedures and update their information online. Many customers are still getting used to this new way of doing business. Additional education on use of the system for our customers helps with this process. MIEMSS is working to improve our transparency with our customers.

### Customer Service Training

In FY19, additional formal trainings will be planned agency wide. Details of the specific topics are being discussed with leadership, focusing on our lower-rated services to address concerns identified from the surveys.

## Customer Inquiry Response Times and Overall Time-to-Resolution

### Customer Contact Center

MIEMSS has a central customer contact center number which is answered by individuals in the Licensure Department. They properly answer the phone and direct the caller to the requested individual or department that can assist the customer.

### Timeliness of Responding to Customer Inquiries

Timeliness is very important in responding to our emergency services providers. They need to have correct, timely answers to their inquiries. We have instituted additional “help desk” emails for several of our online/website areas. These emails that are received from customers go directly to an individual or group that is responsible to respond regarding that topic, and a response is made as promptly as possible. Responses to these emails are made within 24 hours, even it is only a follow-up to let the customer know that their concern is being worked on. This has resulted in faster response to email inquiries.

The agency plans to maintain these systems and to add additional on-line response systems in FY19.

### Best Practices

The use of “help desk” emails for our online/website areas has expedited responses. These emails are to be responded to within 24 hours, even it is only a follow-up to let the customer know we have received their concern and a response will be sent as soon as possible.

### Plans for Improvement

We will continue to research areas that can be added to services to be handled with web responses in a faster, more efficient manner. Data from our customer responses will be analyzed and used to improve services. Input from both internal and external customers will be used. Our internal customers supply excellent insight to allow better use of our systems through their daily use. They are encouraged to give suggestions to improve processes and assist all of our customers in streamlining services.



## Improving the Customer Experience from Multiple Perspectives

### Making Agency Services Available Online

Many of our services are currently online. The agency continues the process of implementing an eLicensure System where all EMS providers can electronically access and view their licensing, certification, and continuing education records. Each provider has an account where they can directly access their records. The regional jurisdiction officials also have access to the system and can monitor their employee's licensing, certification and education records. This effort will be expanded in FY19.

### Processing Times for Customer Transactions

The licensing and certification of EMS providers is a critical service we provide to our customers. Basic life support providers must renew this certification every three years and advanced life support providers must update their licensure every two years. In addition, all 12,000 providers must take an annual protocol update to practice. This annual update has been added to our agency Online Training Center, with access through our website. Individuals are able to log in, complete their training, take the test, and actually print out their certificate of completion. This information is automatically added to their continuing education records and then sent to the supervisors in each county.

MIEMSS plans to add additional programs in FY19 to help customers increase online training and education programs.

### Adjusting Hours to Meet Customer Demands

MIEMSS is a 24/7 operation with our statewide communication center. Our Licensure and Certification Department is our main contact with the public. Their hours are 8:00 am - 4:30 pm. Providers know that they can come to our central office during those hours to purchase merchandise (Protocol books, T-shirts, Polo shirts, stickers, and patches). Additionally, these items are available for ordering through our website with a recently developed online store. Provider testing is also offered during those hours, with alternative times for testing available to accommodate EMS provider work schedules. These testing hours are offered by our five Regional Offices across the state. The Office Licensure and Certification Department has begun to go to Regional Continuing Education Conferences across the state in an effort to reach all customers with merchandise and to provide providers ability to check and update their certification at those venues.

During FY19, the agency plans to expand its online merchandising presence. A more extensive use of the online store is planned. Currently, there is no plan to change our hours of operation.

Social Media Usage to Improve the Customer Experience

MIEMSS uses social media to disseminate information to EMS providers and the general public. EMS-specific information gives providers through Facebook and Twitter updates and information on continuing education programs. The public is informed about injury prevention topics, such as car seat checks, drowsy driving, impaired driving, motorcycle safety, and methods to help reduce injuries to Maryland's citizens. MIEMSS has also begun to utilize a YouTube account to allow EMS providers to view educational programs, which improved provider access to additional training. This account also is used to show the public various injury-prevention Public Service Announcements (PSAs).

In FY19, we will continue to produce social media messaging and video productions to educate providers as well as the public and spread the word on injury prevention and EMS events.



The Maryland Institute for Emergency Medical Services Systems (MIEMSS) works to actively promote excellent customer service for both internal and external customers. We will continue these efforts into FY19, making our customers our top priority and striving to deliver excellent customer service.

