



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



Ted Delbridge, MD, FACEP, Executive Director

MIEMSS

653 West Pratt Street

Baltimore, MD 21201

tdelbridge@miemss.org

410-706-5074

Patricia Gainer, JD, MPA, Deputy Director

MIEMSS

653 West Pratt Street

Baltimore, MD 21201

pgainer@miemss.org

410-706-3992

James W. Brown, Customer Service Liaison

MIEMSS

653 West Pratt Street

Baltimore, MD 21201

jbrown@miemss.org

410-706-3994

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FY19 Highlights

During FY19, MIEMSS customer service highlights included:

- Improved the tracking, responsiveness, and time-to resolution of all electronic, telephone, written, and in-person correspondence. The agency continues to acknowledge and respond to all email inquiries within 24 hours of receipt.
- Ensured MIEMSS employees and managers continue to improve customer service skills through coaching on best practices in customer service.
- Improved the processing times of all agency services to help citizens, Emergency Medical Services (EMS) jurisdictions, and individual emergency services clinicians 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.
- Updated on an on-going basis online publications, forms, and pertinent information on our website so that citizens and emergency services clinicians can find relevant information quickly and accurately.
- Increased the number of on-line forms that can be filled in online and submitted.
- Used social media to assist in getting the word out about updated services, events, and news in order to provide citizens and emergency services clinicians with important information.
- Continued use of the Customer Experience Survey on our website for citizens, emergency services clinicians, and businesses to provide feedback. Responses are used to make improvements to our customer services.

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

Recognition Given to Employees

Official recognition is done at our agency staff meetings where those that 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 FY19 and Summary of FY20 Approach

MIEMSS has stressed the need for excellent Customer Service for the entire agency during FY19. 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 as crucial as our services to others. MIEMSS external customers include pre-hospital emergency services clinicians, fire, law enforcement, and 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 to ALL our customers.

During FY20, additional customer service training will be presented with more specific topics related to better serve our customers at the departmental level. MIEMSS will 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 FY20.

Detailed FY19 Results and FY20 Plans

During FY19, employees were focused on customer-service responsiveness. MIEMSS has always worked well with our customers, yet the promptness of responding has improved. MIEMSS employees have a better sense of how to interact with fellow employees and to meet the customer's needs in a more efficient manner. Better understanding of each other's jobs and roles has made this work. An internally developed program, "12 Keys to Office Success," was delivered at the departmental and leadership levels. This program stressed the need for working together to better address the needs of our customers.

During FY20, additional trainings will occur. The formal recognition of employees will continue. By recognizing individuals at the agency level, increased awareness and interest in delivering even better customer service occurs. MIEMSS will complete a “Good Job!” card that can be submitted by both internal and external customers. The cards 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.

Customer Service Survey Results

Through the Customer Service Survey, the large majority of our customers have rated the “Very Satisfied” level of customer service. MIEMSS employees continually strive to provide friendly service in a courteous manner. As far as the agency making it easier to for the customer to handle their business, most responses are “Strongly Agree”. We have focused on those few responses that were not satisfied and made contact with those individuals. The customers are followed through a process to be sure that they get what information they need. The negative comments received pertained to access to certain products such as licensing updates and continuing education data. We are working to make our website easier to use and to expand our online services for all customers to access their records. The agency continues its transition into the electronic Licensure system where individuals are able to complete certain licensing and certification procedures as well as update their personal information online. Our external customers use of this method of doing business is being aided by additional education on how to use the system. This additional education has been extremely helpful to our customers.

Status of Customer Service Training

An internally developed customer service program, “12 Keys to Office Success, , was designed by our Director of Licensure and Certification department which has the most contact with external customers. The program has developed a Customer Response Team (CRT) that reviews comments and compliments for the department. The program was presented at individual department and leadership levels and stresses the importance of working together to better address the needs of our customers. At the leadership level, the focus is on empowering the employee to do more, which in turn makes the customer the highest priority. In FY20, we will continue to monitor the Customer Service survey results in order to address internal training needs.

Customer Inquiry Response Times and Overall Time-to-Resolution

Timeliness of Responding to Customer Inquiries

Timeliness is very important in responding to our emergency services personnel. They need to have correct, timely answers to their inquiries. We have instituted additional “help desk” emails for several of our website areas where questions are raised. Emails that are received from customers go directly to an individual or group that is responsible for responding. A response is given 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 approach has resulted in faster response to email inquiries and greater customer satisfaction.

The agency plans to maintain these systems and to add additional online response systems in FY20.

Best Practices

The use of “help desk” emails for certain online areas of questions has expedited responses. These emails are 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

MIEMSS will evaluate additional areas that can be automated and responded to by specific individuals that will result in more responses that are efficient in a timelier 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 provide excellent insight to allow better use of our systems through their daily use. They are encouraged to suggest ways to improve processes and assist all of our customers in streamlining services.

Improving the Customer Experience from Multiple Perspectives

Making Agency Services Available Online

Most of our services are currently available online. The agency continues to implement our online electronic Licensure System where all EMS clinicians 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 system will be expanded and improved in FY20 with customer input.

Processing Times for Customer Transactions

The licensing and certification of EMS clinicians is a critical service MIEMSS provides to our customers. Basic life support clinicians must renew their certification every three years, and advanced life support clinicians must update their licensure every two years. In addition, all clinicians must take an annual protocol update in order to practice in Maryland. This annual update is included at our agency's Online Training Center, with access through our website. Individuals are able to log in, complete their training, take the test, and print out their certificate of completion. This information is also automatically added to the individual's continuing education records and then sent to the EMS supervisors in each county.

MIEMSS will add additional programs in FY20 to help customers increase online training and education needs. MIEMSS continues to implement critical improvements to the electronic Licensure System that will support seamless processing and enhance functionality. The number of users in the Licensure System continues to increase. The system allows for more efficient processing and the ability to communicate electronically to providers across the spectrum. With continual feedback from the electronic Licensure Statewide Steering Committee and the EMS community at-large, MIEMSS is improving system functionality, while meeting the needs of our stakeholders.

Further system enhancements will make it possible to process with greater efficiency while providing faster turnaround times.

Adjusting Hours to Meet Customer Demands

The agency is a 24/7 operation with our statewide communication center. Our Licensure and Certification Department is our main contact with the clinicians. Their office hours are 8:00 am - 4:30 pm. Clinicians know that they can come to our central office during those hours to purchase merchandise (Protocol books, T-shirts, Polo shirts, stickers, and patches). Clinician testing is also offered during those hours, with alternative times for testing available to accommodate the EMS clinician work schedules. These testing hours are also offered by our Regional Offices, located across the state. The Office Licensure and Certification Department attends 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 FY20, the agency plans to expand its online merchandising presence. A more extensive use of the online store is planned.

Social Media Usage to Improve the Customer Experience

MIEMSS uses social media to disseminate information to EMS clinicians and the public. Through Facebook and Twitter, updates and information on continuing education programs and EMS-specific information gives clinicians constant contact. 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 also utilizes a YouTube account to allow EMS clinicians to view educational programs, which improves access to additional training. This account also is used to show the public various injury-prevention Public Service Announcements (PSAs).

In FY20, we will expand the production of social media messaging and video productions to educate clinicians as well as the public in order to spread the word on injury prevention topics, EMS events, and continuing education.

Licensing and Permitting from Multiple Perspectives

The Number & Type of Licenses and Permits Processed for FY19

MIEMSS currently licenses and certifies all Maryland EMS clinicians. Emergency Medical Dispatchers (EMDs), Emergency Medical Responders (EMRs), Emergency Medical Technicians (EMTs), Cardiac Rescue Technicians (CRTs), and Paramedics are all initially tested and recertified by the agency. During FY19, we certified 175 new EMDs, 55 new EMRs, 1,109 EMTs, and licensed 22 new CRTs and 166 Paramedics. During the same period, MIEMSS renewed 190 EMDs, 192 EMRs, 4,493 EMTs, 191 CRTs, and 1,385 Paramedics.

Agency Services Available Online

The agency continues to implement the Licensure System where all EMS clinicians can electronically access and view their licensing, certification, and continuing education records. Each individual has an account where they can directly access their records. During FY20, MIEMSS will continue to expand and enhance the functionality of the Online Training Center, working towards grade score capture directly into clinician continuing education records located in the Licensure system. MIEMSS will review possible upgrades to the Online Training Center, including plans to conduct a major version upgrade of the Online Training Center website to better serve our customers.

Processing Times for Customer Transactions

MIEMSS continues to implement critical improvements to the electronic Licensure System that will support seamless processing and enhance processing times for individuals. The use of the system allows more efficient processing times electronically for all clinicians.

Satellite Processing Facilities to Meet Customer Demands

MIEMSS has four satellite offices. All agency services and testing hours are offered in our Regional Offices located across the state. Offices are located in Frostburg, Hagerstown, Easton, and College Park.

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The Maryland Institute for Emergency Medical Services Systems (MIEMSS) actively promotes excellent customer service for both internal and external customers. We will continue these efforts during FY20, making our customers our top priority and striving to deliver the best customer service possible.