



## MedCenter Air Begins Process to Implement 365 CriticalCUSTOMERCare™ Beta Trials

By Daniel Casciato  
For ThinkThroughTIMES

**A**s in any business, success or failure in the Air Medical Transport arena hinges greatly on customer service. As Air Medical Transport competition continues to intensify, the programs that are effective and consistent in customer service will survive and prosper.

Earlier this year, ThinkThroughTools began the Beta trials process of 365 CriticalCUSTOMERCare™ at MedCenter Air with three other leading air medical transport programs to begin the process also in early September. The program is a hybrid, on-site, training course (supported by 365/24/7 on-line, scenario-based knowledge reinforcement and verification) that enables their clients to keep the three distinct categories of customers centric to all acts, words and deeds.



*MedCenter Air Using 365 CriticalCUSTOMERCare*

A leading cause of failure and decreases in flight requests is often poor and inconsistent customer service. Yet, few programs have dedicated, Air Medical/Critical Care Transport customized, customer service training that is standardized, habituated, documented and iterated.

Anyone who participates in the process of Air Medical Transport has critical interactions with customers and needs to understand that poor and inconsistent customer service can be a root-cause of failure.

365 CriticalCUSTOMERCare™ is an intensive session that focuses on the most essential elements of effective and con-

sistent customer service. It is customized for each mode of critical care transport.

If you are not training and reinforcing daily on customer-centricity, or worse yet, if you are operating on the obsolete, Air Medical, single "customer" paradigm, you will experience a very painful whirl up call. For those who are leaders and innovators, 365 CriticalCUSTOMERCare™ will help your program become the foremost provider in your market space

MedCenter Air in Charlotte, NC is one of the first Air Medical Transport programs to register for 365 CriticalCUSTOMERCare™.

MedCenter Air, a comprehensive medical transport system based at Carolinas Medical Center, has a transport volume that averages nearly 600 transports per month. The crew at MedCenter Air has grown as well. Currently, there are 28 pilots, 75 medical crew members, 5 mechanics and 12 dispatchers.

(CON'T ON NEXT PAGE)

### New 3T E-Publication!

Subscribers, please note! ThinkThroughTIMES is moving to a quarterly cycle. Not to worry, we will continue to provide you with the timely and useful Air Medical Transport system performance news/tips.

But we still want you to achieve maximum results from your Outreach and Marketing efforts. That's why, beginning next month, we are launching 365 Air Medical MAXIMIZER™ - our new, monthly e-newsletter to power you with tips to get the most out of your 365 Air Medical on-line productivity tools:

- 365 CriticalCUSTOMERCare™
- 365 Safety/AMRM™
- OUTREACH OS™ (emsCharts.com Outreach Operating System) Module



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Jason Schwebach, Administrative Director for MedCenter Air, said the sessions have gone extremely well for his staff. About 60 crew members participated in a two half-day training sessions.

"It took crew briefing to another level," said Jason. "This was a new procedure we wanted to try to see how it would fit in our program. As Rich explained to us at the beginning, this course is not meant to be intrusive. It helps expand what we do and make it more of a learning environment for everyone; we want to substantiate that safety, AMRM and customer-service training is not just an annual event, but rather, a daily cultural experience." The first half of the training covered the basic principles of 365 CriticalCUSTOMERCare™ and its importance. The second half of the training covered the implementation of the online system. For those who didn't go through the training, the other crew members plan to train them. ThinkThroughTools is also configuring on-line video orientation and training.

Jason added that he would definitely recommend the course and online system to others. "I believe that it was worthwhile for our program," he said. "We want the principles learned from 365 CriticalCUSTOMERCare™ to be in the forefront of all our crew members before every shift."

3T CEO Rich Obertots said, "From the beginning, when Jason and I were configuring our online prototype to implement 365 Safety/AMRM™ scenarios as part of each shift, we realized that we could also include lessons, scenarios and quizzes that reinforce customer-centricity and MedCenter Air unique principles for all three categories of Critical Care transport customers."

25 percent of our content is CustomerCUSTOM™ as well. As an example, we are including daily learning lessons, scenarios and quizzes that deal with MedCenter Air specific content like orienting to their new Bell 430s, NVGs, NICU/Peds (365 AOLS ST™ [Specialty Teams]), Family Centered Care, local and regional hazards and obstructions.

365 CriticalCUSTOMERCare™ can be easily and rapidly customized daily, if needed, to alert, educate and test staff on any topic. This may relate to something urgent that must be brought to the attention of all, and for management to have knowledge verification that staff understand and have successfully completed quizzes on the information conveyed. Our system is set up so that one cannot log out until all answers are correct.

ThinkThroughTools has formed an entire new effort called 365 Air Medical™ that is solely focused on **DAILY KNOWLEDGE REINFORCEMENT AND VALIDATION**.

Rich emphasized, "We need to know what our teams know (and don't know) daily - real-time, not just annually or perhaps not at all. We also see this being very helpful with successful CAMTS accreditation and compliance, learning and implementing FAA requirements, for staff to earn CEUs daily while on the job and for many other performance, Safety/AMRM and customer centric matters."



Jason and the entire team at MedCenter Air are true leaders and we are thankful for their commitment to daily knowledge reinforcement and validation. We believe this will enhance safety/AMRM, customer centricity and - ultimately fortify and grow their business.

**After experiencing 365 CriticalCUSTOMERCare™ - participants will be able to:**

- Define "Best of Breed" practices of a customer centric culture
- Comprehend how all aspects of operating must be customer centric
- Define the three critical categories of customers in critical care delivery
- Apply the four high affinity customer service principles of The DIRT ZONE™
- Put the TargetingMatrix® method in action
- Have a more clarified understanding of how customer service impacts the financial aspects of air medical / critical care transport programs
- Be more productive and effective on the job and in the community

### About ThinkThroughTools

ThinkThroughTools is a professional services firm that provides performance-centric services and software for leading Air Medical Transport providers. Our primary focus is designing, implementing, managing and improving Outreach and Marketing Systems & Software. Our primary aim is to enable our clients to safely trigger, capture and grow flight requests. To learn how to safely trigger more flight requests, visit [www.ThinkThroughTools.com](http://www.ThinkThroughTools.com).

## O2A™: The Outcome of the Day (Most of the Time ;-)



By Richard M. Obertots, MBA, NREMT-P (ret)  
3T President/CEO

As I reflect on more than 27 years of working with air medical transport / EMS and healthcare professionals world-wide – I believe that most of the time most desire to perform at the utmost of professional standards. I have lost count of the number of astonishing experiences I have had with – or heard about – regarding amazing and wonderful professional performance of individuals and organizations. What ultimately differentiates individuals and organization is their commitment and consistency at astonishing.

Let me back up for a moment and share with you something from the ThinkThroughTools website. In the section “About Us / Mission Statement” we clarified why our mission statement is one word - **ASTONISH** [www.ThinkThroughTools.com/ms.htm](http://www.ThinkThroughTools.com/ms.htm)

Astonish in every act, word, and deed. ThinkThroughTools operates by this one-word mission statement and seeks to help the critical mass of its client’s staff to do so as well. Each of our team understands that astonishing those with whom we interact (clients, each other, competitors and other stakeholders) is all that is ever necessary.

### Why?

1. **Astonish means, “to fill with wonder and amazement.”** If everyone understands that this is the ThinkThroughTools MasterMetric™ (Performance Standard / Benchmark), then it’s pretty easy to be guided by “Did I or did I not fill with wonder and amazement?”
2. **Astonish is self-managing.** When action needs to be taken or problems arise, the action verb is, “I must astonish!” (Fill with wonder and amazement.)
3. **Astonish is self-validating.** We can never count on others to validate or provide us with recognition. But, if we astonish, we immediately are filled with satisfaction that we did (or did our best) to fill others with wonder and amazement.
4. **Astonish is the “North Star.”** We can always be guided – day or night – by the shining principle to **ASTONISH** in every act word and deed.

Yes, it is a demanding performance standard - but it is one that if practiced most of the time - will create a higher performing and safer Air Medical Transport program.

I can only speak for myself – but some times (more often than I care to admit or believe) I struggle to astonish. Part of this is due to ability and part of this due to intent or willingness to commit the needed energy all of the time 24/7/365. As our website states, “**most of the time**” is probably the most realistic and achievable target outcome. Having said this – what matters most is to have a sense of ideal timing to astonish when it will achieve the highest yield and result.



We have established a business method for this we call our **PCDs ScoringMatrix™**. **PCDs™** are Performance Centric Differentiators; metrics to calibrate and measure → outcomes, actions and behaviors intended to enable our clients to ideally target and time astonishment in a consistent manner to differentiate them from others. We go through a rigorous process to identify and stratify activities that occur in the life-cycle of air/critical care medical transports and clarify for each an **O2A™ (Opportunity to Astonish.)** If you simply imagine the five mission-crucial phases of all air/critical care transports you will rapidly grasp how this works and how you can execute here.

### O2A™ (Opportunity to Astonish) In Action

As we work with clients in our Turn-Key Outreach & Marketing services – at the end of each week when we commence our template-driven conference calls – we cover first and foremost - 365 Safety/AMRM™ status → then as we progress the “Outreach/Business Development Specialists” are asked to provide evidence on “Who Was Caught Astonishing?” This can originate from any of the three CriticalCUSTOMERCare™ categories – and often will be staff! Can this work for you? Ask yourself, “How often do we recognize and reward those who focus on **O2A™** as their professional standard?”

ThinkThroughTools is making sure our clients focus on **PCDs™** and **O2A™** as the craving for recognition and validation for astonishing performance is at an all-time high. Few organizations are being effective and consistent at implementing enterprise processes and energies here.

The duties we perform are noble and vital for society. As we inreach and outreach – we all can be more effective and achieve more consistent, certain and higher-yielding outcomes if “most of the time” we commit to **O2A™** → **as the outcome of the day.**

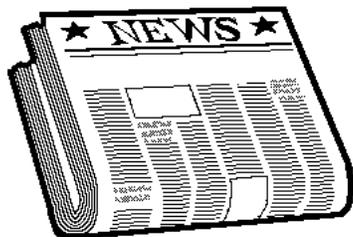
Be365Safety/AMRM™, Customer and System Performance-Centric

Rich O

By Daniel Casciato  
For ThinkThroughTools

**M**any Air Medical Transport programs that can't afford to hire a PR agency or a freelancer will handle their own media relations. As a journalist and a former PR manager, here are some tips I've learned along the way to help you build a successful relationship with the media.

1. **Treat the media the way you treat your customers.** Why are the best companies successful? They listen to their customers. They ask questions to determine their needs and then try to fill that need.



2. **Know the media you are targeting.** Communications between public relations professionals and media cannot be one-way. Too many times I have seen clients bombard the media with press releases, whether or not they are timely or relevant. Be sure what you're sending is appropriate. Read the publication; visit its Web site and check the editorial calendar. Or simply request a copy of their media kit.

3. **Use press releases sparingly.** Many editors allow only one or two chances to show that you have something newsworthy. After they see two or three releases that offer nothing newsworthy, subsequent releases will likely be tossed.

4. **Don't be a pest.** Don't call to verify that your release arrived! That's a pet peeve of many editors and reporters. If you have a good reason to call, do it after their deadlines. Another tip - don't spam every editor and reporter in the newsroom with your press release. Find out who the appropriate contact person is, direct it there, and learn how they prefer to receive information.

5. **Have a spokesperson on stand-by.** One of the most effective ways to get press coverage is to make spokespersons available for interviews on current issues. Alert them that you have an expert who is available. Make sure the interviewee is available that day and will return calls before the deadline. Provide direct contact information, in addition to your own. Include qualifications and relevance to the issue. You may also send a prepared quote. Include contact and background information.

Reporters on deadline don't have time to be bounced around. They're always under pressure to make contacts and write quickly. Make their jobs easier, and they'll turn to you as a valued resource.

For more information about building a successful relationship with the media, please email [daniel.casciato@thinkthroughtools.com](mailto:daniel.casciato@thinkthroughtools.com).

## Upcoming ThinkThroughTools Presentation Sept. 25-27, 2006 AMTC, Phoenix, AZ

Session 36T, Tuesday Sept. 26, 14:45: **"High ASPIRATION - Horrendous EXECUTION: Why so many outreach and marketing initiatives fail and what to do about it"** - Presented by Rich Obertots, 3T President/CEO

### SHARE YOUR OUTREACH PAIN!

If you or your program has experienced a high aspiration - horrendous execution outreach & marketing initiative - let us know about it and it may be included in Rich's AMTC presentation. And you can qualify to win a SureFire A2 Aviator flight flashlight (\$185.00 value). Of course names will be changed to protect the innocent ;-). E.mail [info@thinkthroughtools.com](mailto:info@thinkthroughtools.com) to learn how to submit details about your experience and ideas to help your peers execute outreach & marketing initiatives to achieve optimal outcomes.



## **NEW** from ThinkThroughTools and emsCharts!



If you demand maximum results from your outreach - the new **OUTREACH OS™** will enable you to;

- Trigger more flight requests (to attain safer and higher yields)
- Electronically manage and measure your outreach outcomes
- Maintain real-time accountability and transparency for outreach staff
- Achieve and extend your competitive advantage over those not using an Internet-based outreach operating system
- Directly correlate outreach results with patient care records (if you are using emsCharts.com Internet-based charting)

High performance air medical transport programs, vendors and suppliers understand the power and results that happen when using an Internet-based outreach operating system. The new **OUTREACH OS™** is the high-performance tool-set for those that demand maximum outreach results.

Visit us at booth # **816** at AMTC to experience **OUTREACH OS™**

[www.ThinkThroughTools.com](http://www.ThinkThroughTools.com)

412.670.9906



**HIGH ASPIRATION - HORRENDOUS EXECUTION**

Learn-From  
**RICH OBERTOTS**  
**2006 AMTC**



**3T**

**Why Outreach Initiatives Fail & What To Do About It**

[www.ThinkThroughTools.com/2006AMTC](http://www.ThinkThroughTools.com/2006AMTC)



MADE IN USA

**session 36T Tuesday 9/26/06**

**14:45-15:45**