

# Engagement: A Critical Success Factor for RS Medical

The Durable Medical Equipment (DME) industry is changing from a mindset based in manufacturing with Federal Drug Administration and International Organization for Standardization regulations to an expanded mindset that includes the healthcare industry with accreditation standards.

Today, Medicare DME, Prosthetics, Orthotics and Supplies (DMEPOS) must meet quality standards and be accredited by a Centers for Medicare-Medicaid Services (CMS)-approved accreditation organization.

Accreditation is a means of measuring an organization's management, internal practices and service outcomes. According to the Accreditation Commission for Health Care, Inc., accreditation is regarded as one of the key benchmarks for measuring the quality of the organization, along with its products and services. RS Medical recognizes that the quality of an organization includes alignment with customer's needs, wants and expectations, and the organization's ability to deliver on those elements effectively and efficiently.

RS Medical is America's premier provider of physician-prescribed home electrotherapy rehabilitation products and services, whose customers include physicians, patients, their insurance companies and employees. RS Medical's mission is to be the premier pain and function solutions provider by delivering safe and effective products and services that meet or exceed our customers' expectations.

"Looking at the challenges we face in our industry, it is clear that our environment is changing. Doing what worked in the past may not work in the future. Employees at all levels must drive the business forward toward the new vision. All employees at RS Medical will help create this new environment based in the values that are important to our success," said Ron Merryman, Senior Vice President of Operations and Finance.

## **How does RS Medical See Engagement Growing as a Business Principle?**

One critical success factor for RS Medical was to implement a Customer Focus Program to improve the customer experience and create advocates among all customer bases – including regulatory and accrediting bodies.

"Engagement" as a business principle may be the best possible term to describe the implementation of this critical success factor over the past 18 months. RS Medical contracted High PERFORMANCE Professional © Richard Chang Associates, Inc. to engage the work force to live RS Medical's vision: "Putting RS Medical's Vision and Values into Action."

## **RS Medical**



**By Alicia Muñoz, Quality Systems Specialist,  
RS Medical**

**and Linda Talarico, Customer Service Manager,  
RS Medical**

All corporate employees went through the training with an objective for:

- *Understanding RS Medical's vision of the future*
- *Aligning with RS Medical's strategic foundation*
- *Living RS Medical's values on the job*
- *Reinforcing the values through feedback*
- *Handling feedback effectively*

This training has brought about a sense of collegiality that has evoked RS Medical's values of teamwork, quality, integrity, growth and results. RS Medical then contracted with Allegiance to provide the tools necessary to measure engagement.

RS Medical purchased several modules in stages to effectively learn and improve best practices for our customers, services and products.

After three months of data collection, Allegiance provided analytics which gleaned the most salient areas for us to focus our resources for positive economic growth, continued improvement, opportunities for lift and to confirm areas of excellence.

This data has been invaluable in responding to accrediting bodies where measurable improvement must be demonstrated and documented. In addition, the timely response to feedback from employees and customers created an atmosphere of trust and sincerity that cannot be understated, as RS Medical continues to build a foundation for economic growth.

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## Why it Matters Today

The stakes are high. Customers can be fickle. Engagement may be a business principle that helps stabilize and energize the customer base.

### Case in Point: Customer Satisfaction Survey Results

RS Medical deploys Allegiance's Customer Pulse Survey to 5,000 randomized, non-duplicated customers per month. Responses are monitored. This standardized and validated survey gives RS Medical confidence when making decisions.

Positive responses from statements such as: "I am pleased to recommend RS Medical's products and services to friends and colleagues" or "Overall, I am satisfied with RS Medical's product and service package", and "RS Medical representatives provide the information I need to use the product comfortable and safely", are significant indicators of increased engagement.

### Case in Point: Rapid Response for Lift

Allegiance's Segment Analysis report recently revealed that RS Medical had an opportunity to grow engagement with elderly patients through better communication. Recommendations followed. RS Medical's marketing/communication and sales teams immediately met to discuss our strategy.

Out of that meeting came excellent suggestions on how to improve product packaging and literature to ensure increased comprehension among our elderly customers.

Field sales personnel also received additional training in health literacy strategies for the elderly to better understand how to use the product which we believe will increase compliance to their physician prescribed product.

### Case in Point: Review the Strategy

The 20/20 Analysis graph takes information from the Employee Pulse and Customer Pulse to report on emotional engagement.

This information helps us gauge the effectiveness of High PERFORMANCE Professional® and how RS Medical values have promulgated throughout the organization.

## Why Great Companies Need to Embrace Engagement Even More

Markets change rapidly and with multiple media available for targeting and reaching consumers, companies cannot be complacent in owning or assuming ownership of market share. Strategies must be in place to retain, sustain and build economic growth on products and services that the customer appreciates, values and ideally advocates for.

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For RS Medical, the customer is not just the end user, but everyone who contributes and affects the products and services along the way. Engagement is a term that has endeared itself as one of our business principles.

RS Medical values its relationship with Allegiance as a true partner and in our continued success as the solution provider in promoting healthy, active lifestyles.

#### ABOUT THE AUTHORS

*Alicia Muñoz is a Quality Systems Specialist for RS Medical, a Durable Medical Equipment Company based in Vancouver, WA. Muñoz has her Masters in the Leadership of Healthcare Organizations and works with Accreditation Standards. She has received numerous awards for her leadership in allied medical organizations and work in political advocacy. She is an active volunteer in the community and an avid hiker in the Pacific Northwest.*

*Linda Talarico is the Customer Service Manager for RS Medical. Talarico is a leader who specializes in building successful, high-performance contact center teams and customer focus programs as a key component of corporate strategy.*

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