

HEALTH LICENSING AGENCY



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Athletic Trainers

Barbers

Body Piercing
Technicians

Denturists

Direct Entry
Midwives

Electrologists

Environmental
Health Specialists

Facial Technicians

Hair Designers

Hearing Aid
Specialists

Nail Technicians

Permanent Color
Technicians

Respiratory
Therapists

Tattoo Artists

Waste Water
Specialists

Board of Athletic
Trainers

Board of
Cosmetology

Board of Direct Entry
Midwives

Board of Denture
Technology

Environmental
Health Registration
Board

Respiratory
Therapist Licensing
Board

Advisory Council on
Hearing Aids

Advisory Council for
Electrologists,
Permanent Color
Technicians & Tattoo
Artists

2005 Annual Performance Report: Executive Summary

Performance Target Achievement	#
Total Number of Key Performance Measures (KPMs)	6
# of KPMs at target for most current reporting period	1
# of KPMs not at target for most current reporting period	5

The mission of the Oregon Health Licensing Agency (OHLA) is to protect the health and safety of Oregon citizens by setting, communicating and enforcing uniform regulatory standards for multiple health and related professions.

The agency is unique in Oregon state government in that it provides centralized regulatory oversight for 15 various professions. These professions are represented by eight volunteer citizens' boards and councils, which establish practice standards and qualifications. However, the central agency is ultimately responsible for policy and operational direction, human and financial resources, and public protection.

The agency's KPMs speak directly to the following agency key goals, which are to:

- Provide consumer protection through education, enforcement and partnerships
- Promote a positive business environment by reducing barriers to professional practice
- Provide excellent customer service to all agency stakeholders

The agency continues to fully integrate performance measurement into agency operations to assist in making continual improvements in public service to our key stakeholders, who are: Oregon consumers of services provided by agency-regulated professions, more than 75,000 licensees, and state agencies and organizations.

Taking a Closer Look at Agency Measures—and Results

The agency directly influences the results of each performance measure, summarized below and on the next page. For detailed analysis of each measure, please see the "Key Measure Analysis" section of this 2005 Annual Performance Report.

KPM #1: Informal Enforcement Resolution: The agency's key strategy for enforcing health and safety standards is to resolve enforcement actions against practitioners through informal resolution. Informal resolution eliminates the need for formal hearings, saving time and money for both the agency and those in violation. The agency has been near its exacting 100 percent target the past five years.

Target: 100%

Results: 99.37%

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Protecting the health and safety of Oregon citizens through uniform regulatory standards for health and related professions.

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KPM #2: Responding to Critical Complaints: The agency's ability to respond quickly and effectively to high-risk health issues and unlicensed activity is critical to its success as a consumer protection agency. Due to improved internal procedures, the response rate increased by 17 percentage points toward the high standards set.

Target: 95% Results: 79%

KPM #3: Reaching Out to the Public and Practitioners: For the second year in a row, the agency achieved a major increase in the total number of contacts via telephone, e-mail, outreach events and distribution of educational materials. The increase was even greater—nearly 20,000 contacts—and exceeded the target by nearly 18,000.

Target: 24,000 Results: 52,241

KPM #4: Generating Involvement in Government: Despite a capacity audience at a legislative preview outreach event, the agency saw a decrease in the total number of stakeholders attending meetings related to legislation, administrative rulemaking and board and committee meetings, largely due to a large decrease in subcommittee meetings for the boards and councils under the agency's administration.

Target: 250 Results: 178

KPM #5: Removing Artificial Barriers to Licensure (through Reciprocity): The agency will continue to remove artificial barriers to licensure by aligning state and national standards. However, PM #5 is being discontinued as it particularly relates to reciprocity because results hinge not solely on the agency but on the efforts of other states beyond the agency's control.

Target: 40% Results: 10%

KPM #6: Providing Excellent Customer Service: Percentages describe survey respondents rating agency customer service as "excellent." See **Key Measure Analysis** for an explanation of possible mitigating factors involved in the variance between targeted and actual results (59 percent of respondents rated the agency's customer service as "good/satisfactory").

Target: 75% Results: 40%

In summary, the Oregon Health Licensing Agency saw a noticeable jump in one critical area of public protection—response to critical status complaints—while seeing an overall decrease in stakeholder involvement despite a high-profile, well-attended legislative outreach event that featured speakers and stakeholders from an impressive cross-section of OHLA's 15 health and related regulated professions.

The agency continued to actively integrate and promote customer service standards and programs in an effort to achieve greater customer satisfaction as reflected in survey results. The agency looks forward to implementing a more standardized, statewide approach to measuring customer service satisfaction.