

OREGON BOARD OF MEDICAL IMAGING (OBMI)

Customer Service Strategy

Introduction

Created by the Legislature in 1977 (SB 679), the Board of Medical Imaging's mission is to protect the public health, safety and welfare of Oregonians undergoing medical imaging studies performed by agency licensees for the purpose of medical diagnosis and therapy.

Excellent customer service is a critical and longstanding part of OBMI's agency culture. We are a unique agency in that OBMI has the responsibility, through licensure and enforcement, to ensure patient safety, licensee skill and ethics because patients themselves are not able to choose their provider for Medical Imaging procedures; this makes OBMI crucial in the continuance of protecting public health and safety. Our goals are to uphold our mission and to ensure that our external customers' experience interacting with the agency is efficient and positive. Our daily work centers around our Key Performance Measures while maintaining a culture respect, support, and empowerment for everyone.

OBMI's direct external customers are licensees, permit holders, and the general public.

OBMI's services to direct external customers include licensure, educational issues, and complaints.

OBMI programs directly benefit all Oregonians by protecting the public health, safety and welfare of Oregonians regarding Medical Imaging.

OBMI customer service KPMs

Timely Licensure - Percent of initial and renewal license and limited permit applications from qualified applicants that are processed within 5 business days

Timely Resolution of Complaints - Average number of days from the date an investigation is opened to completion of investigation report for Board action

Customer Service - Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information

Discipline Resolution - Percentage and number of complaints resolved by means other than from formal administrative hearings within a year

Best Practices - Percent of total best practices met by the Board-measured by Board members and Director adherence to mission, policy, management process, and goals.

OBMI Customer Service Strategy

OBMI's Customer Service Policy includes expectations for enhanced and equitable customer service practices. It also states the agency will foster a customer service skill level among all employees to be consistent with the Proficient skill level in the State of Oregon Enterprise Values and Competencies.

OBMI's Customer Service Strategy describes how the agency will implement the policy and includes actions from OBMI's strategic plan and DEI action plan. The Customer Service Strategy reflects direction to OBMI from the Governor's Office to streamline program structure and delivery, the implementation of which will enhance staff satisfaction as well as customer experience. OBMI's Customer Service Strategy also focuses on maintaining and enhancing both quality and timeliness measured through agency KPMs.

OBMI supports customer service by prioritizing program and process improvements that enhance customer experience, helping applicants, licensees and public understand and access Medical Imaging information and providing feedback to help increase application and complaint processes. OBMI provides one-on-one customer assistance to support applicants, licensees and the public in meeting these needs. OBMI has also prioritized making instructional guides, quick-steps and newsletters available on the agency web site. OBMI utilizes SITEIMPROVE to monitor and track digital postings on the Board Website.

Customer service-focused strategies from OBMI's Strategic Plan:

<https://www.oregon.gov/obmi/Documents/CURRENT%20StrategicPlan-IT%20plan%20OBMI%20A833426%20.pdf>

Safety, Accessibly and Public Awareness

Strategies:

- Background checks
- Prompt Investigations
- Continuous reevaluation of rules and statutes, in response to dynamic health environment
- Coordination with Radiation Protection Services
- Quality health care services are accessible to residents of urban and rural communities
- Safety concerns related to imaging procedures
- Need for diagnostic imaging to be done by properly trained and licensed professionals

Customer Service Strategies from OBMI's DEI Action Plan:

<https://www.oregon.gov/obmi/Documents/Affirmative%20Action%20OBMI%20WEBSITE.pdf>

OBMI updated its DEI Action Plan in 2025. The following strategies from OBMI's DEI Action Plan support the implementation of the board's dedication to continuous improvement in customer service.

1. Community Engagement: In day-to-day interactions with the public and with OBMI licensees, the Board staff has endeavored to treat all persons with respect and to provide equal treatment, regardless of race, religion, national origin, gender, age, marital status, sexual preference or identity, or disability. In this regard, the Board received no complaints of discriminatory treatment from members of the public or Board licensees. All Board meetings include a public session and are conducted in locations and via ZOOM that are fully accessible to people with disabilities; all meeting notices provide Board contact information to obtain disability accommodations to participate in Board activities. The challenges include industry burnout and frustration on the part of the licensees with the medical care situation. OBMI is committed to continuing excellent customer service, empathy, and sensitivity to the hardworking licensees. The Board works with stakeholders and educators to provide increased accessibility to the medical imaging field.

2. Communications: Communications with all public, licensees and permit holders, interested parties and others are all treated with respect and compassion. It is the Board's goal to offer excellent and inclusive customer service to everyone. All OBMI Board Meetings will be fully accessible to people with disabilities. **2025-27 Goals:** Board staff will continue to regularly meet and work to promote and celebrate diversity and inclusion by improving our in-person and electronic presence. The staff is increasing awareness by adding discussions at staff meetings, using materials from Workday and Human Resources, to supplement those discussions. The Board will continue to work and meet 8 times a year. The Board's goals include reaching out to their colleagues to encourage people from underrepresented groups to apply for board membership. The challenges include a lack of awareness in the industry regarding the opportunities to become a member of the Board. OBMI is committed to continuing to provide a user-friendly website, quarterly Newsletters that are sent to all Interested Parties and are fully committed to equal opportunity and diversity in Board membership.

Tracking Customer Service Strategy Implementation and Effectiveness

OBMI plans to track implementation of the agency customer service strategy through quarterly reports to the board on strategic plan priorities and strategies, annual reports to the board on DEI Action Plan implementation, and regular reports to the board and the Governor as requested regarding streamlining and process improvements.

OBMI will measure strategy effectiveness through our customer-service KPMs.