

## Customer Service Policy – March 2025



# OREGON BOARD OF NATUROPATHIC MEDICINE

Executive Director Mary-Beth Baptista, JD  
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Portland, OR 97232  
971-673-0193

**The mission of the Oregon Board of Naturopathic Medicine is to regulate, through the Oregon Revised Statutes and Administrative Rules, the practices of naturopathic medicine to ensure protection of the public. We promote excellence in the practice of naturopathic medicine by assuring quality education, regulating naturopathic practices, and fostering ongoing public outreach. In this manner, the Board cultivates public trust and safety by ensuring the State of Oregon is served by naturopathic professionals providing the highest standards of care.**

**I. Oregon Board of Naturopathic Medicine (OBNM) Customer Service Policy:** OBNM customer service policy supports the Governor’s expectation to promote trust in Oregon state government by elevating quality customer service in daily operations through planning and delivering accessible, timely and responsive customer service.

**A. OBNM Customer Service Policy Point of Contact:** Executive Director - Mary-Beth Baptista, JD.

**B. OBNM Core Customers:**

1. The Public: The core function of the Board is to be the central intake point for all complaints related to Oregon licensed naturopathic physicians.
2. Oregon Licensees: One of the main responsibilities of the Board is to ensure that licensed naturopathic physicians in the State of Oregon follow Oregon Statutes and Rules related to licensure, continuing education and practice.
3. Executive Branch Liaisons / Government Agencies: Board staff have continuing communication with the Executive Branch and other State government agencies to ensure Board policy compliance, budget creation and maintenance, and respond to inquiries related to OBNM and the practice of naturopathic medicine.

**C. Professional Workplace Communication / Agency Expectation:** Professional workplace communication promotes trust in Oregon state government. The expectation is Board staff will provide quality customer service in daily operations by giving timely and responsive customer service by responding to all calls, emails or other inquiries within one business day.

**D. Supporting Quality Customer Service:** While most of our services are available online, the expectation is that Board staff will be available to support our customers’ needs during business hours (Monday – Friday 8am – 430pm PST). Board staff makes every effort to pick up each phone call that comes in during business hours. Board staff will return all phone calls and respond to emails within one business day. Board staff are available and welcome the opportunity to meet our customers in person at the Board office or virtually. Due to OBNM having only 3 FTE, we ask for our customers to schedule an appointment for an in-person or remote meeting.

**E. Customer Service Strategy Availability:** The “Contact Us” button on the Board website homepage links customers to clear / plain language instructions of how to reach Board staff and sets forth the expectation that Board staff will respond to inquiries within one business day. This page also provides an avenue for customers to request an in-person or remote meeting, and ensures customers know the Board can provide necessary accommodations to ensure accessibility for all. See:  
<https://www.oregon.gov/obnm/Pages/Contact-Us.aspx>

**F. Customer Service Policy:** When the Oregon Board of Naturopathic Medicine Customer Service Policy is approved, the Board will post it on the Board website. The

Board will add it to the current link where the public can access the Board's required plans and policies (e.g. OBNM Strategic Plan, DEI plan, and Affirmative Action Plan.) See: <https://www.oregon.gov/obnm/Pages/OBNM-Strategic-Plan.aspx>

## **II. Customer Accessibility Information/Resources:**

### **A. ADA Guidelines:** [ADA Update: A Primer for State and Local Governments](#)

This document provides general guidance to assist State and local governments in understanding and complying with ADA requirements.

### **B. EIS E-Government Guidance – Agency Webpage:** [State Website Guidelines](#) and [DIY Website Redesign Guidelines](#).

**C. Communication Accommodations:** The Board will use language translation services, sign-language interpreter or Telecommunication Relay Service, to ensure accessibility for all.

#### 1. Language Access and Accommodations:

<https://www.oregon.gov/odhs/benefits/pages/languages.aspx>

#### 2. Deaf and Hard of Hearing Communication Services:

<https://www.oregon.gov/odhs/providers-partners/Pages/communication-services.aspx>

#### 3. Telecommunication Relay Service: <https://hamiltonrelay.com/oregon/>

**D. Building Accommodations:** The OBNM office is located in Portland State Office Building, which is ADA compliant and is easily accessible by [Tri-Met public transit](#). All in-person visitors must check in through the main entry doors and pass through a security check point to gain entry to the building.

**E. Transparency / Updated Contact Information:** Board Administrative Specialist 2 routinely updates and maintains the Board website to ensure information is current and accurate. Within one business day, the Board AS2 will update any changes to the required information found on the “Contact Us” link, including phone number, mailing address / walk in location, operating hours, instructions for scheduling agency services and expectations for Board response.

## **III. Customer Service Performance Expectations / Improvement Processes**

**A. Agency Expectation for Customer Service Performance:** While most of our services are available online, the expectation is that Board staff will be available to support our customers' needs during business hours (Monday – Friday 8am – 430pm PST). Board staff makes every effort to pick up each phone call that comes in during

business hours. Board staff will return all phone calls and respond to emails within one business day. Board staff are available and welcome the opportunity to meet our customers in person at the Board office or virtually. Due to OBNM having only 3 FTE, we ask for our customers to schedule an appointment for an in-person or remote meeting.

**B. Monitor and Improve Customer Service Performance:** Board Executive Director will pull quarterly results from the Board customer satisfaction survey to ensure Board staff is meeting the expectation to engage in professional workplace communication. Specifically, the ED will monitor the survey responses to confirm Board staff is meeting the communication expectations set out in the Board KPM - that communication is timely, accurate, helpful, knowledgeable, information is readily available and accessible, and customers are very satisfied or satisfied with the overall quality of customer service provided by Board staff.

#### **IV Attachments:**

**A. Customer Service Satisfaction Survey Results October 2024**

**B. KPM Customer Service Satisfaction Survey Results 2022-2024**

# Oregon Board of Naturopathic Medicine

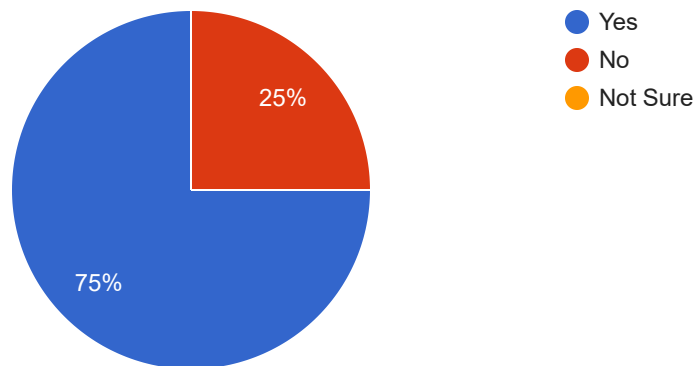
4 responses

[Publish analytics](#)

Have you had any contact with the Board in the last year?

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4 responses



If yes, what was the purpose of your contact with the Board? (Check all that apply)

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3 responses



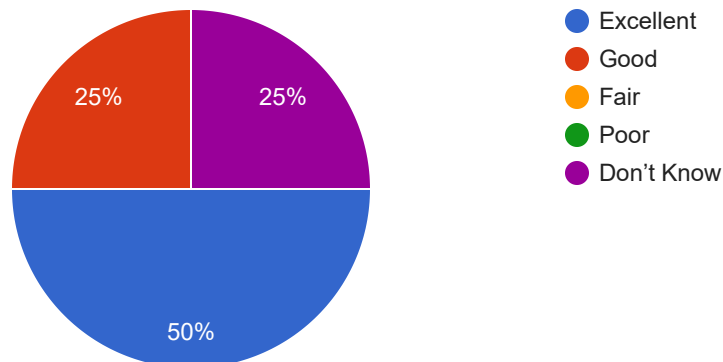
## ATTACHMENT - A



### TIMELINESS - How do you rate the timeliness of services provided by the Oregon Board of Naturopathic Medicine?

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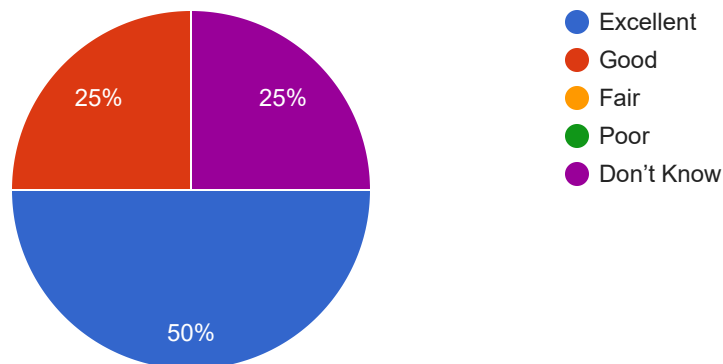
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### ACCURACY - How do you rate the ability of the Board to provide services correctly the first time?

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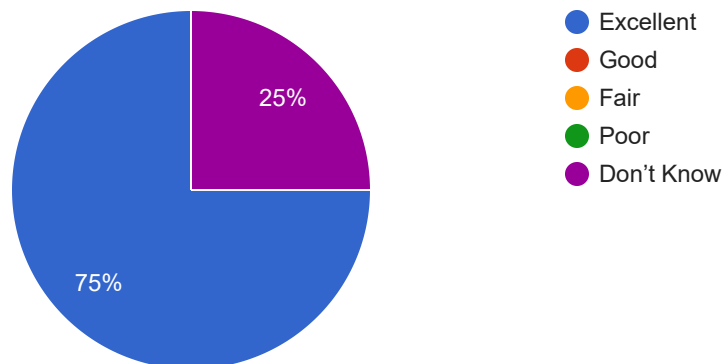
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### HELPFULNESS - How do you rate the helpfulness of the Board employees?

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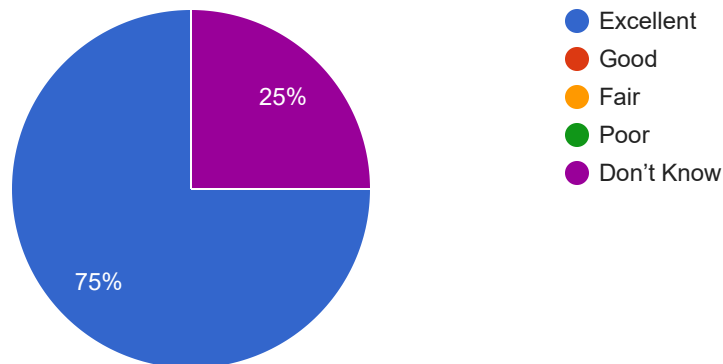
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### EXPERTISE - How do you rate the knowledge and expertise of the Board employees?

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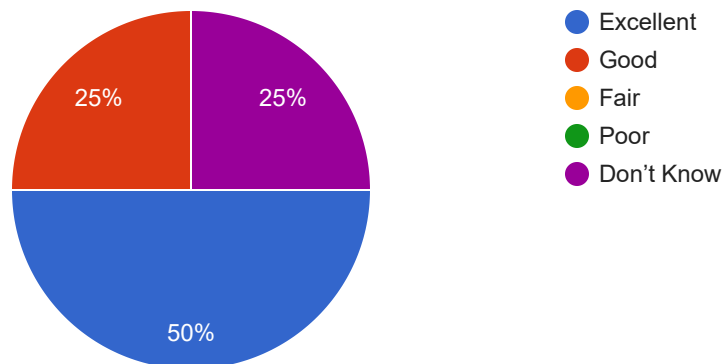
4 responses



### AVAILABILITY OF INFORMATION - How do you rate the availability of information from the Board?

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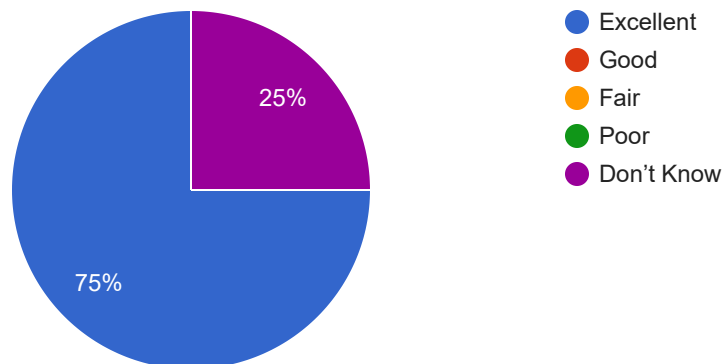
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### OVERALL SERVICE - How do you rate the overall quality of service provided by the Board?

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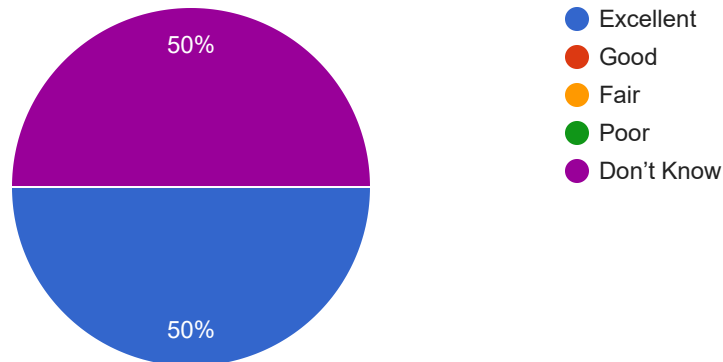
4 responses



## OTHER JURISDICTIONS - How does the service you received from the Board compare to that provided by other states?

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4 responses



## Do you have any additional comments?

4 responses

Keep it up folks!

None

no

no

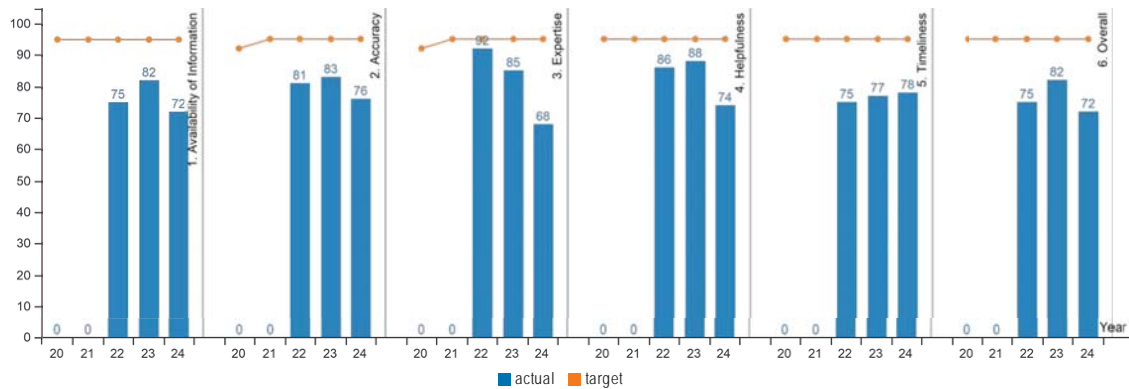
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# Google Forms





KPM #3	Customer Service - Percent of customers rating their satisfaction with the agency's customer service as good or excellent for overall customer service, timeliness, accuracy, helpfulness, expertise and availability of information.
	Data Collection Period: Jan 01 - Oct 01



Report Year	2020	2021	2022	2023	2024
<b>1. Availability of Information</b>					
Actual			75%	82%	72%
Target	95%	95%	95%	95%	95%
<b>2. Accuracy</b>					
Actual			81%	83%	76%
Target	92%	95%	95%	95%	95%
<b>3. Expertise</b>					
Actual			92%	85%	68%
Target	92%	95%	95%	95%	95%
<b>4. Helpfulness</b>					
Actual			86%	88%	74%
Target	95%	95%	95%	95%	95%
<b>5. Timeliness</b>					
Actual			75%	77%	78%
Target	95%	95%	95%	95%	95%
<b>6. Overall</b>					
Actual			75%	82%	72%
Target	95%	95%	95%	95%	95%

HowAreWeDoing

ATTACHMENT - B