



**Oregon Medical Board**  
***POLICY***

<b>TITLE/SUBJECT:</b>	Customer Service Standards
<b>NUMBER:</b>	847-105-001
<b>SUPERSEDES:</b>	N/A
<b>REFERENCE:</b>	<a href="#">107-001-040 DAS Enterprise Customer Service Standards</a> <a href="#">847-104-001 OMB Code of Conduct</a> <a href="#">847-205-001 OMB Public Accommodation Procedures</a>
<b>APPLICATION:</b>	All Oregon Medical Board Employees, Board Members, Volunteers, and Contractors.
<b>INTERPRETATION</b>	Executive Director
<b>RESPONSIBILITY:</b>	Human Resources (HR) Manager
<b>EFFECTIVE DATE:</b>	March 19, 2025
<b>REVISION DATE:</b>	N/A

**POLICY APPROVED BY:** \_\_\_\_\_ / on file /  
Nicole Krishnaswami, Executive Director

**PURPOSE**

To establish standards and guidelines for delivering exceptional customer service to every individual who interacts with the Oregon Medical Board (OMB or Board) in any capacity, whether in person, by phone, email, or other communication channels. We are committed to providing professional, efficient, and equitable service to all Oregonians.

**APPLICABILITY**

This policy applies to all OMB staff and board members who deliver services to external and internal customers.

## **DEFINITIONS**

<b>Customer</b>	Any individual, internal or external, who interacts with the Oregon Medical Board.
<b>Customer Service</b>	Accessible, equitable, and high-quality assistance delivered promptly and responsively in all interactions with those we serve.
<b>Phishing</b>	A social engineering attack using email or a messaging service to send messages intended to trick individuals into taking an action such as clicking on a link, opening an attachment, or providing information.
<b>Spam</b>	The abuse of electronic messaging systems to indiscriminately send unsolicited bulk messages.

## **POLICY**

Oregon Medical Board members and staff will provide high-quality, equitable, accessible, responsive, and timely customer service.

### **Core Customers**

The OMB's core customers include members of the public, applicants and licensees, partner organizations and health care systems, other state agencies, the Oregon State Legislature, and the office of the Oregon Governor. Core customers also include Board members and staff.

### **Professional Workplace Communication**

Communication is expected to be clear and respectful and must convey the relevant information consistent with the OMB's standards and core values: integrity, accountability, excellence, customer service, and equity.

### **Accessibility**

OMB will ensure that the public can readily access the OMB's information and services. The OMB is available in-person and by telephone, mail, email, and online services.

The Oregon Medical Board is open Monday – Friday, from 8am – 12pm and 1pm – 5pm.

1500 SW 1st Ave, Suite 620, Portland, OR 97201

Phone: 971-673-2700

Email: [info@omb.oregon.gov](mailto:info@omb.oregon.gov)

Website: [www.oregon.gov/omb](http://www.oregon.gov/omb)

Self-service portal for applicants and licensees: <https://omb.oregon.gov/login>

Self-service online verification of license credentials: <https://omb.oregon.gov/search>

The OMB provides reasonable accommodations and modifications in our services, facilities, and communications to ensure accessibility for all Oregonians. The Board is compliant with Americans with Disabilities Act (ADA) and EIS e-Government guidance.

To ensure the Board website contact information stays updated, the following will be reviewed monthly:

- General OMB website, by the Public Affairs Specialist.
- License and applicant webpages, by the Licensing Lead.
- Complaints and investigations webpages, by the Investigations Administrative Specialist.

Individuals requiring language assistance services or disability accommodations may contact our Accessibility Coordinator at [customerservice@omb.oregon.gov](mailto:customerservice@omb.oregon.gov) or 971-673-2700 at least 48 hours in advance of the service need.

## **Equity**

OMB will ensure that the agency's resources:

- Offer clear, simple language.
- Provide multiple languages and translation services when needed.
- Ensure marketing materials represent diverse populations.
- Maintain open channels for feedback.
- Treat all customers with equal respect and attention.
- Allow sufficient time for customers to express needs.
- Offer accommodations.

## **Quality**

OMB employees are expected to:

- Provide accurate and complete information.
- Verify customer understanding of information provided.
- Document all interactions appropriately.

## **Responsiveness**

OMB employees are expected to:

- Practice active listening by giving customers full attention, taking notes during conversations, asking clarifying questions, repeating back information to ensure understanding, and paying attention to both verbal and non-verbal cues.
- Utilize effective communication by speaking clearly and professionally, keeping customers informed of progress, explaining processes and timeframes, and avoiding jargon.
- Resolve problems by taking ownership of customer issues, following through on commitments, working to find solutions promptly, and updating customers regularly.
- Verify satisfaction after resolution.

## **Timeliness**

OMB employees are expected to:

- Acknowledge receipt of voicemail, text message, email, and web messages within one business day. This does not include phishing or spam interactions.

- Employees unable to reply within this timeframe due to planned absence shall update their voicemail greeting and email autoreply with details about their return and an alternate contact name, phone and email of who can provide responsive assistance while the employee is not available.
- Ensure all paper mail is opened and routed within two business days.
- Resolve routine matters within three business days.
- Provide status updates every five business days for complex issues or as agreed with the customer.
- Public record requests follow timelines in [ORS 192.324\(2\) and 192.329\(5\)](#).

## **PERFORMANCE MEASURES**

The Oregon Medical Board's Key Performance Measures (KPMs) "assess customer satisfaction with agency services" in the following categories:

- overall customer service;
- timeliness;
- accuracy;
- helpfulness;
- expertise; and
- information availability.

This KPM demonstrates the Board's customers' opinions on their level of satisfaction with the services the agency provides. Staff manages a continuous survey process that utilizes SurveyMonkey, an Internet survey tool. All survey data collected is 100% anonymous.

OMB will ensure that all employees are aware of this policy and its requirements and will include customer service expectations as part of the quarterly Performance Accountability Feedback meetings between managers and their staff.

## **VIOLATIONS**

Violations of this policy number 847-105-001 may result in disciplinary action, up to and including dismissal from state service. The agency shall take appropriate actions in accordance with the applicable collective bargaining agreement, applicable policies, and state laws.

## **POINT OF CONTACT**

For matters related to this policy, please contact:

Jessica Bates, HR Manager

[customerservice@omb.oregon.gov](mailto:customerservice@omb.oregon.gov)

This policy may be accessed at [www.oregon.gov/omb/board/about/Pages/about-us-overview.aspx](http://www.oregon.gov/omb/board/about/Pages/about-us-overview.aspx).