Mission: Provide patients with the highest quality pre-hospital care and medical transportation service.

BALANCED SCORECARD – Shahla Raei

<table>
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<tr>
<th>Objective</th>
<th>Measures</th>
<th>Target</th>
<th>Initiative</th>
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</table>
| Financial      | - Manage Operating Cost  
- Profitable Growth  
- Budget Management  
- Determine IT Costs  
- IT Resource management | - Operating Costs  
- Cost Reduction  
- Operational Budget approval | >5%  
>5%  
60% | - Implement integrated system instead of distributed system  
- Increase use of IT resources and assets in entire the organization |
| Customer       | -Customer Satisfaction  
- Customer Satisfaction Rating  
- Rise in number of medical rescue | >85% | - Increase IT awareness across the organization  
- Manage IT processes. |
| Internal       | -Develop strong and effective IS function Plan  
- Optimize asset utilization  
- improve communications between departments  
- Improve Network management  
- Replace old technology | -Customer satisfaction  
- Communication coverage  
- % Cost reduction | >90% | - Rebuild many aspects of IT operation  
- Hold meeting and communicate with other departments  
- Complete review of network architecture |
| Learning & Growth | -Leadership effectiveness  
- Better role definition  
- Knowledge management  
- Strengthen cooperation  
- Employee Satisfaction | - Team work growth  
- Staff turn over  
- Employee satisfaction rating | >75% | - Provide “STAR technology environment diagram” that helps to better understand application and data base in a diagram  
- Ask staffs and consultant to provide timeline and project plan. |