

STARS AIR AMBULANCE

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

BALANCED SCORECARD – Shahla Raei

	Objective	Measures	Target	Initiative
Financial	<ul style="list-style-type: none"> - Manage Operating Cost - Profitable Growth - Budget Management - Determine IT Costs - IT Resource management 	<ul style="list-style-type: none"> - Operating Costs - Cost Reduction - Operational Budget approval 	<ul style="list-style-type: none"> >5% >5% 60% 	<ul style="list-style-type: none"> - Implement integrated system instead of distributed system - Increase use of IT resources and assets in entire the organization
Customer	<ul style="list-style-type: none"> -Customer Satisfaction 	<ul style="list-style-type: none"> -Customer Satisfaction Rating - Rise in number of medical rescue 	<ul style="list-style-type: none"> >85% 	<ul style="list-style-type: none"> -Increase IT awareness across the organization. - Manage IT processes.
Internal	<ul style="list-style-type: none"> -Develop strong and effective IS function Plan - Optimize asset utilization - improve communications between departments - Improve Network management - Replace old technology 	<ul style="list-style-type: none"> -Customer satisfaction. - Communication coverage - % Cost reduction 	<ul style="list-style-type: none"> >90% 	<ul style="list-style-type: none"> - Rebuild many aspects of IT operation - Hold meeting and communicate with other departments - Complete review of network architecture
Learning & Growth	<ul style="list-style-type: none"> -Leadership effectiveness - Better role definition - Knowledge management - Strengthen cooperation - Employee Satisfaction 	<ul style="list-style-type: none"> - Team work growth - Staff turn over - Employee satisfaction rating 	<ul style="list-style-type: none"> >75% 	<ul style="list-style-type: none"> - 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.