

## Balanced Scorecard for STARS Air Ambulance Case

	Goals	Measures	Initiatives
<b>Customer</b>	<ul style="list-style-type: none"> <li>▪ Increased customer satisfaction.</li> <li>▪ Improved medical response times.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Customer satisfaction ratings.</li> <li>▪ Number of reported customer problems.</li> <li>▪ Service and support ratings.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Customer satisfaction surveys.</li> <li>▪ Better communication with calls and responses.</li> </ul>
<b>Financial</b>	<ul style="list-style-type: none"> <li>▪ Cost saving measures.</li> <li>▪ Lowered IT costs; for example, consultant costs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Revenue growth.</li> <li>▪ Budget analysis (improvements).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Change in accounting procedures.</li> <li>▪ Clearer determination of IT budget.</li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>▪ Prioritization of project activities.</li> <li>▪ Decrease outsourcing.</li> <li>▪ Clearly roles and responsibilities for staff members.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Allocation of assignments to staff members.</li> <li>▪ CIO meetings and communication updates.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Alignment of business processes and IT processes.</li> <li>▪ Utilization of in-house resources.</li> </ul>
<b>Projected Growth</b>	<ul style="list-style-type: none"> <li>▪ Improved training and development.</li> <li>▪ Employee satisfaction.</li> <li>▪ Increased knowledge of IT for staff members.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Effective communication systems with little or no errors.</li> <li>▪ Employee satisfaction ratings.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Establish of training programs and incentives.</li> <li>▪ Consideration of new technologies.</li> </ul>