



PROFESSIONAL
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Connects

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Client's Corner: Massachusetts Board of Registration in Nursing

Each quarter, PCS highlights one of its customers in the Client's Corner of our newsletter. In this edition, it is our privilege to highlight the Massachusetts Board of Registration in Nursing. This customer is another that we consider to be truly special because they were among PCS' first customers. Together, we have combined to provide exemplary services to those seeking to obtain a license as a Nurse in the Commonwealth of Massachusetts. Over the last twelve years we have worked very hard to continuously improve the services we provide for this Board and their constituents. PCS staff and Board staff work extremely well together and we consider them to be more than just a customer - - they are a part of our PCS family and we are a part of theirs. Over the years, when this Board has received special recognition from the National Council of State Boards of Nursing (NCSBN) to acknowledge the good work they have done and continue to do and/or are celebrating a significant anniversary, they always include PCS by inviting us to participate and to publicly acknowledge the work that we do for them.

The mission of the Massachusetts Board of Registration in Nursing is to protect the health, safety and welfare of the citizens of the Commonwealth through the fair and consistent application of the statutes and regulations governing nursing practice and nursing education. (continued on pg. 2)





(continued from pg. 1)
Massachusetts General Laws, Chapter 13, sections 13, 14, 14A, 15 and 15D and Chapter 112, sections 74 through 81C authorize the Board of Registration in Nursing to regulate nursing practice and education. These laws enable

the board to, among other things, make, adopt, amend, repeal, and enforce regulations it deems necessary for the protection of the public health, safety and welfare. This is a task that requires skill, experience, and a dedicated team that can operate within budgetary limitations. Government funding across the country and across many professions, including nursing, has taken a hit over the past decade as our economy has and continues to struggle. Boards in many disciplines have reorganized their workforce to accomplish their mission and continue to offer the services they are mandated to provide. For example, some back-office services are outsourced for efficiency, timeliness and expertise. The Massachusetts Board of Registration in Nursing contracts with PCS to provide exam registrations and to process license applications for all disciplines within nursing.

We seamlessly and securely exchange data on a daily basis to and from the NCSBN's testing vendor and the State Board. Shaina Luter, the Massachusetts Nursing Coordinator, has been working with the Massachusetts board of Nursing since 2009. During this time, she has developed great relationships with all the Board Staff and had this to say: "One of the things that I love most about this partnership is the closeness. In the event that complications arise with an applicant, we work closely to achieve a solution that is in the best interest of all parties. They have taught me a lot. I think of the Board staff as part of the PCS family, as we all strive to achieve the same goal. I enjoy working with them every day and look forward to many more years of working together."

Many firms rely upon the Commonwealth's and PCS' expertise in order to quickly and efficiently license their applicants. One such firm is Huffmaster. Hank Weaver, Senior Director of Healthcare Services Division for Huffmaster, recently visited PCS' office in Nashville to express his gratitude for all the hard-work that PCS accomplished during the last couple of months. Since December, PCS processed more than 700 Huffmaster applications. Mr. Weaver stated "the partnership between PCS and the Massachusetts Board of Nursing makes Massachusetts (and PCS) the fastest and easiest to work with in processing our applications."

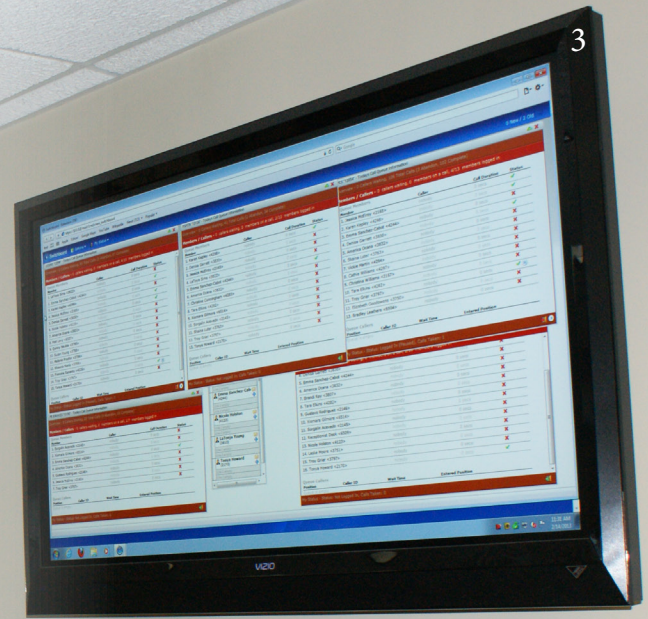
PCS: Customer and Application Services Department

To complement the many services offered at PCS, we operate a fully-staffed, in-house customer and application services department. This department combines the latest technology with exemplary customer service in keeping with our commitment to fulfill our mission to provide all PCS clients "Solutions That Exceed Expectations." We staff six (6) customer service associates (CSAs), three of whom are bi-lingual, three (3) application service associates

(ASAs), and one (1) customer and application services department supervisor; Troy Grier. All are focused on providing fast and efficient services to all of our clients' constituencies, no matter their size. We succeed when our clients succeed and it is imperative that we continually focus on our clients' customer service through excellent call center support and extraordinary application processing times. Since applicants' confidential and private information is processed through this department, only authorized personnel are allowed to enter the area.

Any department, within any organization, is only as good as its employees. At PCS, we thoroughly train our CSA and ASA employees to manage our clients' back-office processes with the highest regard to compliance and efficiency. Our CSAs answer each telephone call following every clients' service protocol to mimic and to exceed the professionalism that their own office would display to their

constituency. Since our last Connects Newsletter, the CSA team has answered 62,820 telephone calls, with each call averaging two (2) minutes and twenty (20) seconds in length. We boast an average wait time of only forty-five (45) seconds; but are constantly looking for any means of reducing any and all wait times. In addition, PCS' system records all phone calls, enabling us to more effectively train our CSAs. A 50-inch monitor is used to display to everyone how many calls are in the call queue, who is currently on a call, and additional relevant information in order for our CSAs to provide the highest level of customer satisfaction. Additionally, during the period of December 1, 2012 until February 15, 2013, our ASA team processed over 7,000 error-free paper applications for programs that have not transitioned to our paperless, on-line application system.



In business since 1998, and with 15 years of experience, PCS can customize its services to accommodate states, associations, and organizations of all sizes and in all industries. Currently, our customer and application services department is available Monday through Friday from 7:00 a.m. - 4:30 p.m. CST. Give us a call today if you are interested in giving PCS the opportunity to increase efficiencies for your organization.

Behind the Scenes at PCS

Karen Kepley

Karen joined PCS in 2005 as a Customer Service Associate (CSA). As a CSA, Karen assists candidates through the application process for several different states and professions. Additionally, she provides support to other departments as needed. Throughout her career, Karen has had a passion for serving others and regularly volunteers through her church, where she serves on the VIP team. In her spare time, Karen is a photographer, loves to read, sing, and spend time with her husband and daughter.



Denisa Garrett

Denisa joined the PCS team in 2011 as a Customer Service Associate (CSA). Denisa is responsible for assisting candidates with the application process for licensure for multiple states and professions. She also trains new CSA employees and helps in other departments as needed. Like Karen, Denisa is very passionate about helping others. In her spare time she loves to event and party plan, and to spend time with her grandchildren and family.



ReMarks

from the desk of Mark Setash

In our last newsletter, I wrote about ongoing efforts at PCS to raise monies to benefit Make-A-Wish. I am very pleased to report on our success and on the event which a group of us attended on January 19th. Our featured guest that evening was Ms. Debra Persinger, Executive Director of the Federation of State Massage Therapy Boards (FSMTB). Debra was kind enough to fly to Nashville that day in order to spend a special evening with nine PCS employees. The "gala" we attended that night was a star-studded affair. Mr. Emeril Lagasse was the guest chef and prepared a wonderful dinner of gumbo and quail. In advance, they had reported that the "theme" for the evening was Boots and Bling. After weeks of confusion, most of the ladies went with cocktail dresses. We Nashville dudes went in slacks, blue jeans, boots and blazers. While under-dressed compared to some, we had a good time and felt mostly comfortable in our duds. The ladies who attended looked smashing. And, while our clothes, the food and the stars were all great, the benefit itself is what really shined and made our holidays complete - not to mention the hard work of all PCS fund-raisers. Our efforts were led by Ms. Amy Duncan. I can recall a conversation with Amy well over six months ago when she pledged that she'd be able to "raise \$5,000 and would love to show how." Well, at the time I was skeptical. However, after seeing Amy in action, my doubts have been erased (to the benefit of Make-A-Wish).

Just knowing that we were helping the disadvantaged of middle-Tennessee and hearing some of their stories that night were all the thanks required. The Sunday, February 10, 2013 issue of the Tennessean featured an article by Rory Vaden entitled "Giving is Key to Life's Greatest Treasure". In addition to many interesting statements, Mr. Vaden states that "few (journeys of self-discipline in life) have been more challenging and arduous than learning to give; Lack can be a powerful force in wanting to acquire money; Giving makes you thankful; If you have a hard time giving, it's almost always because you aren't thankful for what you have; until you learn to give, you keep score by money; giving gives you freedom; and as more of it starts to show up, the obvious thing to do - and by far the more gratifying thing to do - is to give it away. I've ordered Mr. Vaden's book and by reading it I hope I can learn more about giving and how I can become better at the art. I hope that everyone reading this finds some way of helping in their community in the coming days, months and years. I truly believe that the more you give, the more you receive. If true, our folks at PCS are in for a bountiful 2013.

Mark Setash

President and CEO

