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THE SURVEY RESULTS ARE IN!

As many of our readers already know, in April we conducted our first Customer Service Survey. We are pleased to report upon the results of that survey.

According to internet sources, typical response rates for an external customer survey average 10-15%. Our results were not that different as we heard back from sixteen percent of those polled (16%).

The vast majority of those who responded have been working with us for five years or more. Our customers reportedly utilize PCS services for examination administration, scoring and reporting, examination development, and/or eligibility processing followed by application processing, call center and licensing-related services.

The frequency of our communications with customers depended somewhat on the individual responding. However, across all responders, the highest communication frequencies noted were daily or weekly (both 33%).

As we expected and hoped, every responder indicated a level of satisfaction of somewhat or highly satisfied. This may be our single most important finding and mostly supports what we strive to do every day at PCS – to satisfy our customers and to provide *Solutions that Exceed Expectations*.

Our technology usage rated highly as well, with 58% of responders indicating a highly satisfied rating in this area. On a variety of specific measurement areas, we rated above average or well above average on customer service, professionalism, quality of services provided, understanding customer's needs, availability and responsiveness with only a single responder indicating an "average" level of service in each category.

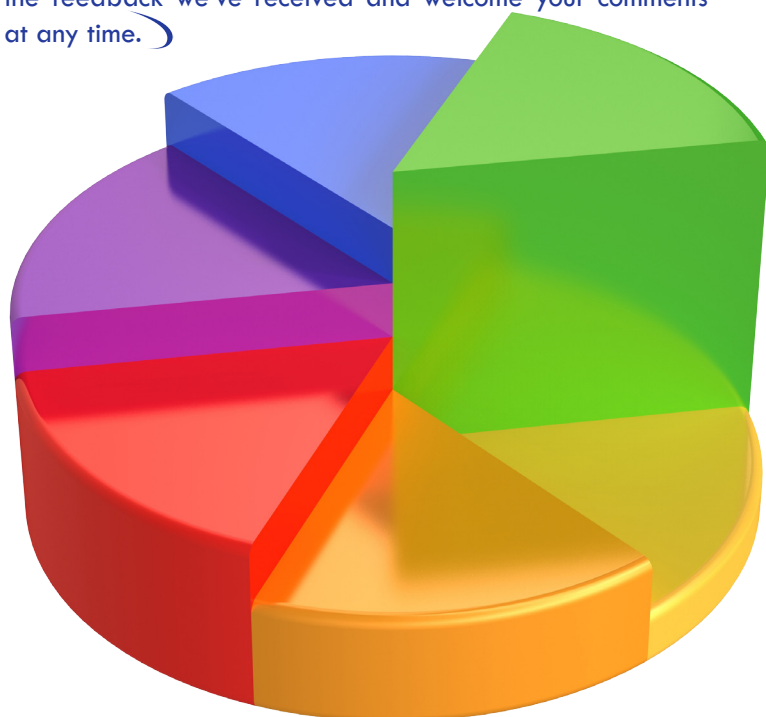
Doing business with PCS rated very easy or easy on all responses. Responders included 58% decision-makers, 50% influencers and 66% staff members (we asked for individuals

to check all that apply so the total percentage would be over 100%).

Thinking about using PCS in the future, all respondents indicated very likely or somewhat likely as they did in thinking about recommending us to others. The largest groups of respondents came from the Engineering and Nursing professions.

Finally, from the comments that were included, we found that our staff people are delivering the kind of service we expect and that they've developed real, professional, helpful relationships with our customers.

We expect to learn more from these results and to take action to reinforce and to build upon the findings. In addition, we hope to improve in areas that showed less than 100% very satisfied levels. We strive to keep our customers and our partners happy, content and willing to use/recommend us readily. This initial survey will help us in all regards and you can expect more in the future. We really appreciate the feedback we've received and welcome your comments at any time.



INDUSTRY ORGANIZATIONS AND TRADE SHOWS

As a vital part of the Credentialing and Licensing Industry in the United States PCS is a participating member of several trade organizations. Most notably; The Council on Licensure, Enforcement and Regulation (CLEAR), The Institute for Credentialing Excellence (ICE), and American Society of Association Executives (ASAE). Through membership in these organizations we stay in touch with issues that affect the way we do business. They also serve as a channel for the industry to monitor pending legislation and actively lobby for fair and just laws for our constituents.



asae ASAE has over 21,000 members representing 10,000 organizations. These individuals manage trade associations, individual membership societies and voluntary organizations. The goal of ASAE is to help associations, through its executives and leaders, to become more vital and impactful in the role they play in society.



CLEAR is an organization that was formed over thirty years ago with a mission to promote excellence and best practices to those involved with or affected by professional and occupational regulation. CLEAR provides a business oasis of neutral ground to openly discuss issues and does not lobby pending legislation.



ICE is a professional membership association that focuses on education and the development of standards for both certification and certificate programs.

PCS will be represented at the annual meetings of each of these organizations.

A THANK YOU NOTE TO OUR FRIENDS IN MASSACHUSETTS

The PCS family would like to thank the ICU nurses, first responders, and other healthcare workers that reacted with such professionalism and care during the recent Boston Marathon Attack.

You held hands, wrapped wounds and started IV's while fighting back the fear of what might happen next. During the days that followed, as the suspects were being pursued, you did not waiver. Instead you continued to

bring comfort to the wounded even as you faced the evils of terrorism in your own home town.

With honor and respect, we say thank you.



BEHIND THE SCENES AT PCS

Susan Young

Susan joined PCS as a Cosmetology and Barbering Coordinator in 2008. Currently she is the coordinator for Arizona, Delaware, Missouri, New Mexico, South Carolina, and Vermont. She received a Bachelor of Arts Degree in Anthropology from the University of Tennessee, Knoxville in 2000. She is the youngest of three children and they like to refer to themselves as the “Neapolitan gang” because together with her brown hair (chocolate), her sister has red hair (strawberry) and her brother has blonde hair (vanilla). When not working, Susan enjoys playing tennis, hanging out with friends, traveling abroad, and learning Classical History.



Christine Cunningham

Christine joined the PCS team in 2010. Currently she is the Federation of State Massage Therapy Boards (FSMTB) coordinator. Christine is a graduate from the University of Tennessee with a Bachelor of Science in Communication, majoring in Public Relations and minoring in Business Administration and Journalism. She is currently pursuing a master's degree at Pennsylvania State University. In her spare time, she enjoys traveling, reading, watching football, and training for her second half marathon in the Fall.



WHY DO WE TEST? A BRIEF HISTORY OF REGULATION

Are certifications, licenses, or credentials really necessary? Why do we have them?

Fundamentally a certificate or license is designed to instill confidence. It is an assurance that the goods or services that we are receiving are actually from someone who knows what they are doing. By contrast, a diploma (in the United States) is generally defined as a certificate or symbol from an educational institute that testifies the recipient has completed a particular course of study. Does merely studying a subject give an individual free reign to practice their trade on an unsuspecting public?

In an absolute free market system it does. It is the principle of Caveat Emptor, or “buyer beware”.

But even as far back as Medieval Times people started realizing the need for fairness and honesty in the trade of goods and services. It began as standards in the use

of measures when selling food, beer or wine. This later evolved into Lex Mercatoria or “merchant law.” This was a system of customs and best practices that were enforced through a network of merchant courts. The result was a set of standards that was applied equally to all participants. Trade flourished and wealth was generated.

The marketplace for goods and services has become more complex than in medieval times but the principles remain the same. Whether it is medical services or inspecting fireworks displays it is a vital part of a civilized society to make sure goods are being delivered with a standard level of competency and professionalism. To be declared a licensed or credentialed professional in a field may require coursework, a degree from an accredited institution, practical skills experience, testing or some combination of any and all of the above. The end result is a level of trust and confidence on the side of the buyer. (Continued on pg. 4)

(Continued from pg. 3) There is one more Latin term that fits this discussion; Caveat Venditor, or “seller beware”. By setting standards through testing or other credentialing methods a provider promotes an acceptance of professional liability that can be expected in their dealings. It can be by government regulation or industry self-policing by which the like-minded professionals have agreed to adhere.

So the answer to the original question is yes, it is important in a civilized fast-paced free market society to test and regulate. That is what keeps us comfortably between Caveat Emptor and Caveat Venditor.



ReMarks

from the desk of Mark Setash

A recent op-ed piece in the Tennessean written by Donna Brazile captured several of the ideas I'd like to write-about in this issue.

Ms. Brazile wrote that “Winter wore out its welcome early this year. It wasn’t hard; it was inconsistent, alternating days that seemed almost warm with cold snaps. It rarely redeemed itself with large, wet, fluffy flakes that coated everything in a snowy wonderland. Through most of the winter there were teases of spring. Watching the evening news tempered my mood, though. I saw pictures of those coping with tornadoes, heard the despair of homeowners surveying the damage. People were confined by paralyzing snowfalls. I felt weary from the bleakness and harshness of wintry weather. But then daylight began to lengthen. February, the shortest (and longest) month of the year, ended.”

At PCS, winter was warmed and spring signaled by the announcements that our “family” was about to grow. Four of our folks announced the pending births of their children. Ms. Christina Williams, Mrs. LaToya Snead, Mrs. Amy Duncan and Mrs. Elizabeth Goodowens were/are all expecting. By the time this issue is released, we have already witnessed the birth of one of the newest additions. Young Brooklyn was

born to Ms. Christina Williams. Both mother and daughter are reportedly doing very well. Everyone who has had the pleasure of meeting Brooklyn has come back with glowing reports. This “rebirth” helps to signal spring, summer and the return to a gentler period. And while we acknowledge the inevitable return to fall and winter and recognize the challenges soon to be faced by all of our new parents, we take some solace in the return of longer, milder days and the comforting coos of the newly born. Congratulations to all of you.)

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