



# CONNECTION

Published quarterly by Applied Measurement Professionals, Inc.



## AMP: You Can *Always* Call Us By Our Name

By Gary A. Smith  
President

here is a classic country song written by Steve Goodman and recorded by David Allan Coe and others entitled, "You Never Even Called Me By My Name." In it, the singer laments about problems with a significant other, including the difficulty noted in the title. Currently in the assessment industry, there is a slightly different problem with names—they change so rapidly that it is hard to keep track of *which organization now has what name*. Mergers and acquisitions take place frequently, causing once familiar names to disappear. Large conglomerates enter the market looking for quick profits, yet may quietly exit when it becomes apparent that assessment is not an "easy" business. Finding the complexities of testing harder than they thought, some rapidly spin-off their assessment branch and move on to greener pastures.

Where does this leave customers of assessment companies? Usually, in the lurch! Victimized by inconsistent operation, managerial paralysis and insecurity, staff turnover and organizational instability, those caught in the middle when their assessment provider is sold, sometimes for the second, third or fourth time, cannot be having any fun. However, AMP business partners know that *there is an alternative* to this chaos.

For all of its 23 years of existence, AMP has had *one owner*, the National Board for Respiratory Care, Inc. (NBRC) and it is a virtual certainty that this will continue in the future. You see, AMP was formed to provide the NBRC with high-quality assessment services, at reasonable cost, not simply to make money. These purposes have not changed since the company was founded. As AMP has grown to have 115 clients in addition to the NBRC, we have received numerous offers for purchase of the company, but none have ever been seriously considered by the NBRC. The reason for this is that the NBRC recognizes that it receives something much more important than cash from AMP. That is quality service, responsiveness and attention to detail, each factors that are sorely lacking in today's environment.

Consistent, long-term ownership has enabled AMP to build a record as the most stable assessment company in the market. Stability in management, personnel and finances allow AMP to

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# AMP

## on the ROAD

AMP is committed to staying current with advancing professional standards and annually attends, exhibits and presents at industry conferences. An additional bonus to attending these conferences is the opportunity to meet and share with our clients, other credentialing organizations and associations. Please visit with us at an upcoming event:

### NOCA ANNUAL CONFERENCE

November 16-19, 2005

Long Beach, CA

### CLEAR Mid-YEAR BUSINESS MEETING

January 12-14, 2006

Charleston, SC

### THE ASSOCIATION OF TEST PUBLISHERS

### INNOVATIONS IN TESTING CONFERENCE

February 6-8, 2006

Orlando, FL

### IAAMC WINTER CONFERENCE

February 9-11, 2006

Amelia Island, FL

### ARELLO Mid-YEAR CONFERENCE

April 6-8, 2006

Jacksonville, FL

# Meet HERB: More

## Leading-Edge Technology from AMP

AMP has always believed in the practical use of technology, technology that works and which provides value to our clients and their constituents, as well as enhanced productivity and convenience for our staff. The opening of the national AMP Assessment Center Network in 2000 changed the way we do business and intensified our practical application of technology through operation of more than 150 computerized testing locations across the country. Now, the talented AMP Technology Group has developed a revolutionary Assessment Center Network Command and Control System, which we have nicknamed "HERB," to add a human touch to this new electronic innovation.

HERB provides a web-based, real-time display of critical information in the management, operation and performance of the AMP Assessment Center Network. Graphical displays indicate the readiness level of all sites on a nationwide basis, supplemented by easy-to-use technologies allowing access to detailed performance data of each assessment center location. With a glance at their computer monitors, staff members responsible for the daily operation of the AMP Assessment Center Network can determine if the network is functioning as intended, identify problem areas and take immediate corrective action as necessary. Among the site-specific features monitored by HERB are:

- Automatic, prioritized alerts on over 100 AMP Assessment Center Network conditions that must be acknowledged by a staff member
- Current examinee volume and trends, as well as site capacity and utilization at each location
- Current examinee satisfaction levels and trends
- Usage of AMP's online candidate registration and testing appointment scheduling system
- Network content and examinee score communications status from each location to AMP
- Scheduling compliance for each client examination program (that is, are candidates able to test at all locations within the time frames contractually agreed upon by AMP?)
- Site demographics and contacts

Perhaps most significant of all to AMP customers, who we consider our business partners, is HERB's ability to provide video monitoring of selected sites in the AMP Assessment Center Network in *real time*. This means that AMP staff members are able to see what is occurring at these locations while



## AMP: You Can *Always* Call Us By Our Name

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have different objectives than typical organizations whose main concern is the bottom line. We focus on quality and the kind of customer service that we would like to receive. The AMP staff does not have to worry about disruptions caused by unplanned changes in the organization's ownership, corporate structure or unknown factors caused by long-distance conglomerate decisions affecting assessment operations. Collectively, the AMP Management Team has more than 200 years of experience with regulatory programs and they average *over 18 years with AMP*. These are truly "people who care" and are known throughout the industry. They can be counted on to be there when needed by AMP customers.

Consistent leadership has enabled AMP to accomplish many amazing things for an organization our size. Foremost among these achievements is the development and operation of a national network of over 150 AMP Assessment Centers, offering daily computer-based examinations to more than 500,000 candidates since 2000. Thanks to the creativity and dedication of the AMP Technology Group, we have "technology that works." While others make pronouncements about future advancements, AMP simply produces software that performs as intended and within the time promised. In addition, unlike others who have had several "do-overs" in available technology, AMP consistently builds upon the progress that has been made, adding new products and innovations (such as



HERB, described on page 2 of this issue) that are integrated with previously developed systems and services.

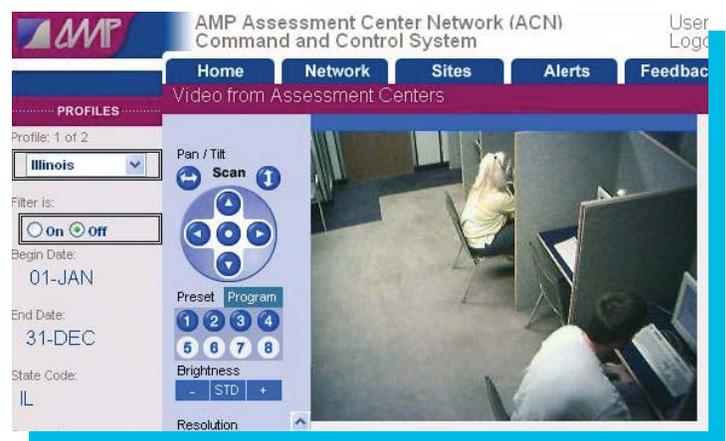
AMP is truly a company with a history, not of multiple owners and multiple names, but with a long-term organizational memory and philosophy. We remember how we got to where we are, by successfully serving one client at a time. We have never had a goal to be the largest assessment company, only *the best*. That means the best customer service, the best at taking responsibility for our mistakes, and the best at doing what our business partners need to be successful.

It may seem that we are always telling you through this newsletter that AMP is a different kind of company. However, in this day of Johnny-come-lately entries into the assessment market, disappearance of familiar names and rapid changes in the names of countless other groups, we believe that *the AMP difference* is a most important message for our business partners and prospective customers to receive. AMP is indeed an organization on whose name you may call and continue to use with confidence, and this is not going to change! ■

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testing is actually going on, not by post-test reviews of videotapes or other storage media. When fully deployed, HERB will allow electronic and visual contact with all of the more than 150 AMP Assessment Centers, enhancing test security and monitoring of proctors, as well as candidates. In an instant, AMP staff members will be able to see any difficulties that are occurring in the network and take corrective action, without waiting for reports to come in or interviewing those involved, eliminating delays to both candidates and clients. No other provider of computer-based testing of which we are aware currently has the capabilities that HERB provides to AMP.

Yes, HERB is indeed another in the long line of practical technology applications that have been developed by AMP. This new AMP Assessment Center Network Command and Control System provides our staff unprecedented access to information about the operation of the network, as well as the compliance of proctors and candidates with testing rules and facility requirements. Best of all, it provides AMP with superior control over the large-scale process of offering daily computer-based testing at hundreds of locations, allowing



An example of real-time video monitoring provided by HERB at an AMP Assessment Center

correction of difficulties as they occur, rather than after-the-fact. AMP has always been a company that is "into the details," providing the highest quality services available in the assessment industry. HERB is no exception! ■

# BUSINESS DEVELOPMENT

Technology  
That Works

People  
Who Care



■ AMP has recently partnered with the *American College for Advancement in Medicine (ACAM)* to provide job analysis, test development and computer-based testing services for a Certified Chelation Specialist examination program. This program focuses on promoting the safe use of chelation therapy, which some physicians use as an alternative treatment for atherosclerosis (plaque buildup in the arteries). ACAM is dedicated to educating physicians and health care professionals on the latest findings and emerging procedures in preventive and nutritional medicine, as well as complementary/alternative approaches such as chelation therapy. We anticipate the completion of the job analysis study in February and hope to be testing ACAM candidates in AMP Assessment Centers by fall 2006.

■ The *OASIS Certificate and Competency Board, Inc. (OCCB)* promotes the reliable reporting of OASIS data through consistent application of guidelines provided by the Centers for Medicare and Medicaid services. OASIS (Outcome and Assessment Information Set) data are core requirements for the comprehensive assessment of home health care patients. The OCCB offers a voluntary certificate examination to home health nurses, therapists and other providers who work with the collection or reporting of OASIS data. Upon successful completion of the examination, individuals receive the Certificate OASIS Specialist – Clinical (COS-C) designation. AMP has recently entered into a contractual agreement to provide computer-based test administration of the OCCB examination through our nationwide Assessment Center Network, as well as paper/pencil scoring services.

FOR MORE INFORMATION, PLEASE CONTACT AMP'S MARKETING DEPARTMENT.  
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## Personal Connections

*"We have been using AMP as our testing agency for years. Their standards are very high and they are a professional group to work with. You could not go wrong with them."*

**Linda Laxson,  
RN, BSN, CIC,**  
CERTIFICATION BOARD OF INFECTION  
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