

AMP Connection

First Quarter 2011

Technology That Works ■ People Who Care

AMP/MS Service Excellence

Patrick Gallagher, MBA
Vice President, Sales & Marketing

*AMP is a first rate
management service and
it has my full support.
I fully recommend it to
other organizations.*

~ TLA

Each year, AMP's Marketing Team conducts a Client Satisfaction Survey as a crucial step in enhancing relations and keeping in tune with the needs and desires of our business partners. These surveys allow our clients to express their specific comments and provide us with valuable feedback that we then utilize for continued improvement of product and service offerings.

In 2010, it was time to hear from the AMP Management Services clients. AMP released a survey covering transition services for new clients, communication, annual conference management, meetings and committee support, publications and website management, financial services, leadership, and AMP Management Services general quality of service. While we consistently receive great feedback, here are just a few of the things we are excited to highlight from the 2010 survey:

- **100% of respondents applauded our graphic design services as being creative and effectively portraying their organization's brand.** AMP's Publishing Division is fully equipped to take a job from the drawing board to completion including

professional newsletters, press releases, email blasts, magazines and journals. When developing these materials, we always keep organizational branding on the forefront of our minds to ensure the audience can easily identify with the look and feel of the publication and recognize how the organization stands out from the competition.

- **AMP/MS staff continues to get top notch ratings in planning and coordinating annual conferences and board/committee meetings.** In fact, 100% of respondents agreed that AMP/MS staff are professional and efficiently handle situations when onsite at their annual conference. Our meeting professionals and other coordination staff provide clients with extensive experience in event planning and contract negotiations while remaining calm, cool and collected onsite while solving problems and working with volunteers and site staff.

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AMP Client Portal: Easy Access to Important Numbers

At AMP, we pride ourselves on providing a full service testing solution for our clients. A key component of this full service approach is providing accurate, useful and timely reports to our clients through the AMP VIP Client Portal. A recent redesign of the portal increased the user-friendliness of the features and introduced a new standard report for Candidate Contact Information. This report allows clients to check if they have the latest contact information for candidates, as candidates sometimes change their contact information with AMP when scheduling. If desired, our clients with VIP Client Portal access can generate and export this information as a spreadsheet. For example, this information could be used for a blast email to a group of candidates. Our clients can contact AMP to add this report if they do not

currently have it. The VIP Client Portal provides the ability for clients to query by program, date, pass/fail/absent status and examination form. AMP continues to offer the following standard reports and features through the VIP Client Portal:

Scheduled Candidates Report – This report provides the date and location that candidates are scheduled to attempt an examination during a specified date range.

Unscheduled Eligible Candidates Report – This provides a list of candidates who have not yet scheduled an examination appointment, but are listed as eligible to take the examination.

Results Roster Report – This report provides data regarding pass, fail or absent status of tested candidates for a specified date range. This report also includes candidate ID, name, address, raw score, test result, and exam date.

Custom Reports – AMP provides additional custom reports to some clients with access available through the VIP Client Portal. Contact AMP to learn about options and fees for adding customized reports to meet your organization's needs.

"For what it is worth, I've spent the last hour on the portal and really like the functionality! Easy to use and the reports will save me some time."

– Leo Reed,
Office of Indiana State Chemist

Secure data transfer – Additionally, some clients who process applications internally use the VIP Client Portal to post a data file of approved candidates for AMP to import or to transfer secure data that is best not to be emailed. AMP can also securely post export files for candidates on the portal. AMP can use the secure data transfer capabilities of the VIP Client Portal to review questionable applications and relay information that includes secure information (e.g., contains social security number or credit card numbers).

The VIP Client Portal provides useful tools to analyze examination data and can be used to address short term problems (e.g., as a resource to answer candidate questions) and formulate long term goals (e.g., monitor candidate performance to assist in determining future test form development).

New Business:

The **National Patient Safety Foundation** (NPSF) is dedicated to improving the safety and care of patients. Since its inception in 1997, NPSF has worked to identify and promote a core body of knowledge by uniting disciplines and organizations across the continuum of care and championing a collaborative, multi-stakeholder approach to solutions. To this end, NPSF is working to develop a certification program to standardize a curriculum and elevate the patient safety profession. In 2010, NPSF selected AMP to provide job analysis, test

development, and computer-based test administration services for the new Certified Professional in Patient Safety (CPPS) certification examination. Administration of the CPPS examination is scheduled to begin by January 2012. For more information about NPSF, please visit www.npsf.org.

 **NPSF**
National Patient Safety Foundation®

Bill Hogan Earns ICE Lifetime Achievement Award

AMP congratulates Bill Hogan, ME, recently retired Senior Vice President of Marketing and Business Products, for receiving the ICE Lifetime Achievement Award, an elite honor presented by the Institute for Credentialing Excellence (ICE). The Lifetime Achievement Award is presented in recognition of lifetime achievement in the certification field. The award recognizes individuals whose vision, efforts, commitment and contributions have advanced the certification profession. Bill is one of only three award recipients to receive this privileged honor.



Mr. Hogan has been extremely active in the professional testing and measurement community for the past 38 years. His career began in 1971 at Educational Testing Service where he was an employee for nearly 20 years. He continued his leadership in assessment at The Psychological Corporation for 3 years prior to joining Applied Measurement Professionals in 1993, where he served as Senior Vice President of Marketing and Business Products. Mr. Hogan officially retired in December 2010.

During his many years of service to ICE, he has served on virtually every committee, often as Chair. Mr. Hogan has served as Program Committee chair, and other committee work includes strategic planning, marketing and membership, publications, bylaws and rules, awards, and government affairs. Additionally, he has presented numerous educational sessions and leadership modules, works to recruit new ICE members and has contributed to educational materials. In addition to the thousands of hours of volunteer leadership and service to ICE, he has also served in a volunteer role for many other professional organizations such as CLEAR, FARB, ARELLO, ATP, ABNS, ASTD, ASAE, AERA, NCME and more.

Please join us in congratulating Mr. Hogan for receiving this distinguished award and thanking ICE for recognizing his outstanding contribution of service and commitment to enhancing the credentialing community.



Wade Delk,
Director of Governmental Affairs

We are now in the third month of the 112th Congress. Did you know there are over 100 Members of Congress in only their third month as well? The November election brought in a historically large freshman class of legislators, and now is the time to get to know them. There will be numerous published articles on these new representatives, and it will take far less time researching them and understanding their true motivations compared with those that have been in office longer. Seek out those that have interests closest to your goals and mission. This is especially important now as over time many will become “Washingtonized” and will lose some of their energy to make a positive difference.

Much like a developing child, the early months for new legislators are very important. They need to be educated on the important work that needs to be done, and need to understand how your organization can help them do it. Every group with a governmental affairs program, no matter how large or small, is in the same boat. No matter how well some groups know those that have been in Congress for years, everyone knows little about the vast numbers who have just come in. But those that take action will know much more soon.

With the playing field as level as it has been in a very long time, now is the time to take action. Don't miss out on this historic opportunity. Make appointments with them now either at their Washington office or in their home District. Make sure they know your organization and what you are doing to make a difference. If you need help, let us know. AMP is here to assist you.



**ARELLO District 4 and
Mid-Year Meeting**

04/03/2011 – 04/06/2011
Destin, Florida

ASAE Annual Meeting and Exposition

08/06/2011 – 08/09/2011
St. Louis, Missouri

ARELLO District 2/3 Conference

08/12/2011 – 08/14/2011
Orange Beach, Alabama

**NASCLA 2011 Annual
Conference**

08/23/2011 – 08/26/2011
Savannah, Georgia

ABNS Fall Assembly

09/23/2011 - 09/24/2011
Chicago, Illinois



We look forward to seeing
you at one of these upcoming
On the Road events!

For more information about any
of our products or services, please contact the AMP
Marketing department at 913.895.4600 or visit our website at www.goAMP.com.

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- **High marks were awarded for our efforts in keeping Boards adequately informed of organizational activities and providing useful Executive Office Reports.** We realize that open and clear communication is vital for Boards to operate efficiently, and they must be presented with accurate and concise information and reports. AMP/MS has proven to be there for our clients to assist in analyzing and recommending solutions to help each organization with its mission, goals and objectives by providing the necessary information to execute important decisions.

We want to thank all of our management service clients that took the time to complete this survey. Your feedback is truly appreciated and the results are thoroughly reviewed and discussed by the AMP Management Team and management services staff. We look forward to the next survey, but, if you have comments or questions regarding your services, you don't have to wait. Contact a member of the AMP team today.

*Employees are
accurate, dedicated
professionals committed
to excellence.*

~ ABTC

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