



Summer 2011, Issue 1

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Executive Corner
Message from the PSC Director

Welcome to the inaugural issue of *Service Matters*, the PSC quarterly newsletter designed especially for you, our customer!

The purpose of *Service Matters* is to keep you informed about PSC's services and products, provide a greater understanding about our organization — our people, goals and performance — and how we can best serve you and your mission.

First and foremost, we are a service organization. We have a proud 15-year history in federal shared services — we manage the business of government. As the shared services provider for the U.S. Department of Health and Human Services and 31 other federal agencies, we strive for excellence in delivering essential services and products. We have the expertise, experience and resources to play an integral role in the success of agencies like yours by allowing you to focus on your core mission.

I hope you will find this issue of *Service Matters* informative and useful. We encourage you to let us know how we can best serve you. On behalf of all PSC employees, thank you for your support.

Cordially,
Paul S. Bartley

Feature

SMART and the Service Manager

Through an internal strategic initiative in 2009, PSC identified 24 “business owners” representing all of PSC’s products and services with clear managerial responsibility and accountability over service results. Little did we know that the time would come to call upon this essential role to help PSC and our customers weather these recent budget storms. [See related article on *Shared Service Strategies*.](#)

The 24 Service Managers have taken ownership of PSC’s 60 different services and products. Collectively, they mind the essential services in the business of government. These individuals possess a wide range of knowledge and skills in budgeting, contracting, sales, staffing, resource management, rate determination, funding and shared services competition and best practices.

Service Managers are the star performers in PSC’s new initiative called SMART, or Save, Manage and Assesse our Resources Together. Through this initiative, Service Managers help PSC devise strategies toward substantial cost reductions, maintain customer service quality, and identify unique and innovative opportunities in our processes and systems so that we can be flexible during times of change.

SMART is a rigorous and disciplined approach to comprehensively review our budgets and reduce operating costs in response to the current budget challenges. In a series of budget scenario planning exercises, the Service Managers determined where to take action. The program generated a wide range of cost-cutting strategies, resulting in an \$11 million reduction in overall expenses in fiscal year 2011.

These Service Managers are your primary contact for information about the services you utilize or any questions and concerns you may have. Get to know the Service Managers for your services by visiting <http://intranet.hhs.gov/psc/smart>.

Service in the Spotlight

Introducing *GO!card*[™]

The Green Option Commuter Card

The days of standing in line or making special trips to pick up transit media are ending. The *GO!card*[™] is a revolutionary way for federal employees to receive monthly commuter benefits.

To advance the government’s Go Green initiative and increase overall efficiencies in administering transit subsidies, PSC switched its regional Transshare transit subsidy program from traditional paper checks. GO stands for “Green Option.”

It’s convenient, reliable and never been so easy. Available exclusively to PSC Transshare customers, the *GO!card*[™] is a transit subsidy charge card that allows employees to purchase transit media at their leisure. Transit media is usually available from ticket windows, ticket voucher machines or online.

It’s available for transit passes, vouchers or other fare media (transit media) for subway, bus, train and/or ferry service directly from transit vendor(s). More and more transit vendors are automating their systems to make it easier for customers to buy transit media. Many transit vendors allow the added convenience of either purchasing monthly passes online or linking the *GO!card*[™] to a transit card, such as SmartTrip, ORCA, Breeze Card or CharlieCard, that is replenished automatically each month. This feature eliminates the need to stand in line to purchase transit media.



The approved subsidy amount is applied to the cardholder account each month. As transit vendors continue to modernize their systems, PSC will continue to find ways to improve our programs and provide you with the easiest and most efficient mass transit benefits.

The *GO!card™* produces substantial savings by reducing administrative costs. This program is yielding an average 15-percent cost savings per year over the previous program. Every dollar saved can be used for other federal programs that benefit the public.

This program allows for better oversight against fraud, waste and abuse. PSC has the ability now to limit charge card amounts, making it much more manageable.

This innovation has already garnered its first award. The General Services Administration's Office of Charge Card Management selected the *GO!card™* as one of the most innovative products within its SmartPay program. The organization highlighted the program during the 12th Annual GSA SmartPay Training Conference in Atlanta on August 10, 2010.

The HHS Travel Office developed the *GO!card™* to improve the commuter benefits program, decrease environmental impact by promoting mass transit and enhance customer service. For more information, please call 301-443-2414 or email GoCard@HHS.gov.

Did You Know?

Shared service strategies to weather your budget storms

The third quarter of fiscal year 2011 began with a firestorm of budget challenges across the federal government. As a fee-for-service organization, PSC is used to dealing with the economic challenges faced by our customers. Whenever budget belts are tightened, we ask our customers to resist the natural urge to cut services, because there are ways to cut cost without compromising services.

One good strategy is to cut costs by disinvesting in some in-house administrative functions. Our solution is — let the experts do it: PSC. Some of our customers realize that it is more cost effective to let us handle their financial reporting, security, warehousing, contracts management, travel and other services. For many of our customers, grants payments are tedious and fraught with requirements. That is why they come to us. Did you know that 70 percent of all federal grant payments are managed by PSC? If you have tedious, labor-intensive processes, this is a golden opportunity to off-load some administrative burdens and focus resources on more mission-related activities.

Consolidation is another good strategy. Multiple and duplicative functions and systems are low-hanging fruit that can be easily eliminated in order to reduce costs and improve services. In doing so, you get more consistency in policy and operations and pay just one fee. For instance, prior to 2006, HHS had as many as six travel management offices and systems operating simultaneously, each with its own small customer base. HHS wisely consolidated them into one travel service provider: PSC. HHS streamlined the travel management system across the Department and eliminated the confusion in travel policies, operations and systems. Through PSC's Travel Office, HHS employees are able to make their travel arrangements in the most expedient and cost-efficient manner.

Those are just two basic strategies our customers can follow to reduce costs. We use economies of scale to reduce rates — the more customers who sign up, the rate per customer goes down. The bottom line is, there is no better time to use PSC to get the best deal in services and cost. We continue to search for opportunities to help our customers make ends meet. That is why we formed a new and important initiative called SMART. [See related article about SMART.](#)

PSC marketing new Security Services BPA

PSC has been actively marketing and cultivating business development opportunities to show the value of our security service capabilities.

The Administrative Operations Service awarded a new Enterprise-wide Security Solutions blanket purchase agreement (BPA) in October 2010 and will provide a comprehensive range of security solutions. The contract vehicle is available to federal government agencies.

The BPA has a \$500 million ceiling, spanning five years, and offers a full spectrum of security products and services found on General Services Administration (GSA) Schedules 70 and 84. Agencies can use this contract vehicle to acquire streamlined and timely security-related procurements at reduced GSA rates. Products and services include Homeland Security Presidential Directive-12 (HSPD-12) compliance solutions, risk assessments, physical access control systems, security system integration, closed-circuit television, security management and support services, which include lifecycle support.

PSC has actively promoted the BPA services to customers to communicate the benefits and value, as well as advantages, of the low fee structure and accelerated, simplified process.

"In just that period of time, we've done quite a bit of marketing and have picked up quite a bit of business," Program Manager Don Deering said. PSC is negotiating a potential requirement with the Department of Veterans Affairs (VA) valued at \$60 million this fiscal year. The VA requirement includes 274 facilities across the U.S. and U.S. territories, such as Guam and Puerto Rico. Three other federal agencies are also interested in using this contract vehicle.

PSC Senior Security Advisor Marcia Levin and Deering showcased Security Services during the International Security Conference & Exposition (ISC West) on April 6-8. Considered the largest security event in the U.S., with over 25,000 attendees, PSC marketed the BPA to showcase security products and services to security buyers and network with security colleagues such as manufacturers and other government vendors. Attendees included local, state, federal and international organizations from the public and private sectors. More than 10 percent of the attendance was international, with security professionals from Canada representing the largest number of participants, followed by Mexico, Brazil, Korea and Australia.

In addition to Levin and Deering, primary points of contact for the BPA are Contract Officer Donald Hadrick, Senior IT Project Manager Craig Smith and Physical Security Specialist Ron Martin.

PSC aids Japan disaster relief

PSC is supporting the relief effort in Japan in the wake of the devastating earthquake, tsunami and nuclear disaster. We are providing travel support to the Assistant Secretary for Public Affairs as they deploy 75 personnel to California and potentially to Hawaii, Guam or the Solomon Islands. PSC is also providing acquisition support to the Assistant Secretary for Preparedness and Response.



PSC Senior Security Advisor Marcia Levin (center) is joined by Securityhunter CEO Michael S. Rogers (left) and Program Manager for Northrop Grumman Information Systems Richard Swanson (right).

FOH responds with critical incident support in tragic situations

When tragedy strikes, the Federal Occupational Health (FOH) Employee Assistance Program (EAP) division responds with rapid assistance for impacted federal employees.

FOH EAP leaders and Critical Incident Stress Management (CISM) experts responded immediately to a customer agency request for assistance in the aftermath of the mass shooting in Tucson, Ariz. EAP deployed a team of counselors to provide services to affected customer agency staff.

Staff deployed from Denver, Los Angeles, Phoenix, Albuquerque and Bethesda, Md. Denver EAP Operations Manager Kathleen Berman led the team, which included Public Health Service Officers Lt. Cmdr. Todd Johnson and Lt. Cmdr. Carlos Castillo (Bethesda) and staff counselors Richard Fajardo (Albuquerque office), Roberta Dill (Los Angeles office) and Vicky Newsom (Phoenix office). Over the following two weeks, EAP staff saw more than 600 staff and family members, provided individual counseling and group support, and provided guidance to managers. This support was in keeping with EAP's focus on providing education and sustenance during a crisis in order to allow people the time needed to grieve and regroup.

Critical Incident Stress teams stay in an area for as long as their support is needed, whether it's an incident, such as the one that occurred in Tucson; a natural disaster, such as a hurricane or flood; or an accident, such as a plane crash or mining collapse. "Unlike a small company that can close its doors and say 'we've had a terrible incident and we're going to close,' the federal government can't do that," said Berman. "We have to continue working. So the idea in the EAP is to intervene early and move quickly. Help the worksite be productive, but at the same time help employees address their reactions to a terrible situation."

While the Tucson event is just one example of a high-visibility event to which the FOH EAP responds, the EAP is always poised to handle any type of critical incident, from a workplace violence occurrence to the death of an employee that affects a worksite. The FOH EAP serves more than 800,000 federal employees and their families, with a nationwide network of master's-level, licensed counselors providing assistance in routine matters and in times of crises. The EAP Service Center is open 24/7, 365 days a year. For more information on services provided by Federal Occupational Health, visit www.foh.hhs.gov or contact 1-800-457-9808.

Annual PSC Customer Satisfaction Survey – Thank you for your participation!

In January, PSC's second annual Customer Satisfaction Survey was sent to more than 2,500 customers. Thank you to everyone who participated! Your feedback provided us with deep insights into what we are doing well and where we have opportunities to improve. Some fiscal year 2010 survey results include:

- **Response Rate:** Approximately 28 percent of our customers responded to the survey, providing feedback on PSC performance in areas such as staff, communication, quality and overall satisfaction.
- **Customer Satisfaction:** Of the survey respondents, 88 percent indicated they were satisfied with the service they received and that they would recommend the PSC product or service to others.
- **Staff Knowledge and Responsiveness:** Customers gave PSC the highest ratings for the knowledge and responsiveness of our staff, overall satisfaction and the quality of our services. Areas with the greatest opportunity for improvement were communication and back-office support.

PSC has already initiated a number of improvement initiatives around communication and understanding customer needs, as well as an assessment of back-office support. With the insight you provided through the annual Customer Satisfaction Survey, PSC will continue to identify opportunities to improve in these areas and keep you informed of our progress.

We look forward to your continuing input. If you have questions, please contact PSC Performance Manager Edgar Esmabe at edgar.esmabe@psc.hhs.gov.

PSC partners with ForeSee Results for new Web feedback surveys

PSC strives to provide you with excellent customer service, and this includes the best possible online experience at PSC.gov. We recently partnered with ForeSee Results to survey users of the PSC website to get your feedback. If you've been to www.psc.gov recently, you may have seen this pop-up window.

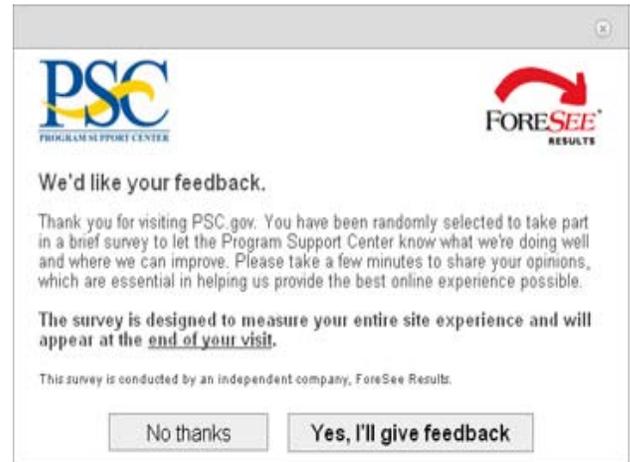
These survey results will enable PSC to:

1. Establish a customer satisfaction baseline
2. Define and analyze metrics
3. Identify key usability requirements and issues
4. Track and measure success with the new Web designs and new service-related offerings and initiatives moving forward

By using the OMB-approved methodology called the American Customer Satisfaction Index (ACSI), PSC and ForeSee will be able to identify which specific aspects of a website (i.e., search, navigation or content) have the greatest impact on overall customer satisfaction and online customer retention. Using the ACSI online enables:

- An assessment of overall satisfaction
- Continuous and real-time measurement of specific elements of overall satisfaction
- Strategic planning to impact and improve future satisfaction
- Predictions of future customer behaviors, such as the likelihood to return, recommend or purchase
- Segmentation according to visitor type, loyalty and other measures
- Benchmarking against competitors and best-in-class firms

Now that you are aware of the survey, we welcome your feedback. Survey responses are collected anonymously and will help us improve PSC's Web presence going forward. For more information, contact either Julian Inasi at 301-492-4660 or julian.inasi@psc.hhs.gov or Phillip Ames at 301-492-4661 or phillip.ames@psc.hhs.gov.



The Scoreboard: PSC's Performance

PSC is carefully tracking its performance indicators and feedback from our customers. The key performance indicators are as follows:

- Customer Satisfaction Target: 90 percent of customers responding to PSC Comment Cards indicate excellent/good ratings for satisfaction of services
- Service Quality Target: 95 percent of cost centers achieving quality targets

Our goal every month is to exceed these targets. We believe it is important to develop strong relationships with our customers and a working knowledge of our services so that we can better communicate with others across the government about PSC.

For January, we achieved 96-percent Customer Satisfaction and 94-percent Service Quality.

PSC Services

For detailed information including service descriptions, rates, performance standards and contact information, please visit www.psc.gov.

CUSTOMER CONTACT CENTERS

*HHS Information Hotline
ONE-DHHS Contact Center*

ACQUISITION SERVICES

*Negotiated Contracts
Purchase Card Management
Simplified Acquisitions*

COMMISSIONED CORPS SUPPORT SERVICES

*Compensation Services
Board for Corrections
Medical Affairs*

FINANCIAL SERVICES

*Payroll Services
Accounting Services
Cost Allocation/Indirect Cost Negotiations
Debt Collection
Financial Reporting
Payment Management (Grant) Services
Payroll Accounting Services*

FREEDOM OF INFORMATION ACT SERVICES

INFORMATION TECHNOLOGY SERVICES

*Financial Enterprise Systems Management
Human Resource Systems
IT Security Services
Project Management*

TELECOMMUNICATIONS

*Telecommunications Management
Telecommunications Services*

OCCUPATIONAL HEALTH SERVICES

*Automated External Defibrillator Services
Clinical Health and Wellness Services
Employee Assistance Program
Environmental Health Services
Wellness/Fitness
Work/Life Services*

MEDICAL SUPPLIES

Supply Service Center

LOGISTICS SERVICES

*General Storage
Labor and Moving
Product Distribution*

PROPERTY MANAGEMENT SERVICES

*Asset Management
Building Management
Property Disposal
Real Property
Space Acquisition
Space Alterations
Shredding*

REGIONAL SUPPORT SERVICES

*Regional Support Program
Cooperative Administrative Support Units (CASUs)*

SECURITY SERVICES

*Background Investigations
Digital Fingerprinting and Special Agency Checks
HSPD-12 Services
HSPD-12 (PIV) Badge Recertification
Physical Security*

SUPPORT SERVICES

*Departmental Forms Management
Graphic Arts
Printing Procurement
Mail Management and Policy Branch*

TRANSPORTATION AND TRAVEL SERVICES

*Vehicle Rental Services
Subsidized Mass Transit Tickets (Transshare and GO!card™)
HHS Travel Services
Relocation Services*

PSC *Service Matters* is published by the PSC Office of Communications. To ask questions, provide comments or add news, please contact the editor, John Moynihan, at john.moynihan@psc.hhs.gov or call 301-492-4650. Learn more about PSC by visiting www.psc.gov.