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2023 CAASE Award Submission

CAASE Awards Submission

Submission Category:

Employee Programs

Submission Title:

Medic Ambulance - Now Introducing, Blink! - Employee Program

Contact Name:

Brian Meader

Organization:

Medic Ambulance Service, Inc.

Email:**Preferred**

bmeader@medicambulance.net

Number of Annual Service Requests:

80,000

Number of Ambulances:

110

Business Type (check all that apply):

Business

Privately Held Corporation

Project Participants (Names, Job Titles & Email Addresses of individuals involved in the project):

James Pierson - Chief Operating Officer, jpierson@medicambulance.net
Brian Meader - Regional Director of Operations, bmeader@medicambulance.net
Tim Bonifay - Senior Project Manager, timothybonifay@medicambulance.net

Situational Analysis (Background of Project):

In 2023, Medic Ambulance introduced Blink, an application designed to connect the frontline workers within the company to one another and the overall mission of Medic Ambulance. Blink is available to all Medic employees, giving them mobile access to "All things Medic."

Project Goals:

Increased & accessible communication across the company.
Increase Employee Morale
Increase & inspire a team-building atmosphere
Increased employee access to COACHES program, Employee Assistance Program
Increased visibility regarding time-sensitive information

Planning & Implementation (describe process from the planning phase, including research, through implementation phase. Include the overall length of your project in weeks/months):

The planning process consisted of three main steps before the total implementation. The first step started with executive management personnel learning Blink's software and how to maximize its functions for Medic. The second step in the roll out process was adding a larger group of the management team onto the platform. This time was used as a trial period in which Medic tested features, suggested appropriate content, and revised the overall layout of Blink. After the management team utilized Blink for the trial period, we added our Field training Officers (FTOs) onto the software. This period allowed management and the Blink implementation team to get feedback from proven and engaged employees. The successful completion of these three steps led to the total launch of Blink. The total launch was a multi-faceted process that firstly involved the input of management and the FTOs. In addition to obtaining input from these key players, a company-wide Blink Launch email was sent by the President/COO of Medic Ambulance. The program was launched with a "How to Use Blink" video posted on the news feed so that all new users were effectively introduced to this new tool. Posters with QR codes were also posted at all stations to raise awareness.

Results (Did you achieve your goals? How did you measure results?):

The implementation of Blink has led to impressive results. Medic Ambulance has seen great engagement and buy-in from the team with impressive numbers. Out of 419 employees on Blink, 408 are registered with 74.94% of users categorized as "Active Users" or "Users who create or actively engage with content on Blink" and 19.41% of users categorized as "Passive Users" or "Users who are active on Blink but not yet engaging with content." There have been over 4,000 total direct messages sent, over 900 feed posts, over 7,500 total reactions to posts, and over 1,250 comments on posts. We have even seen employees creating and utilizing group chats with upwards of 300 group messages sent.

Impact (What impact has this project had on your service? Information can be given as narrative. However, if possible, please provide qualitative and quantitative information.):

Great employee engagement on Blink, we've seen great and sustained engagement from the team on Blink. See the data points in the results section.

Budget (Did you have a budget? Budget numbers can be provided as a percentage of overall operating or departmental budget.):**Supporting Documents #1:**

Blink CAASE Statement of Entry(letterhead).docx

Supporting Documents #2:

IntroducingBlink_1.jpg

Supporting Documents #3:

Blink-Feed Interactions.PNG

Supporting Documents #4:

Blink-Direct Messages Data.PNG

Supporting Documents #5:

Blink-Priority Post example.PNG



Supporting Documents #6:

Blink- Overview.MP4

Comments:

CAASE Awards Submission Fee:

CAASE Awards Submission - \$100.00

General Section



Introducing Blink!

Today we are launching Blink - our new workplace tool designed to make all our working lives a little easier.

The app will give you access to all the company news, information, files and tools that you need to stay connected wherever you are.



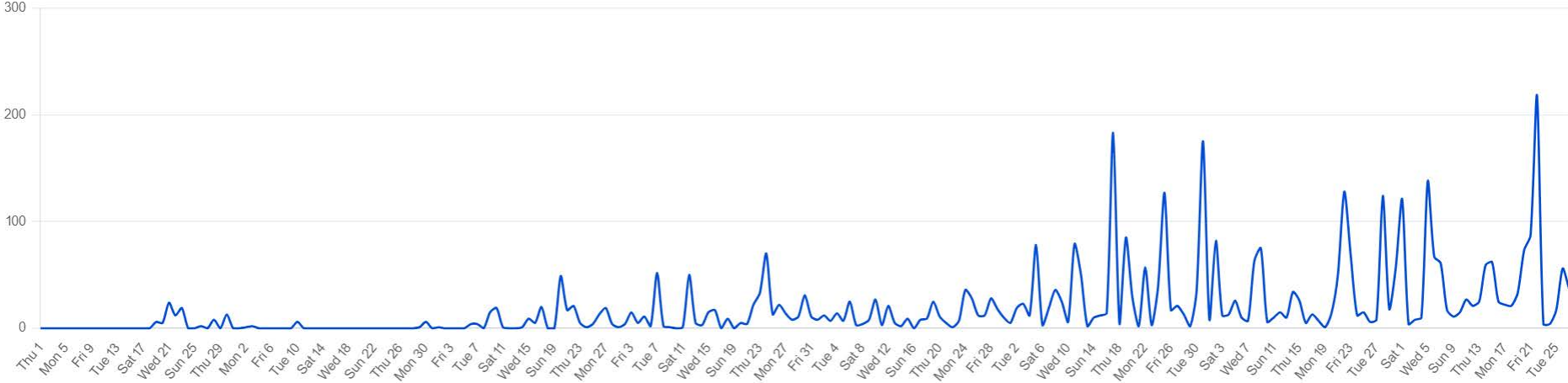
If you need help setting up your blink account, please contact timothybonifay@medicambulance.net

Messages sent

☒ All

☐ Direct messages

☐ Group messages



Total messages sent

4,469

Total number of messages sent.

Direct messages

4,167

Total number of direct messages sent.

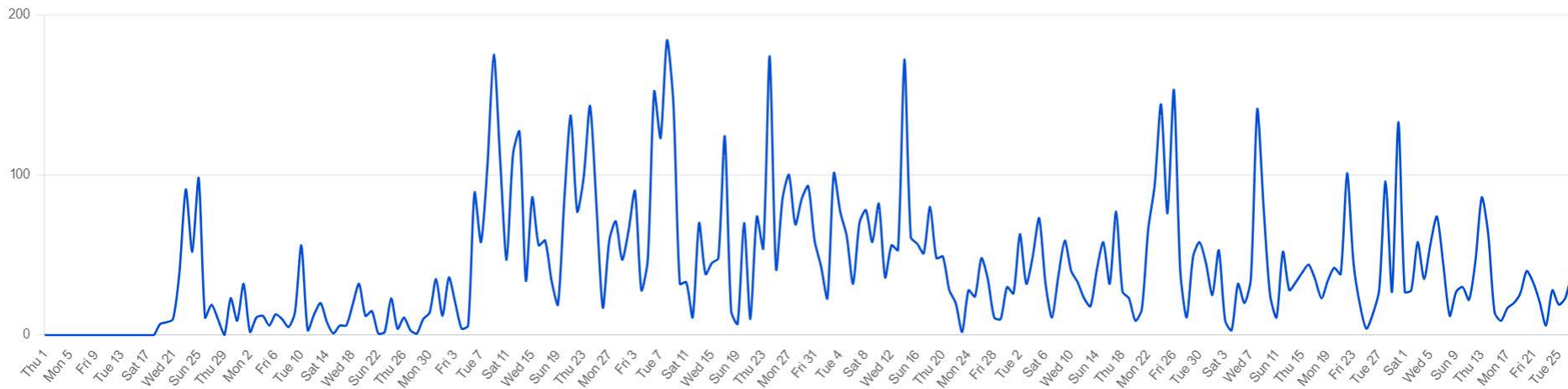
Group messages

302

Total number of group messages sent.

Feed interactions

☒ All ☐ Posts ☐ Reactions ☐ Comments



Feed posts sent

934

Total number of posts sent.

Total reactions

7,839

Total number of reactions on all posts.

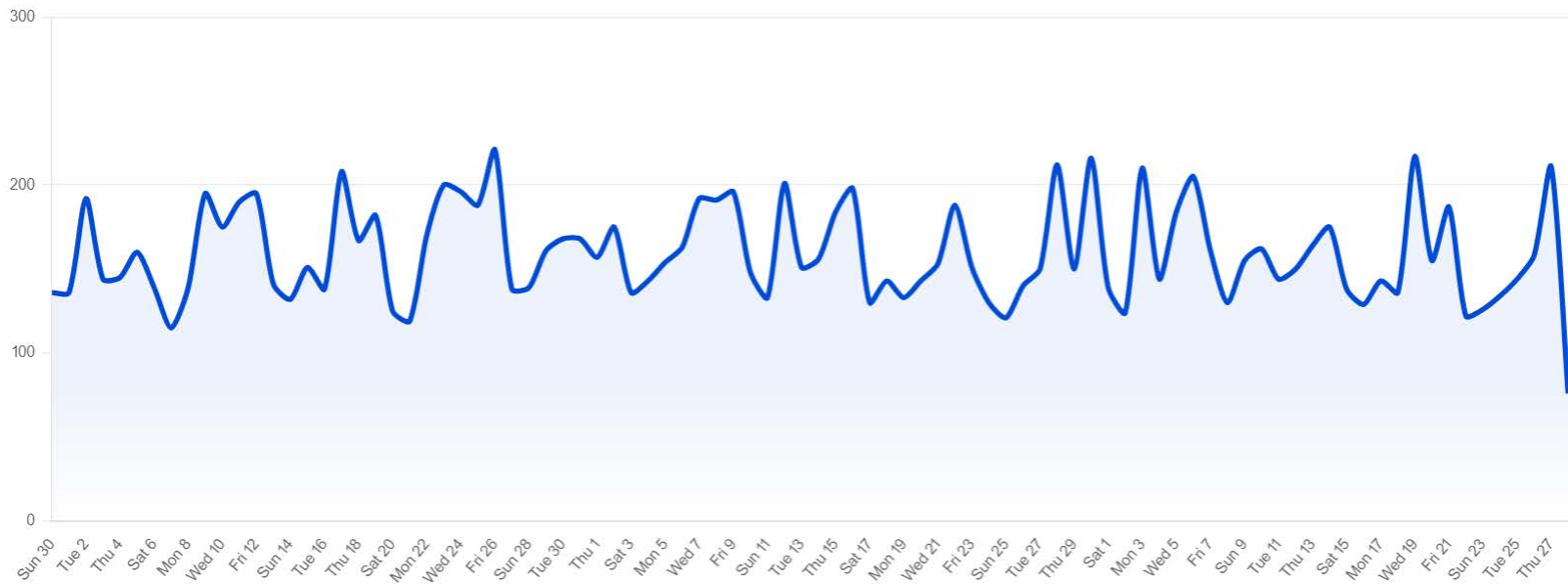
Total comments

1,387

Total number of comments on all posts.

User Activity

Monitor when users are most active.



Users active

Users that have opened Blink.

Account Registration Score

Total Accounts

419

Accounts that have been sent an email or SMS invitation but have not yet registered.



Improve score

Breakdown

- Not invited 0
- Invited 11
- Registered 408



Priority · 1m

To: Project Team - Test



Medic Ambulance

Excellence in EMS since 1979

All- Kaiser Vallejo is on DIVERSION

We will update you when the diversion has been lifted.

Thank you for all you do!

[View Acknowledgements](#)



Like



Boost



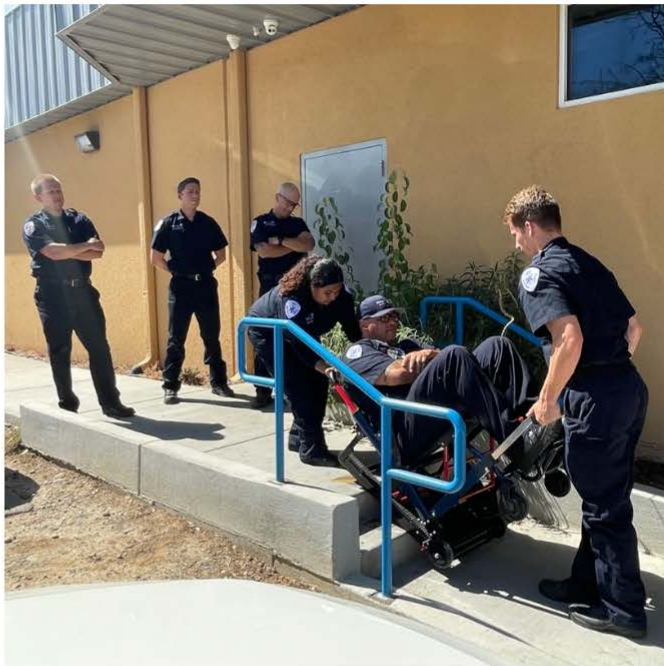


Social · Jul 24
To: All Medic



Lisa Curlee
Sacramento Operations Manager, Medic Ambulance

Welcome to our newest Paramedics and Emts to our Sacramento division! Today, was a great first day of training!



👍 You and 11 others

1 Comment



Like

💬 Comment

📣 Boost



Most recent ▼



Monica DeMasi
Administrative Generalist, Medic Ambulance
Welcome to the Family

Jul 27

Like • Reply



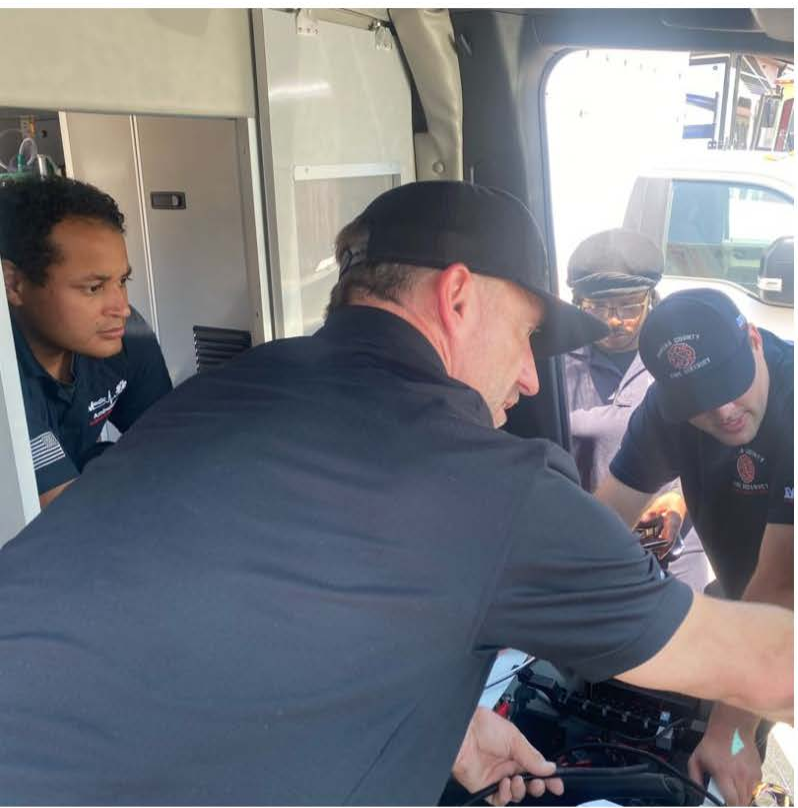
Write a comment...





Justin Hill
Regional Director - Logistics, Medic Ambulance

Acetech install day! All logistics on deck for training.



👍 You and 10 others

1 Comment

👍 Like

💬 Comment

📣 Boost



Most recent ▼



Jordan Sandefur
EMT, Medic Ambulance
Solar panels on the roof is a great idea!

Jul 20

Like • Reply | 2 likes



Write a comment...



Missed your invite?

Blink is your new internal communications and employee engagement platform designed to make all our working lives a little easier.

Blink will give you direct access to all the company news, information and files that you need as well as helping you communicate and stay connected with your colleagues wherever you are.

For your invitation or help logging in, please contact Tim Bonifay Jr. at timothybonifay@medicambulance.net or (707) 673-6953.

