

2025 CAASE Awards

Application Instructions



The CAA Service Excellence (CAASE) Awards are open to all ambulance companies and agencies operating within California. To participate, applicants must submit an online submission that includes a **Statement of Entry** and any relevant supporting materials.

Submission Process

All materials must be submitted through the CAA's online application form. The following file types are accepted:

Documents: PDF, Word, Excel

Images: JPEG/PNG

Links: Video content or webpages that support the entry

Once your submission is received, you'll get a confirmation email with instructions for uploading any additional materials. If you wish to include physical displays, these may be shipped separately to the CAA for presentation at the Annual Convention.

Terms of Use

By submitting an entry, you grant the California Ambulance Association permission to publicly share your materials as examples of best practices and to use your materials in any way. Submissions may be used for educational, promotional, or marketing purposes.

Contact Information

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2025 CAASE Awards Submission

Submission Category:

Innovation in EMS

Submission Title:

GMR Pacific Idea Lab

Number of Annual Service Requests:

75k

Number of Ambulances:

60

Business Type (check all that apply):

Privately Held Corporation

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

Daniel Iniguez, Daniel.Iniguez@gmr.net, Regional Director

Situational Analysis (Background of Project):

Global Medical Response (GMR) operates in a rapidly evolving healthcare and emergency response landscape. As a leader in pre-hospital care, GMR must continually adapt to changes in technology, patient expectations, regulatory pressures, and workforce challenges. In recent years, increasing demand for innovative, efficient, and data-driven solutions has underscored the need for structured innovation within the organization. To meet these demands and stay ahead of industry trends, GMR launched the Idea Lab — a structured innovation incubator designed to harness the creativity of its workforce and translate frontline insights into scalable solutions. The Idea Lab provides a dedicated space for experimentation, collaboration, and cross-functional problem-solving, aiming to improve service delivery, enhance patient outcomes, and foster employee engagement. Problem/Opportunity: Despite GMR's scale and expertise, innovation in the field is often hindered by operational silos, a fast-paced work environment, and limited avenues for frontline staff

to propose and test new ideas. Employees across GMR's diverse operating regions encounter unique challenges and creative solutions daily, but historically, there has been no formal process to capture, develop, or scale those innovations. The Idea Lab addresses this gap by serving as a platform where employees at all levels can pitch concept: potentially see their innovations implemented organizationally, and have their ideas become an integral part of the company's strategic goals, including:

- Operational Excellence: Identify and implement ideas that improve efficiency, safety, and quality of care.
- Employee Engagement: Empowering team members to be active contributors to change, improving retention and morale.
- Market Leadership: Strengthening GMR's reputation as a forward-thinking, solutions-driven EMS provider.
- Scalability and Replication: Piloting innovations locally that can be expanded system-wide.

Project Goals:

I. Introduction A. Purpose of the Project - Develop a website that allows employees to submit ideas to the company. - Enhance operations by encouraging innovation and creativity. - Increase employee engagement by providing a platform for their ideas. B. Objectives - Create an intuitive and user-friendly website interface for idea submission. - Establish a transparent evaluation process to select ideas for development. - Improve operations through the implementation of selected ideas. - Enhance employee engagement and satisfaction. II. Website Features and Functionality A. User Registration and Authentication - Allow employees to create accounts using their company email addresses. - Implement a secure authentication system to protect user data. B. Idea Submission Form - Design a user-friendly interface for idea submission. - Include fields for categorizing ideas (product designs, system improvements, best practices, etc.). - Provide options for attaching relevant files or documents. C. Idea Evaluation and Feedback - Establish a transparent and fair evaluation process for submitted ideas. - Assign a review committee to evaluate and provide feedback on ideas. - Notify employees about the status of their submitted ideas (accepted, rejected, under review). D. Idea Ranking and Selection - Implement a ranking system to prioritize ideas based on their potential impact. - Consider factors such as feasibility, cost-effectiveness, and alignment with company goals. - Select top-ranked ideas for further development and implementation. E. Collaboration and Discussion - Enable employees to comment and provide feedback on submitted ideas. - Promote collaboration and discussion among employees to refine and enhance ideas. III. Implementation and Deployment A. Technical Requirements - Choose a scalable and secure web development framework. - Ensure compatibility with common web browsers and devices. B. Development Timeline - Define a clear timeline for the website development process. - Break down tasks into manageable milestones and assign responsibilities. C. Testing and Quality Assurance - Conduct thorough testing to ensure the website functions as intended. - Address any bugs or issues identified during the testing phase. D. Deployment and User Training - Deploy the website on a reliable hosting platform. - Provide user training and support to ensure employees can effectively use the platform. IV. Monitoring and Evaluation A. Performance Tracking - Implement analytics tools to monitor website usage and engagement. - Track the number of idea submissions, employee participation, and idea implementation rates. B. Feedback and Improvement - Gather feedback from employees regarding their experience with the platform. - Continuously improve the website based on user feedback and emerging needs. V. Conclusion A. Summary of Benefits - Enhance operations through the implementation of innovative ideas. - Increase employee engagement by valuing their contributions. - Foster a culture of innovation and continuous improvement. C – Culture of Innovation Foster a culture where creativity, experimentation, and forward-thinking are part of everyday work. Encourage employees to challenge the status quo and explore new ways to improve patient care, safety, and operations. R – Real-World Solutions Support the development of practical, frontline-driven innovations that solve real operational challenges. Ensure ideas are grounded in the day-to-day realities of EMS work and can be scaled across the organization. E – Employee Engagement Empower employees at all levels by giving them a voice in shaping the future of the company. Increase engagement and job satisfaction through participation in meaningful innovation projects and recognition for contributions. S – Sustainability & Scalability Develop ideas that are not only impactful but also sustainable and scalable across GMR's diverse regions. Focus on long-term value creation and continuous improvement, beyond short-term fixes. T – Transformational Impact Drive transformative change that enhances GMR's services, strengthens community trust, and elevates the company's role as an industry leader in EMS innovation.

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

See innovation team attachment

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

Yes. We have had multiple product idea and best of practices submitted into the system. We have taken those ideas and are currently working with vendors to bring those ideas to life. We have also shared best practice across our multiple counties to improve operational efficiencies.

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.):

Since its launch, the GMR Idea Lab has had a measurable and meaningful impact on our operations, culture, and service delivery. By creating a structured space for innovation and employee-driven problem-solving, the program has begun to transform how we operate and engage with both our workforce and the communities we serve. Quantitative Impact: •24+ Ideas Submitted across multiple regions since launch, representing a wide range of operational, clinical, and community-focused innovations. •6 Pilots Initiated, including improvements in First in bag safety locks, Styker gurney improvements, work place violence programs, and enhanced fleet deployment strategies. •Increase in Employee engagement and job satisfaction with our employee survey. Qualitative Impact: •Empowered Workforce: Team members report feeling heard, valued, and more connected to GMR's mission. One paramedic shared, "I've been doing this for years, and this is the first time I've been asked how we can do things better – and actually seen my idea taken seriously." •Improved Collaboration: The Idea Lab has broken down silos, bringing together operations, clinical teams, IT, and frontline providers to co-create solutions. •Culture Shift: Innovation is no longer seen as something "extra" or limited to leadership. Instead, it's becoming a shared responsibility and source of pride across departments. •Patient-Centered Improvements: Several ideas have directly impacted patient care – including streamlined patient intake forms, better real-time communication tools with hospitals, and improved safety procedures during high-acuity transports. •Leadership Development: Emerging leaders have surfaced through the innovation process, gaining visibility and mentoring as they lead project teams and present solutions to executive stakeholders. In Summary: The GMR Idea Lab is more than a project—it's a movement toward a smarter, more agile, and people-powered GMR. Its impact is already being felt across service lines, and as it scales, it is expected to drive even greater transformation across the Pacific and beyond.

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

We do not have a set budget for the program as cost is determined by the ide submitted and which operations will bring the ide or best practice to life.

Supporting Documents #1:

Innovation Team.pdf

Supporting Documents #2:

Idea Lab - Leader Guide.pdf

Supporting Documents #3:

GMR Idea Lab.docx

Discount Code:

Date:

Supporting Documents #4:
lower res Welcome to the GMR PACIFIC IDEA LAB.pdf
Supporting Documents #5:
Supporting Documents #6:
Comments:
CAASE Awards Submission Fee:
CAASE Awards Submission - \$100.00

Discount Code:

Date:



Introducing the GMR Innovation Program: Empowering Ideas for EMS Operations and System Designs!

OVERVIEW

Are you passionate about improving the field of EMS operations and system designs? Do you have innovative ideas that can enhance air and ground EMS transports? Look no further! GMR is excited to launch its groundbreaking Innovation Program, inviting all employees to submit their game-changing ideas.

What is the GMR Innovation Lab?

The GMR Innovation Lab is a platform designed to harness the collective brilliance of our employees. It provides an opportunity for you to contribute your visionary ideas to revolutionize EMS operations and system designs. By participating in this program, you can make a real impact and shape the future of emergency medical services.

How does it work?

1. **Idea Submission:** Submit your innovative ideas through our user-friendly portal. Whether it's a groundbreaking product concept or a process improvement best of practice, we welcome all creative ideas that can enhance air and ground EMS transports or employee experience.
2. **Expert Evaluation:** A dedicated committee of experts will carefully review and evaluate all submitted ideas. They will assess the feasibility, impact, and potential benefits of each idea.
3. **Idea Selection:** The committee will select the most promising ideas to bring forward for development. If your idea gets chosen, you will have the opportunity to work alongside our talented team to turn your vision into reality.
4. **Cash Prize:** As an added incentive, employees whose ideas are selected for development will receive a well-deserved cash prize. We believe in recognizing and rewarding the valuable contributions of our employees.



Why Participate?

- Make a Difference: Your ideas can directly improve the field of EMS operations and system designs, making a positive impact on patient care and outcomes.
- Professional Growth: Participating in the Innovation Lab provides you with a unique opportunity to enhance your skills, collaborate with experts, and contribute to your personal and professional development.
- Recognition and Rewards: Not only will you have the satisfaction of seeing your ideas come to life, but you will also be rewarded with a cash prize if your idea is selected for development.

Join us in shaping the future of EMS operations and system designs. Together, let's unlock innovation and drive positive change in the field of emergency medical services!

EVALUATION PROCESS

In the GMR Innovation Lab, ideas are evaluated through a comprehensive and fair process to ensure that the most promising and impactful ideas are selected for development. Here's how the evaluation process works:

1. **Committee Review:** A dedicated committee of experts, comprising individuals with diverse backgrounds and expertise in EMS operations and system designs, is responsible for evaluating the submitted ideas. This committee is well-equipped to assess the feasibility, potential benefits, and alignment with the program's objectives.
2. **Feasibility Assessment:** The committee examines the practicality and viability of each idea. They consider factors such as technological feasibility, resource requirements, and compatibility with existing systems or processes.
3. **Impact Evaluation:** The potential impact of each idea is carefully analyzed. The committee assesses how the idea can improve EMS operations and system designs, enhance patient care, optimize efficiency, and contribute to overall organizational goals.
4. **Innovation and Originality:** The committee evaluates the level of innovation and originality demonstrated by each idea. They consider whether the idea introduces a unique approach, solves a long-standing challenge, or presents a fresh perspective in the field.
5. **Collaboration Potential:** Ideas that have the potential for collaboration and integration with other ongoing projects or initiatives within GMR are given special consideration. The program aims to foster collaboration and synergy across different teams and departments.



6. **Employee Involvement:** The committee takes into account the employee's level of involvement and willingness to contribute to the development of their idea. This includes their ability to collaborate, provide insights, and actively participate in the implementation process.

7. **Program Objectives Alignment:** The committee ensures that the selected ideas align with the program's objectives of improving EMS operations and system designs, enhancing air and ground EMS transports, and driving innovation within the organization.

8. **Scalability and Sustainability:** The committee considers whether the idea has the potential to scale and be implemented across multiple locations or departments within GMR. They also assess the long-term sustainability of the idea, including factors such as cost-effectiveness, maintenance requirements, and adaptability to changing needs.

9. **Risk Assessment:** The committee evaluates the potential risks associated with implementing the idea. This includes identifying any potential challenges, obstacles, or unintended consequences that may arise and assessing the feasibility of mitigating those risks.

10. **Data and Evidence:** When possible, the committee looks for supporting data, research, or evidence that demonstrates the effectiveness or feasibility of the idea. This helps in making informed decisions based on objective information.

11. **Feedback and Iteration:** The evaluation process may involve multiple rounds of feedback and iteration. Ideas that show promise but require further refinement or clarification may be given feedback and an opportunity to revise their proposals before final evaluation.

12. **Expert Input:** In some cases, the committee may seek input or advice from external experts or industry professionals to gain additional insights and perspectives. This helps ensure a well-rounded evaluation process and brings in diverse viewpoints.

13. **Communication with Participants:** Throughout the evaluation process, participants are kept informed about the progress and outcomes. This includes providing feedback on their ideas, notifying them of the selection results, and offering guidance on next steps for selected ideas.

By following this rigorous evaluation process, the GMR Innovation Program aims to identify and prioritize ideas that have the potential to make a significant impact and bring about positive change in the field of emergency medical services.



Development

1. **Needs Assessment:** The first step in product development is identifying the needs and requirements of EMS providers and patients. This includes understanding the challenges they face, the gaps in existing systems or processes, and the desired outcomes they are looking to achieve.
2. **Research and Design:** Once the needs are identified, extensive research and design work is conducted to develop products and systems that meet those needs. This involves exploring new technologies, conducting user-centered design processes, and considering factors such as usability, ergonomics, and safety.
3. **Prototyping and Testing:** Prototypes of the proposed products or systems are created and tested in real-world scenarios. This allows for feedback and iteration, ensuring that the final product meets the desired specifications and addresses the identified needs effectively.
4. **Collaboration and Stakeholder Engagement:** Product development in EMS services often involves collaboration between EMS providers, technology experts, medical professionals, and other stakeholders. Engaging these stakeholders throughout the development process helps ensure that the final product is practical, user-friendly, and aligns with the needs of the EMS community.
5. **Integration with Existing Systems:** EMS services rely on various existing systems, such as dispatch systems, electronic patient care records, and communication networks. Product development focuses on seamless integration with these systems to improve overall efficiency and streamline workflow.
6. **Data and Analytics:** Product development in EMS services increasingly incorporates data and analytics capabilities. This allows for real-time monitoring, performance measurement, and data-driven decision-making, ultimately improving system efficiency and patient outcomes.
7. **Continuous Improvement:** Product development in EMS services is an ongoing process. Feedback from EMS providers, patients, and other stakeholders is crucial for continuous improvement and refinement of the products and systems. This ensures that they remain up to date with evolving needs and technological advancements.

Efficient product development in EMS services plays a vital role in enhancing the quality of care, optimizing resource allocation, and improving overall operational efficiency. By leveraging technology, innovation, and collaboration, product development efforts aim to drive positive change and support the delivery of timely and effective emergency medical services.



Global Medical Response Solutions

AMR

ST. LOUIS

MED-TRANS

REACH

GUARDIAN

AirMed

RURAL METRO

AccessCare



GMR Pacific Idea Lab



Leader Announcement and Promotion Guide

We are excited to announce the launch of the **GMR Pacific Idea Lab**, an innovative platform designed to tap into the creativity, knowledge, and experience of our employees. This initiative is about **you—our team members**—and your ideas that drive progress and efficiency within the Pacific. The Idea Lab empowers you to share product innovations, best practices, and solutions that not only improve our company but enhance your daily work experience.

Your voice matters. By participating, you can help us shape a workplace that is more effective, collaborative, and future ready.

As leaders, your support and enthusiasm are key to encouraging participation and ensuring the success of this initiative. Below are talking points to help promote the GMR Pacific Idea Lab to your teams.

Talking Points for Leaders

Introduction of the Idea Lab

“GMR Pacific is launching a new platform called the **Idea Lab**. It’s a space for you to share ideas that can improve our products, workflows, and how we operate day-to-day.”

“We know that the best ideas often come from the people doing the work—you! The Idea Lab is here to ensure your suggestions are heard, reviewed, and implemented where possible.”

Purpose and Benefits

“The goal of the Idea Lab is simple: To make **your job easier** and to drive meaningful improvements across the company.”

“Have an idea for a new product feature, a better way to work, or a solution to a recurring challenge? This is the place to share it.”

“Not only will this initiative help us as a company, but it will also contribute to a culture where everyone has a say in shaping our success.”



How It Works

“The process is straightforward. Log into the platform, submit your idea, and if selected you will work with our innovation team, to bring your idea to life. You’ll also be able to see ideas from your colleagues and collaborate.”

“Every idea matters—big or small—and will be reviewed by the innovation team.”

Why Participation Matters

“This is your opportunity to influence how we work and innovate. Your insight can lead to better tools, improved workflows, and smarter ways of delivering patient care.”

“By participating, you’re not only helping the company grow but also contributing to improvements that directly benefit your role and your team.”

Closing Call to Action

“Let’s work together to create real, positive change. Take a few minutes to explore the Idea Lab and share your ideas—you never know how far a suggestion can go!”

“Remember, this is about **all of us** making GMR Pacific stronger, smarter, and more effective.”

Leadership Support

To inspire your teams:

Share your own ideas on the platform to lead by example.

Highlight successes as ideas are implemented to show the program’s impact.

Encourage open communication—no idea is too small.

Together, let’s make the GMR Pacific Idea Lab a driving force for innovation and improvement!



OVERVIEW

The purpose of this project proposal is to outline a systematic approach for capturing and sharing best practices within GMR. The project aims to establish a process and infrastructure that will enable the replication of successful strategies throughout the organization, fostering a culture of innovation, collaboration, and continuous improvement.

The Objectives

1. Identify and capture best practices across key areas of the company.
2. Create a centralized repository to store and organize the documented best practices.
3. Develop a communication strategy to disseminate the captured best practices throughout the organization.
4. Facilitate the replication and implementation of best practices across departments.
5. Monitor and measure the impact of implemented best practices on key performance metrics.
6. Foster a culture of recognition and reward for employees contributing to the project's success.
7. Creation of the GMR Idea Lab



Goals

- Improve operational efficiency and effectiveness by leveraging successful strategies.
- Enhance employee collaboration, and knowledge sharing across departments.
- Drive continuous improvement by adopting and adapting best practices.
- Increase employee engagement and motivation through recognition and rewards.
- Establish a sustainable process for capturing and sharing best practices.

The Solution

- Establish a dedicated team responsible for identifying, capturing, and sharing best practices.
- Conduct a comprehensive search within the company to identify existing best practices.
- Document the best practices in a structured format, including process descriptions, benefits, metrics, and supporting resources.
- Create a centralized repository or knowledge management system to store and organize the documented best practices.
- Develop a communication strategy to disseminate the captured best practices through newsletters, internal blogs, presentations, and workshops.
- Provide resources and support for the replication and implementation of best practices across departments.
- Monitor and measure the impact of implemented best practices on key performance metrics.
- Recognize and reward employees who contribute to the project's success.
- Regularly review and update the captured best practices to ensure relevance and accuracy.



PROJECT OUTLINE

Phase 1: Project Planning and Team Formation

- Define project scope, objectives, and deliverables.
- Form a dedicated team with representatives from different departments.
- Establish communication channels and project management tools.

Phase 2: Best Practice Identification and Documentation

- Conduct interviews, surveys, observations, and data analysis to identify best practices.
- Document the best practices in a structured format with clear descriptions and supporting resources.
- Establish a centralized repository or knowledge management system to store the documented best practices.

Phase 3: Communication and Dissemination

- Develop a communication strategy to share the captured best practices throughout the organization.
- Implement communication channels such as newsletters, internal blogs, presentations, and workshops.
- Encourage employees to adopt and adapt the best practices in their respective areas.

Phase 4: Replication and Implementation

- Provide resources and support for the replication and implementation of best practices.
- Offer training programs, mentoring, and cross-departmental collaboration opportunities.
- Monitor and measure the impact of implemented best practices on key performance metrics.

Phase 5: Review and Update

- Regularly review the captured best practices to ensure relevance and accuracy.
- Update the documentation and repository as new practices emerge or existing practices evolve.
- Continuously improve the process based on feedback and lessons learned.

6. Conclusion:

The implementation of the Capturing and Sharing Best Practices Project will enable GMR to leverage successful strategies, foster a culture of innovation and collaboration, and drive continuous improvement across the organization. By documenting, sharing, and implementing best practices, we aim to improve operational efficiency, enhance employee engagement, and achieve sustainable growth.

Execution Strategy

This execution strategy aims to capture, document, communicate, and implement best practices within the organization. By establishing a structured approach, fostering collaboration, and promoting continuous improvement, we can enhance operational efficiency, knowledge sharing, and overall effectiveness. Together, we can create a culture of excellence and drive positive change throughout the organization.



Technical/Project Approach

1. Conduct a thorough analysis of the current processes, systems, and resources in place to identify areas for improvement.
2. Collaborate with key stakeholders to define project goals, objectives, and success criteria.
3. Develop a detailed project plan, outlining tasks, timelines, and dependencies.
4. Implement process improvements, leveraging industry best practices and innovative technologies.
5. Monitor and measure the effectiveness of the implemented changes through regular progress tracking and performance metrics.
6. Continuously communicate and engage with project team members and stakeholders to ensure alignment and address any challenges or roadblocks.
7. Conduct regular project reviews to assess progress, identify areas of improvement, and make necessary adjustments.

Resources

- Project Manager: Responsible for overall project coordination, planning, and execution.
- Subject Matter Experts: Provide expertise and guidance on process improvement and technology implementation.
- Project Team Members: Assigned to specific tasks and responsible for their successful completion.
- IT Infrastructure: Required hardware, software, and network infrastructure to support project implementation.
- Training and Development: Resources for training employees on new processes and technologies.

Project Deliverables

Following is a complete list of all project deliverables:

Deliverable	Description
Project Plan	Comprehensive document outlining the project scope, objectives, timelines, and resources.
Process Documentation	Updated and streamlined process documentation reflecting the implemented improvements.
Training Materials	Training modules, user manuals, and reference guides for employees to understand and adopt new processes.
Performance Metrics	Regularly updated metrics and reports to measure the effectiveness of the implemented changes.
Project Review Reports	Periodic reports summarizing project progress, challenges, and recommendations for future improvements.

Expected Results

- Improved operational efficiency through streamlined processes and elimination of bottlenecks.
- Enhanced collaboration and communication among team members and stakeholders.
- Increased productivity and reduced costs through the adoption of best practices and automation.



- Improved customer satisfaction due to faster response times and improved service quality.
- Enhanced data analysis capabilities leading to better decision-making and strategic planning.
- Increased employee engagement and satisfaction through training and development opportunities.
- Sustainable and scalable processes that can adapt to future changes and growth.

CONCLUSION

In conclusion, this project represents an exciting opportunity to drive positive change and transformation within our organization. By adopting a systematic and strategic approach, leveraging the right resources, and focusing on delivering tangible results, we can successfully navigate the challenges ahead and achieve our goals. Through the implementation of process improvements and the integration of innovative technologies, we have the power to revolutionize our operations, enhance productivity, and deliver exceptional value to our customers. By embracing change and fostering a culture of continuous improvement, we can position ourselves as industry leaders, setting new standards and benchmarks for success. This project is not just about achieving short-term gains; it is about creating a solid foundation for long-term growth and sustainability. By investing in our people, empowering them with the necessary training and resources, we can unlock their full potential and build a highly engaged and motivated workforce. The expected results of this project go beyond mere financial gains. We envision a future where our organization is recognized for its efficiency, innovation, and customer-centric approach. This project is an opportunity to redefine our identity and create a lasting impact on our industry and community. As we embark on this journey, let us embrace the challenges ahead with determination, creativity, and collaboration. Together, we can shape a brighter future for our organization, our employees, and our customers. Let us seize this opportunity and inspire others with our commitment to excellence and continuous improvement. Remember, success is not measured by the destination alone but by the journey we undertake to get there. Let us embark on this journey with enthusiasm, passion, and a shared vision. Together, we can make a difference and create a legacy that will endure for years to come.

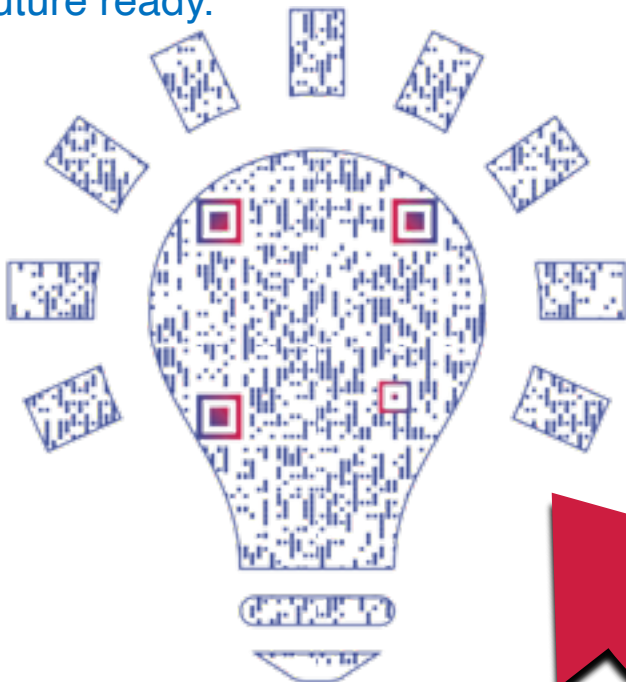
Daniel Iniguez – GMR Regional Director

WELCOME TO THE GMR PACIFIC IDEA LAB



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Your voice matters. By participating, you can help us shape a workplace that is more effective, collaborative, and future ready.



**SCAN TO SUBMIT
YOUR IDEA OR
BEST PRACTICE
TODAY!**

