



Company:
Air Evac Lifeteam &
Air Medical Group
Holdings, Inc.

Employees:
2,200+

Locations:
130+

Regional
Management
Structure

Case Study:

Standard of Excellence Feeds Enterprise-wide Expansion

Situation

Air Evac Lifeteam (AEL), a subsidiary of Air Medical Group Holdings, Inc. (AMGH) has been operating using the ETW Solution since 2014. Prior to ETW, AEL had no formal operations system and a lack of transparency, meaning each region had different processes and goals without being held, or having the ability to hold others accountable. This also made it difficult to assess why a base was performing either well or poorly, and there was no way to replicate or adjust the specific behaviors that directly impacted performance.

Since implementing ETW, AEL has not only seen improvements in cross-region transparency, but also in accountability and key target metrics that were as much as 400% above plan. AEL continues to sustain these results through 2017.

"ETW has made us more productive because we focus on the key things that drive results for our company."

Joe Grygiel
Senior Director of Operations, AEL



Implementation

The 2014 Implementation of ETW's Management Process and Intentional Culture produced results that far exceeded the expectations of the entire AMGH family of companies. Within just 5 months, AEL exceeded key target metrics and, three years later, AEL continues to find success with ETW. Year over year there are continued gains in flight requests contributing to base growth and Senior Program Directors are thriving as they now have a better understanding of what is happening in their areas and can provide real-time feedback.

AEL experienced a **400% improvement** to their operating plan for fiscal 2016.

Expansion

There was a clear distinction between AEL's success, and the success of its fellow AMGH subsidiaries. This prompted the leadership team to consider what factors were contributing so heavily to consistently favorable results, and found the ETW Management Operating System to be the differentiator for AEL. These processes and tools used by AEL led to such significant and sustained success that the AMGH leadership team mandated that those processes and tools be adopted and standardized throughout the entire enterprise.

"After seeing the incredible success we have had at AEL, taking ETW enterprise-wide was an easy decision for the leadership team."

Seth Myers

President, AEL

ETW became the standard of excellence for AEL, and helped them to operate at maximum efficiency. AMGH aims to replicate the process to achieve similar results in all five of its subsidiary companies. Expanding the ETW process across the entire enterprise will provide a level of efficiency, transparency and accountability between companies that they can count on to produce the best possible results for AMGH as a whole.



Align Engage Perform

About ETW

ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company's roadmap to success and engage everyone throughout the organization with that roadmap. Using ETW your organization can connect employees to strategy and culture to drive sustainable winning results.

For more information or to achieve similar results in your organization please visit www.etw.com