



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

Employees:  
6,000+

Locations:  
272

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. ETW served as a way for AEL to streamline communications and allowed multiple levels of management to see goal-setting progress towards goal achievement, or lack thereof, and action plans developed at the lowest levels of management. Prior to ETW, this information could only be reviewed by individual meetings, calls or emails. ETW provided a platform for all of this information to be readily accessible and in one place for quick review.

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 asked 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 four 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](http://www.etw.com)**