

NEW

April 1, 2010

Directions

Ministry publishes service directives aimed at internal and external customers

OPS service excellence is everyone's business

The new OPS Service Directive supports the planning and delivery of client-focused services, whether those services are provided to external individuals, businesses, organizations or colleagues in the OPS. Service excellence starts by asking the simple question, "How can I help?"

*reliable**caring*

Do you provide services directly to the public or our external partners? Or do your internal services support those colleagues who do? Either way, as ministry employees we are all responsible for service excellence.

Ontarians have increasingly high expectations of our services, and the [OPS Service Directive](#), which came into effect Jan. 1, 2010, will help us keep pace with those expectations.

"We take pride in the way we deliver services, both internally and to the public," said Ruth Hawkins, Assistant Deputy Minister and Chief Administrative Officer, Corporate Services Division and ministry lead of the OPS Service Directive. "The Service Directive helps us raise the bar."

What is the OPS Service Directive?

The Service Directive supports OPS modernization by building on past service quality initiatives such as the [Common Service Standards](#), ensuring best practices in customer service.

The Service Directive outlines principles, mandatory requirements and responsibilities to guide ministries in planning and delivering customer-focused services, whether

those services are provided to external individuals, business or organizations, or to customers and colleagues within the OPS. The principles of the directive address accessibility, responsiveness, reliability, caring, and accountability.

A year of hard work

The Service Directive required all ministries to develop and communicate program-specific service standards to clients by Jan. 1, 2010. With that in mind, MOHLTC established a ministry-wide working group in January 2009. Led by Mary Doyle, Acting Senior Consultant in the Corporate Services Division, the group met bi-weekly throughout the year. "I want to commend the team," said Doyle. "A lot of time and effort went into establishing and documenting the ministry's service standards. We're pleased to report that the ministry achieved over 95 per cent compliance of meeting the mandatory requirements of the OPS Service Directive by Jan. 1, 2010."

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What are service standards?

Service standards describe the service experience that an internal and external client can expect when dealing with a business area. Clients also need to know what they can do when the services they receive do not meet their needs.

How Can I Help?

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The year of hard work culminated in a series of new and revised service directives aimed at internal and external customers. The standards, developed by each division/branch/business area, detail the following components:

- Clear descriptions of services
- Service pledges or principles
- Performance objectives or service commitment timelines
- Complaint or redress mechanisms
- Publishing or communicating service standards to internal clients.

The I&IT Cluster was one of the first MOHLTC divisions to complete their service standards. “We had already established Service Level Agreements with our customers, so in a way we were a little ahead of the ministry,” said Alice Keung, Assistant Deputy Minister and Chief Information Officer of the Health Services I & IT Cluster. “Because customer service is so important to the Cluster, I asked all Cluster employees to take the ‘How Can I Help You?’ training so that we could fully understand how to respond to our customers’ needs.” The Cluster’s Service Directive is included in the [IT Service Catalogue](#) in the Health Service Cluster’s INFOweb section.

The Communications and Information Branch (CIB) [service standards](#) have also been published. “Having our service standards posted on INFOweb is the perfect

The benefits of service standards:

- Help manage the expectations of clients
- Provide a framework for consultation with clients about performance
- Push business areas to improve their performance
- Increase client satisfaction with public services.

way to communicate what you can expect from CIB,” said Kevin Finnerty, Executive Director, Communications and Information Branch. “Ministry employees can now access a description of each of our services, along with service guarantees and the name of someone to contact if you have questions or concerns.”

As one of the only divisions that interact directly with the public, Public Health Division chose to break their service standards into external and internal categories. “Our [external service standards](#) include four broad standards to support public health units, as well as two standards directed at the public and public health stakeholder organizations,” said Allison Stuart, Assistant Deputy Minister, Public Health Division. “Our [internal standards](#) define how we ensure ministry-wide emergency management and business continuity preparedness, and provide relevant education and training.”

To-date, the following ministry divisions and branches have posted service standards on INFOweb:

- [Health Analytics Branch](#) (Health System Information Management and Investment)
- Public Health Division
 - > [External standards](#)
 - > [Internal standards](#)
- [The Exchange](#)
- [I&IT Cluster](#)
- [Communications and Information Branch](#)

Watch for more service standards to be posted in the coming months. ■

Ministry to provide additional corporate support services to MHP

As of April 1, 2010, the ministry will provide additional corporate support to the Ministry of Health Promotion (MHP). As part of a recent reorganization of MHP, the ministries will now share a clustered model of fiscal and corporate service delivery. The move will provide fiscal and corporate services and controllership support to MHP, allowing it to focus on its mandate and core business.

A clustering services approach has been used across the government to support smaller ministries by allowing them to benefit from and share levels of expertise with larger ministries.

Three staff members are moving from MHP to the ministry’s financial branches in Corporate Services (CS) effective April 1, 2010. They will be physically relocating to their new branches in May 2010.

The MHP staff will be joining the following CS branches:

- Financial Management
- Fiscal Oversight and Performance
- Accounting Policy and Financial Reporting.

To support the clustered model, Ruth Hawkins will become the Chief Administrative Officer of MHP effective April 1, 2010, in addition to her roles at MOHLTC.

There also will be additional recruitment of five employees to support the ministry’s enhanced services to MHP. “These resources will help to ensure the appropriate support for the ministry’s increased focus on controllership and accountability,” Hawkins said.

The ministry has always provided some corporate services to MHP since it was established in 2005, including:

- Corporate management — Access and privacy support and French Language Health Services through the Corporate Management Branch
- Procurement and accommodations support through the Supply Chain and Facilities Branch
- Funding for the Public Health Units through the Financial Management Branch
- Strategic human resources through the Strategic Business Unit. ■

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