

## *Evaluation Criteria for Optimization of Plant Health Care Programs*

### **Program Development Decisions**

- Does your program design allow customization of individual client's programs?  
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- What specific services are considered part of a PHC program?  
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- Do PHC personnel have guidelines for addressing specific landscape problems?  
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- Do you use continuing service agreements to help ensure client program continuity?  
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### **Meeting Equipment Needs**

- Are your vehicles set up to perform efficiently on site?  
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- Do field personnel have the tools to work efficiently?  
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- Is equipment available to meet demand during peak workload periods?  
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### **Meeting Personnel Needs**

- Have PHC personnel received enough training to work efficiently on site?  
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- Do personnel have a good "skill set" for the job?  
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- Do your PHC personnel possess good communication skills?  
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- Are your personnel good company representatives?  
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## Marketing to Your Client Base

- Do your PHC programs fit the population demographics and needs?  
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- Does your client base understand the concept of a PHC program?  
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- Are client programs priced optimally (economic to operate but not exclusive)?  
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## Tracking your Work (characteristics of a good database program from a PHC perspective)

- Can jobs be identified easily and accurately?  
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- Is it user-friendly?  
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- Is it reliable and robust?  
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- Is it well supported?  
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- Is it customizable?  
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- Are reports useful and easy to interpret?  
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- Is it capable of tracking and storing important information?  
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- Does the database integrate well with other important programs you use?  
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- Is there a field component available if desired?  
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## Getting to Your Work

- Is the routing done efficiently?

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- Could GPS integration increase productivity?

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## PHC Visit Productivity

- Are your clients' major problems addressed?

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- Is there proper focus on plant problems relative to GDD or phenology?

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- Are personnel able to evaluate pest population dynamics?

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- Do personnel have knowledge of and can they identify beneficial arthropod species?

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- Are personnel attentive to potential hazards/problems?

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- Can personnel identify cultural problems in the landscape?

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- Are personnel efficient and aware of daily production goals?

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- Is visit data collection and reporting done efficiently?

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- Are the same personnel on site for each (or most) of a client's visits during the season?

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## Effective Communication

- Does information flow smoothly back and forth between clients and company personnel?

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- Is there timely communication?

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- Do client reports convey important and useful information?

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## **Expanding PHC Programs**

- Do you educate clients via newsletters?

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- Have you cultivated Design-Build relationships?

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- Do you package some PHC visits into new landscape installations?

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## **Program Evaluation Methods**

- What is your PHC client retention rate?

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- Are PHC personnel enthusiastic?

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- Are production figures in line with expectations?

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- Is there an increased amount of related services income from PHC clients?

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