



# Changes in Latitude



After 35 years of service, Jim Ballard, Operations Manager of Records Registration & Quality Assurance Section, retired in late January. The state office staff as well as our county registrars and hospitals will certainly miss Jim and all he brought to the position. "I have had the opportunity to work with Jim for close to 7 years. I will miss his wit and our frequent conversations on politics and current events", expresses Kevin Wright, Operations Manager, Vital Records Section. We wish him well.

As always, someone's leaving brings a new face into the picture. Sharon Dover has been promoted into Jim Ballard's position. She brings over 23 years experience in all areas of the Records Registration/QA Section. She possesses an extensive knowledge of the vital statistics system, having been involved from the beginning with the development of EBRs & EDRS.

After 9 years as a Quality Assurance Field Representative/Compliance Officer, and 13 years of service with the Board of Nursing, Mike Grant, retired in late December. The state office staff as well as our county registrars will certainly miss Mike and all he brought to the position. "Mike's sense of humor is legendary; his wisdom and objectivity has affected all who know him. His position may be filled, but he will never be replaced", describes Sharon Dover, Operations Manager. We wish him well.



Stepping in as the new QA Field Representative is Sherry Cook. She comes to us from the private sector with extensive training background, in both business enterprises and as an educational instructor. Earlier in her career, she worked for the Department of Transportation. We know all of you will welcome her to the vital statistics family.

## Meet Your Chief Deputy Registrar Advisory Committee (CDRAC)

- Luz Perez, Hillsborough County – Committee Chair
- Willie Dean Mayo, Columbia County, North/Northwest Florida
- Janie Carpenter, Escambia County, North/Northwest Florida
- Alexa Hudson, Brevard County, Central Florida
- Pat Kennedy, Flagler County, Central Florida
- Gloria Norfleet-Robinson, Osceola County, Central Florida
- Chris Mashintonio, Charlotte County, Southwest Florida
- Lyana Icaza, Miami-Dade County, Southeast Florida

You can now find Florida Department of Health Bureau of Vital Statistics quicker and easier, at <http://www.floridavitalstatisticsonline.com>

## Coming Soon Mark Your Calendars

ATTENTION: States located in the NAPHSIS southern region  
Southern Region NAPHSIS Meeting  
October 20 – 21, 2011  
Jacksonville, Florida  
Hosted by Florida Bureau of Vital Statistics

For more information, contact:  
Cindy Russ 904-359-6900, x1136 or [cindy\\_russ@doh.state.fl.us](mailto:cindy_russ@doh.state.fl.us)

## BITS ' N PIECES

### EBR Birth Registrars –

When a child doesn't have a first name - don't list the name as "Baby", "Infant", or put any other character in the first name field. If you leave the first name field blank, there is an edit that pops up. To by-pass the edit, "override" (**not** skip for now), and it will allow you to go forward. The light aqua color is a soft edit, and will not hamper the registration of the record; however, if you mistakenly skip for now - that is a hard edit and will highlight in the dark teal color. Anything in the dark teal highlight **MUST** be resolved before the record can be registered.

If you get in the skip for now status in the child's first name field, you can easily resolve by placing a letter (any letter) in the first name field **then removing it**. When you remove the erroneous letter (leaving the field blank again) it will pop the edit box back up - and, then you can properly "override" that field.

## Welcome Aboard

The following appointments have been made to the position of registrar in the county health department:

Local Registrar  
Marsha Player.....Gulf County

# What's Your Service Mentality I.Q.?

The following is an article by Nancy Friedman of the Telephone Doctor.

Most of us in the customer service arena are very good. And the reason is simple...we always carry a certain amount of a service mentality with us to do the job well. People often ask me: "Nancy, what is the KEY to good customer service?" My answer is simple. There is no one key. There are many keys...and they all need to be on your customer service key ring. So, come along with us and learn the 7 service mentalities that will raise the bar for you and your company. See how many of these attributes you own.

## Empathy

Some call it sympathy. Whichever you call it, it needs to be there. When someone has a problem, we need to empathize with them and show we understand the frustration they're going through. What we don't want to do, however, is tell a customer, "I know exactly how you feel." Because you aren't able to know exactly how anyone else feels. But you can empathize, and that's why empathy is KEY for a service mentality. Here's a better way to explain it. I had my wallet stolen a while back, at Disneyland no less. Everything was in it...and the money was the least of my problems. Credit cards, check book, social security card, drivers license...all of it GONE. Over the years, I have learned to be a "good" customer, so I called the first credit card company and told them of my plight. I said, "Hi, my name is Nancy Friedman and I'm at Disney and my wallet was stolen. Everything's gone." And I told her what was in the wallet. She said without skipping a beat, "NAME?" I said, "It's still Nancy Friedman." Where was her empathy, her sympathy? It wasn't there! All I needed to hear was a simple, "Gee, that's got to be so frustrating. Let me get the ball rolling to help you."

## Enthusiasm

We need enthusiasm whenever we help a customer. They need to know you are truly excited to help. (Of course, we need to do this without

going over the top and giggling our way through the conversation.) Enthusiastic customer service people get the job done faster, simpler, and with a touch of class. How much enthusiasm do you show in your job?

## Responsibility

This is one of the most important keys to a great service mentality. Be responsible for your job, your position and the company. Being responsible means it is your job. If you have answered the call on behalf of your company, you have indeed accepted 100% responsibility for the call. "I wasn't here," "I don't know anything about that," "It's not my department," or all those other lines are not in the responsibility key of customer service. Take responsibility for the call. You answered it. It's yours! This is important in a face-to-face situation as well. It's the old "don't point...go show."

## Ownership

A cousin of responsibility. So many times we hear and see people in the customer service arena who don't want to take ownership of the problem. When you own the problem, you'll handle it far better than if you don't want anything to do with it. And don't forget...never take those barbs from the customer personally. They're not attacking YOU. They're attacking the problem. You're just the lightning rod, not the target. So own the customer you're working with - on the phone or in person!!! Take Ownership! Be proud!

## Balance

This is the fine line between "the customer is always right" and knowing what to do about the problem. At Telephone Doctor, we don't believe the customer necessarily is always right. We do, however, know customers always think they're right. And that is the perception we need to deal with at the time.

"Motivation is everything. You can do the work of two people, but you can't be two people. Instead, you have to inspire the next guy down the line to inspire his people."  
- Lee Iacocca