Evaluation Criteria for Optimization of Plant Health Care Programs

Program Development Decisions

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

Meeting Equipment Needs

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

Meeting Personnel Needs

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

- Do your PHC programs fit the population demographics and needs?

- Does your client base understand the concept of a PHC program?

- Are client programs priced optimally (economic to operate but not exclusive)?

Tracking your Work (characteristics of a good database program from a PHC perspective)

- Can jobs be identified easily and accurately?

- Is it user-friendly?

- Is it reliable and robust?

- Is it well supported?

- Is it customizable?

- Are reports useful and easy to interpret?

- Is it capable of tracking and storing important information?

- Does the database integrate well with other important programs you use?

- Is there a field component available if desired?
Getting to Your Work

- Is the routing done efficiently?

- Could GPS integration increase productivity?

PHC Visit Productivity

- Are your clients’ major problems addressed?

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

- Are personnel able to evaluate pest population dynamics?

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

- Are personnel attentive to potential hazards/problems?

- Can personnel identify cultural problems in the landscape?

- Are personnel efficient and aware of daily production goals?

- Is visit data collection and reporting done efficiently?

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

Effective Communication

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

- Is there timely communication?

- Do client reports convey important and useful information?
Expanding PHC Programs

- Do you educate clients via newsletters?

- Have you cultivated Design-Build relationships?

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

Program Evaluation Methods

- What is your PHC client retention rate?

- Are PHC personnel enthusiastic?

- Are production figures in line with expectations?

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