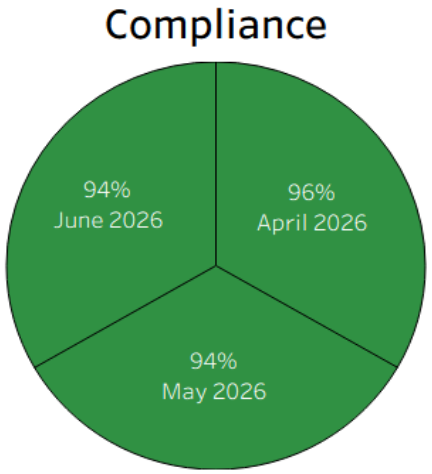
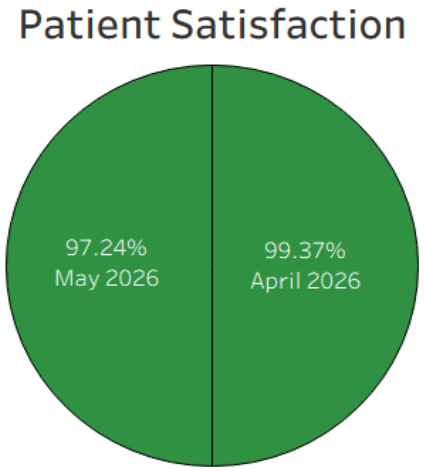
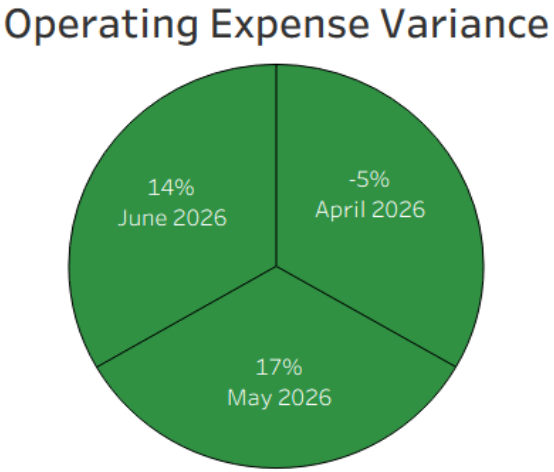
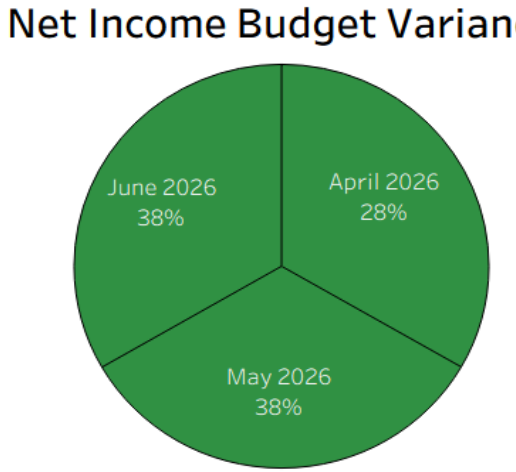
# Quarter 2 (Apr. – June 2026) KPI Dashboard – Eastern Division




*Please note: Complete monthly KPIs are posted on emsaok.gov.*

## Quarterly Commentary

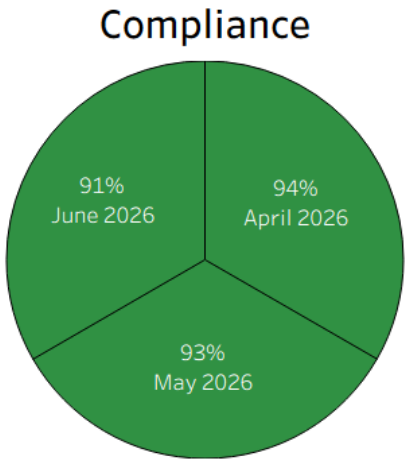
**Priority 1 Compliance:** The Eastern Division Operations Team outperformed the 90% P1 Response Time compliance metric in each month of the quarter.

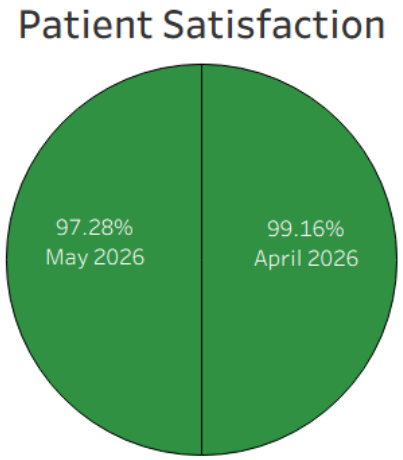
**Patient Satisfaction:** Scores were at or near 100% for the first two months of the quarter. June scores are not yet finalized.

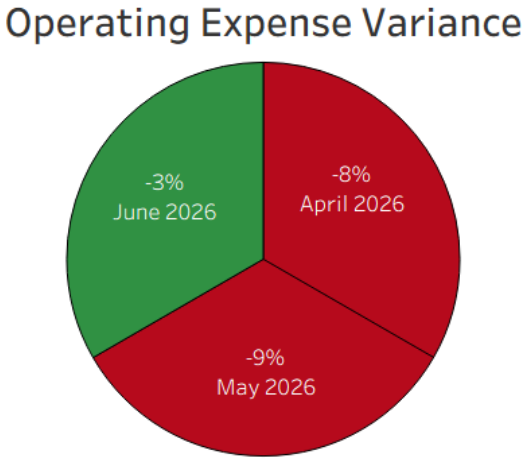
**Operating Expense Variance:** This KPI was consistently stable in Q2.

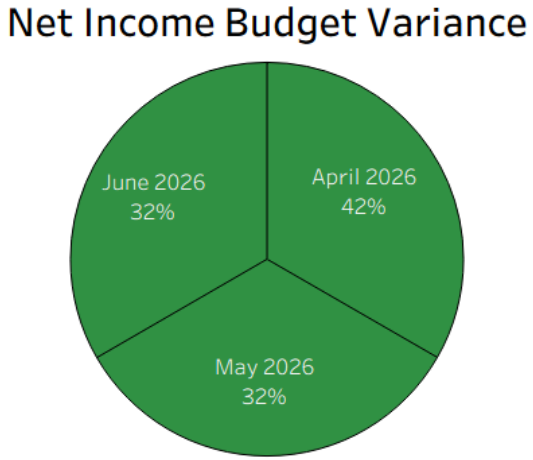
**Net Income Budget Variance:** This KPI was consistently stable in Q2.

# Quarter 2 (Apr. – June 2026) KPI Dashboard – Western Division




*Please note: Complete monthly KPIs are posted on emsaok.gov.*

## Quarterly Commentary

**Priority 1 Compliance:** In the Western Division, EMSA's Operations Team outperformed the 90% P1 Response Time compliance metric in each month of the quarter.

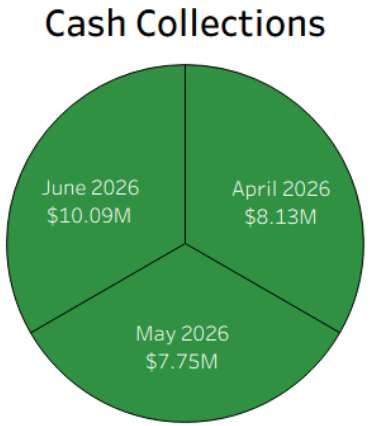
**Patient Satisfaction:** Scores in the West were at or near 100% for the first two months of the quarter. June scores are not yet finalized.

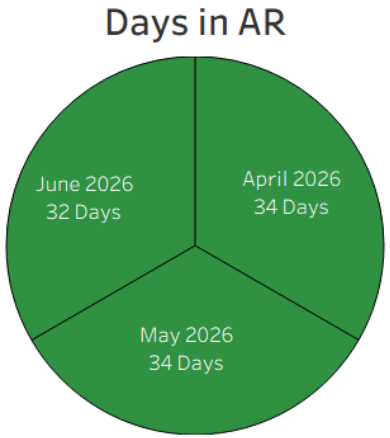
**Operating Expense Variance:** Labor expenses accounted for his KPI not reaching the target in April and May of Q2.

> **April/May Cure:** Continued efficiencies in staffing to offset unbudgeted contract labor helped this KPI meet the target in June..

**Net Income Budget Variance:** This KPI met the target in each month of Q2.

# Quarter 2 (Apr. – June 2026) KPI Dashboard – Revenue Cycle




## Quarterly Commentary

- **Cash Collections:** Cash collections exceeded the target of $7.5M in all months of Q2 of 2026.
- **Days in AR:** Days in AR considerably outperformed the benchmark of 35 days in each of the three months of Q2.

*Please note: Complete monthly KPIs are posted on emsaok.gov.*

EMSACARE.COM

# 2026 Marketing Campaign

*Redesigned EMSAcare logo with EMSAcare.com URL*

## Two-phased Campaign in both Tulsa & OKC

This year's enrollment campaign includes a pre-enrollment education phase in the month before the enrollment campaign featuring social media, digital display, retargeting, and digital billboard advertising to encourage residents to verify their EMSAcare enrollment status and learn about updated rates and Treatment in Place coverage.

2026 combined education and enrollment EMSAcare campaign investment is **2.5 times higher** than in previous years.

***Tulsa:*** Education Campaign July 6 –31/Enrollment Campaign Aug. 3-31

***Oklahoma City:*** Education Campaign Aug. 1-31/Enrollment Campaign Sept. 1 – 30

## New for 2026 EMSAcare Campaign

- Highlighting EMSAcare.com website URL on ads
- Redesigned EMSAcare.com landing page/About EMSAcare page
  - New EMSAcare videos explaining enrollment, benefits, & TIP
  - New intuitive EMSAcare enrollment quiz
  - Updated EMSAcare FAQ
- New CTV ads, including city-specific :15 and :30 videos
- Ads are completely refreshed for 2026 with new graphics

# EMSAcare 2026 Enrollment Campaign

## Paid Advertising

- **Channels:** Social media, digital video, display advertising, retargeting, local news platforms, and outdoor advertising
- **Outdoor Advertising:** Billboards were chosen with a combined focus of high traffic areas while also considering large areas of multi-unit housing
- **Spanish Language Campaign:** Purchased ads in Hispanic papers in both cities and have created social, digital display and retargeting ads in Spanish
- **New for 2026:** Connected TV (CTV) advertising across streaming platforms and cable networks to expand reach and awareness among Tulsa households and multifamily residents

## Media Relations

- ***Tulsa:*** Media outreach begins July 29 ahead of August 1 enrollment, followed by targeted pitches and a final "one week left to enroll" push beginning August 24.
- ***OKC:*** Similar strategy following the city's enrollment announcement, including targeted outreach, reminders, and a final enrollment push on September 23.

## Community Relations

- All collateral, including enrollment forms and brochures, have been updated with TIP info and 2026 changes
- Articles in both Tulsa and OKC Utility Newsletters
- Already have booked several meetings of community groups across both cities explaining EMSAcare changes