

FORCE INTEGRATION & OPERATIONS (FI&O) DIRECTORATE

The FI&O, which is comprised of three distinct divisions, synchronizes and optimizes efforts across common areas within USAMMA core competencies in support of USAMMA's vision and mission. The Customer Relations Management (CRM) Division coordinates customer requests and feedback with the operational capabilities of USAMMA and educates customers on USAMMA programs. The Emergency Operations Center (EOC) provides direction by synthesizing information flow between mission stakeholders and USAMMA activities to ensure medical logistics solutions are available to support DoD and Army operations. Finally, the Enterprise Requirements Planning (ERP) Division coordinates USAMMA requirements planning within the AMEDD enterprise to synchronize Army medical logistics missions with USAMMA resources and capabilities in support of the Warfighter.

Customer Relations Management (CRM) Division

The Customer Relations Management (CRM) Division, which is the central access point for all customer inquiries at USAMMA, deals directly with the customer to provide prompt and professional assistance regarding USAMMA's programs, products, and services. CRM documents and manages all customer interactions in order to develop an understanding of trends in customer inquiries. This allows CRM to ensure that it has the most relevant information available to respond quickly and accurately to common customer requests. It also enables CRM to target its' public education efforts toward the most frequent customer inquiries through its presence at military conferences and through a FAQ section published on USAMMA's website. CRM manages the Interactive Customer Evaluation (ICE) program for the agency and provides monthly analysis and statistics to higher leadership, as well as providing conference management support.

Emergency Operations Center (EOC)

Communication between USAMMA and its stakeholders is an integral part of USAMMA's core competencies. Communication is essential in maintaining strong, working relationships and informing stakeholders of relevant logistics and maintenance issues that arise during the year. Overall, effective strategic communication is critical in the Agency's ability to anticipate requirements and provide appropriate logistics solutions. The EOC works daily to ensure that strategic communication is maintained through:

- monitoring crisis, exercises, and enterprise-wide medical logistics requirements;
- coordinating acquisition and cross-service agreements;
- reviewing operations orders and conducting orders generation;
- tracking official taskings;
- monitoring deployments and re-deployments army wide and
- managing the Commands sensitive information.

Enterprising Requirements Planning (ERP) Division

The ERP is responsible for integrating all medical requirements in accordance with Department of the Army (DA) G8 priorities and funding, as well as other internal and external customer's funded requirements and priorities. The prioritized requirements become the fiscal year production plan which is provided the Assembly Management Division (AMD) and Materiel Fielding Division (MFD) at USAMMA for procurement and fielding. All new requirements and changes to existing requirements are validated by ERP. ERP frequently communicates with the DA-G8, external stakeholders and internally to provide updates on current fieldings and to de-conflict competing requirements. The ERP is also responsible for reviewing MTOEs, master force documents, and Basis of Issue Plans (BOIPs) for accuracy and submitting discrepancies to the appropriate agency.