

Integrating Emergency Notification into Your Everyday Communications Strategy

Presented by:
Michal Ferber, Telecommunications Manager,
McLeod Health

DRJ Spring World • March 22, 2010

Today's Session

- Emergency notification technology (introduction)
- Expanded use through Application Programming Interface (API)
- Example applications (critical and non-critical)
- Q & A

Company Snapshot

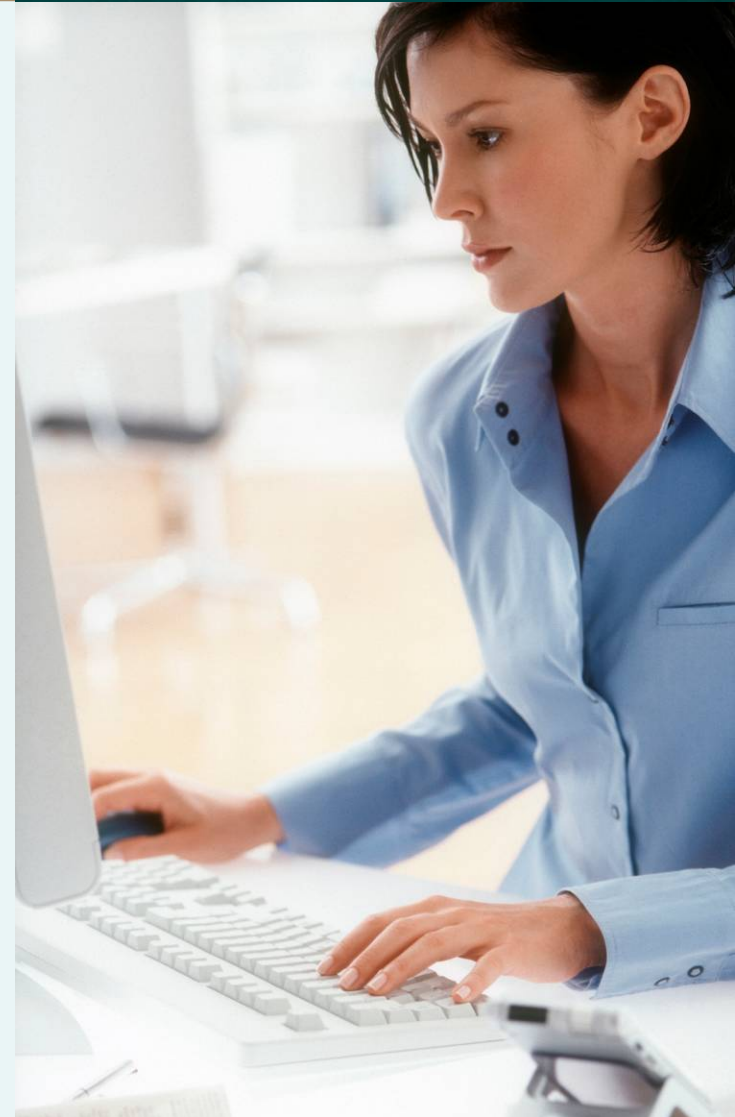
McLeod Health
The Choice for Medical Excellence.

- Health care network located in South Carolina
- Manages three hospitals, 30+ physician practices, hospice and home health serving twelve counties
- We understand that good health and good communication go hand in hand



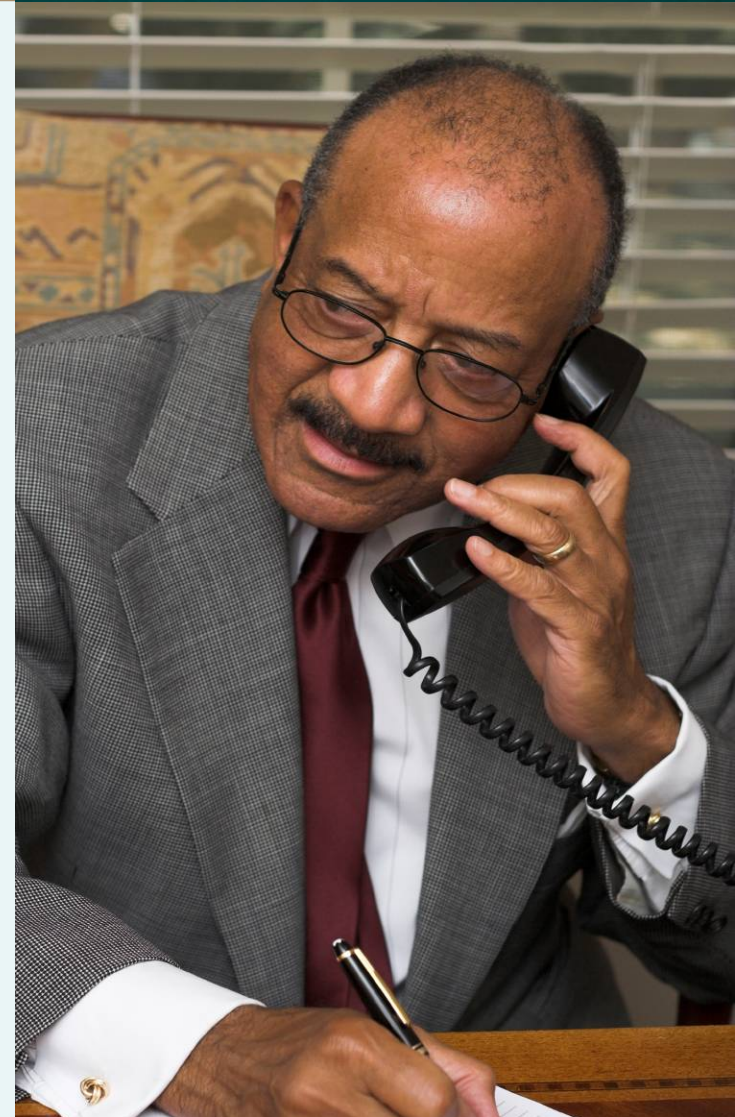
Company Snapshot

- Implemented emergency notification technology in 2007
- Added API (Application Programming Interface) in 2009
- Highly successful communications program; continues to evolve



Our Communications Challenges

- Thousands of full- and part-time employees
- Multiple locations across a large area
- Varied methods of communication (e.g., landline, cell, text, email)
- Emergency situations



Our Communications Challenges

- Complex staffing requirements to meet patient demands 24/7
 - Must contact physicians who are in network, but not McLeod Health employees
 - Presents data challenges
- Drills and exercises
 - Emergency preparedness
 - Disaster recovery
 - Patient safety

Addressing the Issues

- Emergency notification deployed
 - Full automation of critical communications procedures
 - Multi-modal communication with management, response teams, on-call personnel and others
 - Immediate, measurable feedback
- Benefits realized; system use expanded
 - Application Programming Interface (toolkit) implemented
 - Seamless integration with other commonly used software

Our API of Choice

- Enables hassle-free integration with other industry-standard or proprietary applications
- Quickly build interfaces for two-way information exchange between disparate programs, databases, etc.
- Supports multiple programming languages, such as .NET, JAVA, C++, PHP, Perl and COBOL
- Implements through a basic web services model
- Uses Simple Object Access Protocol (SOAP), a standard XML-based protocol with a wide market knowledge base

Thinking Outside the Proverbial “Box”

- Initiates “calling codes” throughout McLeod Health facilities
 - Alerts personnel of critical situations via overhead page
 - Advises staff, patients and visitors of security alerts, lockdowns, etc.
- Augments daily communications
 - Makes scheduled announcements via overhead page (public address system) concerning:
 - Visitation hours (end of day)
 - Facility activities

Thinking Outside the Proverbial “Box”

- Improves emergency preparedness measures
 - Announces drills and exercises
 - Provides instructions for inspections/reviews
- Initiates communications with personnel based on on-call schedules
 - Contacts nurses, physicians and others based on individual schedules
 - Helps facilities meet urgent patient care demands

Thinking Outside the Proverbial “Box”

- Notify volunteers as needed
- Blood donor outreach
- Survey patients on the quality of care received
- Release/compliance check-up
- Weather announcements (administrative staff, urgent care facilities and others)

McLeod Health
The Choice for Medical Excellence.

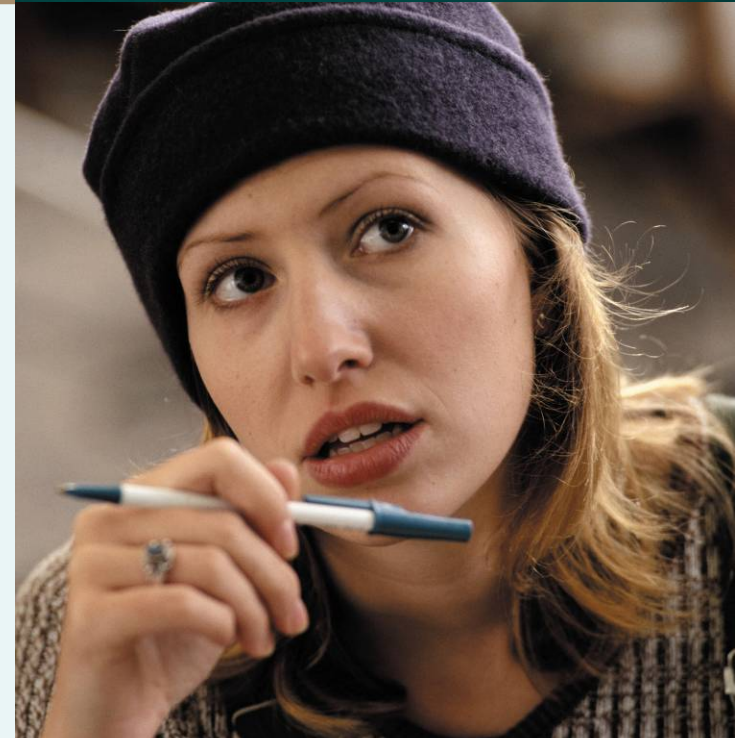


Thinking Outside Health Care

McLeod Health
The Choice for Medical Excellence.

For today's educators...

- Advise students of registration and scheduling deadlines
- Remind faculty, staff and student body aware of campus activities, schedule changes and cancellations
- Survey students regarding campus facilities and services

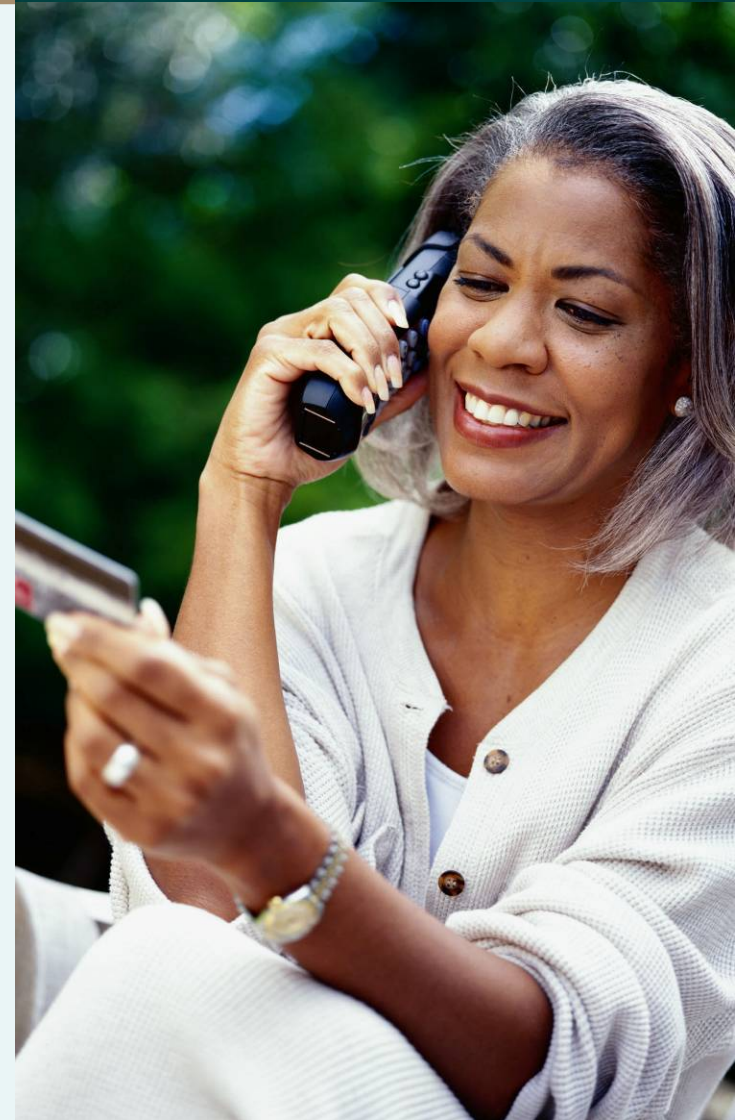


Thinking Outside Health Care

McLeod Health
The Choice for Medical Excellence.

For financial institutions...

- Instantly provide branches daily rate changes
- Customer communications
- Employee staffing by role and/or location
- Branch closings, modified hours

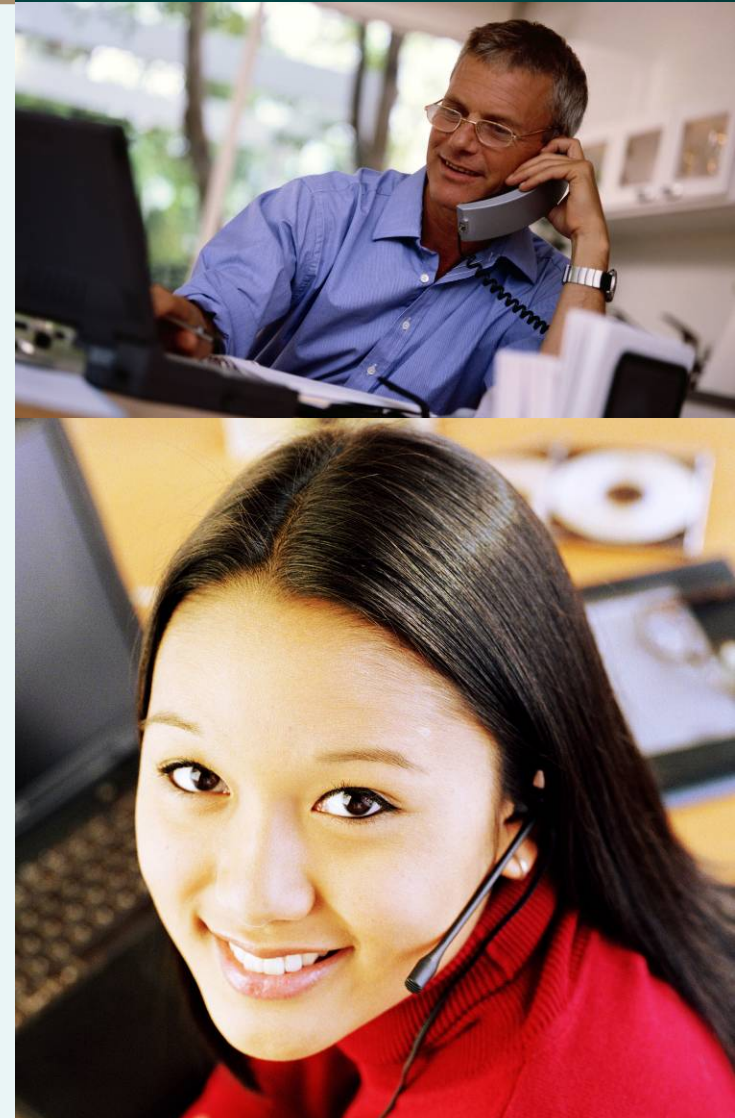


Thinking Outside Health Care

McLeod Health
The Choice for Medical Excellence.

For insurance providers...

- Outreach to delinquent policy-holders (renewals/revenue generation)
- Proactive notification of specific changes in policies or offerings
- Survey for coverage/policy enhancements



Thinking Outside Health Care

McLeod Health
The Choice for Medical Excellence.

For retail operations...

- In-store communications (e.g., security alerts, store closings)
- Alert V.I.P. customers of private sales and offers
- Advise locations of theft and fraudulent activities



Benefits Realized

- Expanded use of a system typically called only called upon in emergencies
- Improved communications every day (operational awareness)
- Immediate delivery of “codes” based on facility-specific criteria
- Added value to existing systems and infrastructure

Benefits Realized

- Greater ROI on initial technology Investment
- Quality patient care
- Personnel free to focus on other important tasks
- Ease of use, little proprietary knowledge required
- Operational efficiency

Benefits Realized

- Increased employee and patient safety across all McLeod Health facilities
- Disaster-ready (JC requirements)
- Eliminates the risk of human error
- Faster, more informed decision-making throughout the entire organization (critical in contingencies)

Questions?

Thank you

*Integrating Emergency Notification Into Your
Everyday Communications Strategy*

Michal Ferber, Telecommunications Manager, McLeod Health

DRJ Spring World • March 22, 2010