

THC Complaints Email Automation

Category: Compliance and incident workflows

Problem: Complaint submissions required manual monitoring and email drafting, creating compliance risk.

What I Built: Implemented trigger-based automation that generates structured branded emails instantly and logs all notifications.

Tools Used: Google Forms, Google Sheets, Google Apps Script, Gmail API

Output: Instant complaint alert email, structured log sheet

THC Complaints Email Automation

Short Backstory

At Total Health Choice, complaints were submitted through a Google Form and stored in a spreadsheet.

The issue was not collecting the data. The issue was what happened next.

Managers still had to manually check the sheet, notify the right people, copy details into emails, and track whether the alert was even sent.

That gap between “form submitted” and “action taken” was the risk.

So I built a system that removes that gap completely.

The Problem

When a complaint is lodged in healthcare, timing matters.

Before automation:

- Staff had to manually monitor the responses sheet
- Emails were drafted and formatted manually
- Important details could be missed
- There was no structured log of whether notifications were actually sent

If someone forgot to check the sheet, a complaint could sit unnoticed for hours or even a full day.

In a compliance-sensitive environment, that’s not ideal.

The System I Built

Here’s how the solution works, step by step.

1. A staff member submits the complaint form.

2. The moment the form is submitted, an installable trigger activates.
3. The system pulls the exact row of data from the spreadsheet.
4. It generates a branded, structured, professionally formatted email.
5. The right people receive it instantly.
6. The system logs the event automatically in an Email Log sheet.
7. If anything fails, it records the error for traceability.

No one has to open the spreadsheet.

No one has to draft an email.

No one has to remember who to CC.

It just happens.

The email itself is styled, organized, and highlights:

- Clinician involved
- Date of complaint
- Verbatim excerpt of what happened
- Key details in a clean table format
- Suggested next steps

It reads like an internal report, not a rushed notification.

The Tools Used

- Google Forms for intake
- Google Sheets as the database
- Google Apps Script for automation logic
- Gmail API for sending branded HTML emails
- Built-in logging system inside Sheets for traceability

Everything runs inside Google Workspace.

No third-party platform required.

The Measurable Result

Let's compare realistically.

Before:

- 5 to 10 minutes per complaint to check, draft, format, and send
- Risk of delay if someone forgot
- No structured audit trail

After:

- 0 minutes manual work
- Email sent in under 5 seconds
- 100 percent consistency in formatting
- Automatic timestamped logging
- Immediate managerial visibility

If the business handles 20 complaints per month:

- That's roughly 2 to 3 hours saved monthly
- More importantly, it removes compliance risk

In healthcare operations, speed and documentation matter more than just time saved.

What This Type of Automation Can Also Do

The same structure can be adapted for:

- Incident reports
- Client feedback alerts

- NPS survey notifications
- HR escalations
- Invoice follow-ups
- Compliance reminders
- Dashboard alerts
- Internal approval workflows

Anywhere there is:

Form submission → Spreadsheet → Email → Action

It can be automated.

Why This Matters

This is not just about sending emails.

It's about:

- Closing operational gaps
- Reducing human dependency
- Improving response time
- Strengthening accountability
- Creating traceable workflows

In growing teams, systems like this remove friction and prevent things from slipping through.

And that's where operations become proactive instead of reactive.