

CASE STUDY: Indian Health Service

NOTIFICATION SERVICES ENABLE FEDERAL AGENCY TO COMMUNICATE WITH EMPLOYEES ACROSS DIVERSE GEOGRAPHIC REGIONS



With more than 15,500 employees spread across the United States, many of whom travel to various locations, coordination among staff can be a challenge. With Send Word Now® the IHS ensures that staff is a phone call, text message or e-mail away.

Federal Agency Serves 1.9 Million

Indian Health Service is responsible for the health and well being of more than 560 tribes of Native Americans across the United States. With 12 area offices and 163 IHS and tribally managed service units, communication among staff that often travels between service units and offices can present a challenge.

“We don’t always know where our people are going to be at any given time,” said Sid Ceasar, Director of Emergency Services for the Indian

“Having the ability to communicate is critical, and knowing that your communication is received is vital for both compliance and business continuity. Send Word Now delivers in both respects.”

- Sid Ceasar
Director of Emergency Services

Health Service. “They could be traveling between two locations, but all I have to do is go to my Palm or other device and send out a notification. I know people are going to get the message.”

Emergencies for the IHS could include power outages, floods, or critical public health related issues. Ceasar said the Indian Health Service chose Send Word Now when they were building a response service under the Department of Health and Human Services. The goal was to ensure that everyone could be reached anywhere, anytime.

“When your boss reports to the President, you have to get it right the first time,” said Ceasar.

Used to Manage Pass Public Vaccination

In addition to communicating with staff, in 2007 the SWN Alert Service and Incident Management Service were used to communicate and coordinate resources during a mass vaccination of more than 24,000 community members on a single day

The Navajo Area IHS and the Navajo Nation Division of Health conducted the largest vaccination exercise in the United States at sixteen different points throughout Arizona and New Mexico. The project was a success, due in part to Send Word Now, and the ability to effectively and quickly communicate and coordinate resources in real-time.

Getting the Message

“Having the ability to communicate is critical, but knowing your communication is received is vital (for both compliance and business continuity).

Send Word Now delivers in both respects,” said Ceasar. “The Alert Tracer® feature also gives us the added ability to track all messages that are delivered. Emergencies happen on weekends and holidays, and with Send Word Now we feel confident people get a message when we send it.”

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