

CASE STUDY: NYU Langone Medical Center



CRITICAL SUPPORT FOR CRISIS MANAGEMENT:

How the NYU Langone Medical Center uses Send Word Now® to Save both Time and Energy in Emergencies

The NYU Langone Medical Center, located in the heart of Manhattan, a world-class patient-centered integrated academic medical center, is one of the nation's premier centers for excellence in health care, biomedical research, and medical education. Today, the Medical School boasts almost 5,000 post-graduates, 1,000 residents and fellows, and over 5,000 faculty members. And with such a large staff and a building complex stretching out alongside Manhattan's East River, the Medical Center's Emergency Management team needs to be prepared at a moments notice for any potential emergency situation. Read on to find out how the team uses Send Word Now, the leading provider of on-demand alerting and incident response software, to deliver critical messages and coordinate among key managers in time-sensitive situations.

The Issue

At 10:00 PM on September 26, 2009, a large water main broke at a fire hydrant just outside of the Medical Center, causing significant flooding in the basement of a critical building. Affected areas included hospital waiting areas, MRI rooms, mechanical systems and computer operations centers within the basement. And as the flood continued, expensive and vital equipment was at risk for water damage. Because the water main broke on a Saturday night, it potentially could have been difficult to reach staff members who were not on duty at that time. To make sure that the Medical Center was prepared for this type of situation, the Emergency Management team ensured it had a solution in place that would allow all critical staff members to be reached quickly and through different modalities - that solution was Send Word Now.

The Send Word Now Solution

On September 26, 2009, the Nurse Administrator used Send Word Now to reach core leadership and infrastructure managers almost immediately after the water main broke. Within moments, she was on the phone with senior managers from building security, facilities management, and public relations to coordinate a response effort and mitigate any possible damage. The Emergency Management team also used the system to communicate updates on the situation, troubleshoot, and deploy more staff members into the Medical Center as needed.

Thanks in part to the Nurse Administrator's quick response, and aided by Send Word Now's simple communications platform, the affected rooms suffered only minimal damage to ceiling tiles and carpeted flooring. Kristin Stevens, Director of Emergency Management, later noted that safety is one of the most important considerations at the Medical Center. She explained, "Using Send Word Now, we were able to speak with security personnel and ascertain critical safety considerations before going into certain areas. Our communication was streamlined, and those who were knowledgeable about the space, including those who were not on site at the time, were able to provide information on potential hazards to ensure a safe response."

Critical Support For Emergency Management

Both the hospital and the School of Medicine at Langone Medical Center are prepared to use Send Word Now in any potential emergency situation - even those not specific to the Medical Center. For example, in response to the 2009 crash-landing of an airplane in the Hudson River, the Emergency Management team used Send Word Now to make sure multiple staff persons were on alert to care for the multiple victims expected to be brought to the Medical Center.

Stevens explained that she finds Send Word Now's Scenarios features to be particularly helpful, as she can develop templates and protocols ahead of time to be applied quickly and easily in the event of an emergency. Depending on the situation, the Medical Center has pre-determined groups and

scenarios on-hand for activation, notification, and post-event deactivation purposes. Additionally, Stevens often varies the type of alert and the recipient list depending on the time of day or week of an emergency. She elaborated, “We can differentiate between email, phone, and text messages, and determine which types of messages get which type of notification. We often choose to contact employees via email only if a situation is not time-sensitive.”

The Send Word Now Advantage

When the NYU Langone Medical Center chose an emergency notification system, it had a choice. And to the Emergency Management team, Send Word Now stood out clearly among its competitors for its ease of use and fantastic customer support. Stevens noted, “Send Word Now is just so much easier to use than other notification systems. The user interface is incredibly clear, and it’s a lot more intuitive.”

She continued, “Another one of the things I’ve appreciated most about Send Word Now is the active soliciting of user feedback. Send Word Now is genuinely interested in what we as users want out of the system and the customer support team is very responsive to user needs.” She added, “I really appreciate the responsiveness of customer support. You can call into Send Word Now at any time and someone is there to answer your questions. And I always have confidence that our suggestions are taken seriously and that Send Word Now will make the effort to put them into effect.”

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-Kristin Stevens
Director of Emergency Management, NYU Langone Medical Center



Why Send Word Now

By tailoring its services to the needs of its customers, Send Word Now consistently provides innovative notification solutions that outmatch its competitor’s offerings. Through the use of dynamic groups, multiple points of contact, and unique features such as Scenarios, customers can take advantage of Send Word Now’s customizable platform to maximize their crisis communication efforts.

Send Word Now is the leading provider of on-demand alerting and incident management and response services for both routine and emergency communication. The easy-to-use, web-based services are used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now’s Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now’s mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.