

## CASE STUDY: Major Academic Medical Center

### How a Major Academic Medical Center uses Send Word Now® to Manage Campus-Wide Crises at a Moment's Notice

At a world-class academic institution and health care center, administrators strive to transform medicine and health care through innovative scientific research, rapid translation of breakthrough discoveries, educating future clinical and scientific leaders, advocating and practicing evidence-based medicine to improve community health, and leading efforts to eliminate health inequalities. The IT division of the patient revenue office is responsible for communicating with managers and employees whenever there is a network outage, server disruption, or other large scale IT emergency. Read on to find out how the IT department relies on Send Word Now's quick, easy, and multi-modal communications platform to manage these communications needs.

#### The Issue

On the morning of April 13, 2010, principal IT offices at the medical center began to receive calls from end users, who stated that their computers seemed to have been attacked by a virus due to initiation of a countdown on the monitor before eventually logging the user off. As a pattern became clear, the administrators at the IT desk realized that this was not an isolated event – a campus-wide event was threatening computer operations for the entire medical center. The team needed a way to communicate with affected users – all in a matter of hours, if not minutes. The team needed a fast, simple, and effective communications solution. And that solution was Send Word Now.

#### The Solution

Within minutes of recognizing the severity of the crisis, a security manager used Send Word Now to notify key university leadership that the IT division was aware of the problem and that they would keep them apprised of the situation and solution. By keeping employees informed,

the team cut down tremendously on phone calls into the center.

“They knew that we were on top of the issue, and they knew what the current status of our response was, so they didn't have to call into the IT desk,” she explained, “and that allowed us to focus on coordinating with tech support on the solution.” Although the problem was identified quickly the IT team needed to manually apply a fix to every PC that was infected.

#### The Send Word Now Difference

The security manager explained that the crisis resolution would have been much more difficult without the support of Send Word Now's alerting platform. “It was a challenging situation, but it would have been much more challenging without Send Word Now. I would have had to make over 2,000 phone calls in order to let people know what was going on.” She continued, “With Send Word Now, the information was there, we hit a button, and the messages were sent at once.” She also noted staff members reacted very positively to the Send Word Now system.

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**-Security Manager  
Major Academic Medical Center**

## Crisis Management At A Moment's Notice

The IT department at the medical center also uses Send Word Now on a regular basis to send alerts to different university entities throughout the region. During emergencies, such as IT disruptions and server outages, the IT division sends alerts to over 300 managers and directors who, in turn, get the message out to thousands of employees in those clinics and hospitals. Noted one user of Send Word Now, "If we encounter a critical situation, we can notify a mass of people within seconds."

The medical center has taken advantage of many Send Word Now features by account, most notably the Scenarios feature. Using this feature, security managers have created many pre-defined alerts in order to respond almost instantly to routine problems with the network and accounts payable. Additionally, the IT team finds Send Word Now's Alert Tracer® feature to be invaluable. Explained one employee, "I love the Alert Tracer reports that tell me who received what alert and when they received it. I can be assured that everybody has been contacted, and it gives me real peace of mind knowing that I've sent something and that I have the proof they've received it."

## Why Send Word Now

"From the moment I first saw a demo of Send Word Now, I knew that we had to have this solution on our campus," exclaimed the security manager, adding that "the ease of using this product was key to us, and Send Word Now offered so many more features than its competitors. While other products seemed complicated, cumbersome, and time-consuming, it took almost no time for us to get Send Word Now set up and ready to use." She also noted that Send Word Now's customer support team has been incredibly helpful, especially when she was unable to send an alert from her own desktop. She explained, "I

called the Send Word Now call center to send a message, and it went like clockwork. Calling the customer support number to send an alert was just as fast as doing it myself!"

## About 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, multiple points of contact, and unique features such as Alert Tracer and 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 response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is 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.

