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Unity Health System Selects Send Word Now's Emergency Notification Service for Its Hospitals

Send Word Now's Alerts to Provide Critical Support for Mitigation of Potential Crises

NEW YORK, NY – January 12, 2010. Send Word Now, the leading provider of emergency notification and on-demand alerting and response services, announced today that Unity Health System, a 681-bed health-care network based out of Rochester, New York, has selected Send Word Now to provide emergency voice and text communication services to its hospitals. In the event of crisis situations, Unity will use Send Word Now's alert and conferencing features to disseminate critical information among staff members quickly.

As an emergency management tool, the notification system will be used to alert selected staff members on the organization's DECON team during a HAZMAT situation, and to respond to any large incident resulting in a surge of patients to Unity's Emergency Center. The system will also be used as a means to virtually gather the incident assessment team through the use of Send Word Now's on-demand phone bridge feature.

Unity is also excited about the application of Send Word Now's messaging tools in the management of potential crises, such as widespread outbreak of an illness. In its Send Word Now account, the Health System has created a "pandemic" alert group alongside other groups targeting specific departments. "This group will be activated if there is significant news about an outbreak at one of our health care facilities," explained Emergency Planning Specialist Jerry Seldes.

Seldes commented on the accessibility of Send Word Now's software platform, noting, "We are impressed with its ease of use. Because many different departments will need to access the system, it is important that training our staff members is an easy process."

"We are pleased to add Unity Health System to the growing list of healthcare providers that depend on Send Word Now's quick and reliable notification services to manage emergency situations," said Tony Schmitz, President and CEO of Send Word Now. "In light of the recent spread of H1N1 flu, it is especially critical that hospitals have the proper tools to communicate both quickly and effectively in order to protect the health of their patients and staff members."

About Send Word Now

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. The company is headquartered in New York City.

About Unity Health

Unity Health System provides a complete network of health care services from the Unity Park Ridge Hospital Campus in the town of Greece, the Unity St. Mary's Campus in Rochester, and at numerous other sites throughout Rochester and western Monroe County. Services include inpatient and outpatient hospital care and surgery, a family birth place, women's health services, chemical dependency and mental health, physical medicine and rehabilitation, adult day health and home health programs for older adults, retirement communities, child care, and laboratory services, among many others. Unity Health System is headquartered in Rochester, New York.