



send word now®  
EVERY MESSAGE COUNTS™

## HEALTHCARE

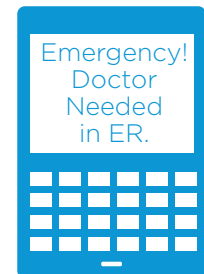
### SEND WORD NOW® FOR HEALTHCARE PROVIDERS: OPTIMIZE HEALTHCARE SURGE RESPONSE.

Hospital safety, security and patient care are essential during a crisis. With Send Word Now, hospitals and healthcare facilities can send rapid, reliable, two-way notifications to doctors, support staff, and security personnel to respond in real-time to healthcare surge. Send Word Now is also used to support daily operations and communicate about time-sensitive matters.



### HOSPITAL SURGE PLANNING & CONTINUITY OF OPERATIONS

The probability of major emergencies, such as natural disasters, pandemic outbreaks or influenzas, or bio-terror, has increased in recent years across the globe. These events challenge the ability of healthcare providers to manage surge capacity, where event-driven excess demand can tie up available space, available personnel, and necessary medications, supplies, and equipment. Hospitals also face challenges regarding facility safety and staffing during normal operations.



With Send Word Now, healthcare organizations and hospitals can communicate in an efficient, timely manner and ensure continuity of operations during any type of situation. Whether the issue is a surge of new patients because of a large-scale crisis, or the need to fill vacant staff shifts quickly with available substitutes, Send Word Now helps streamline communication to put the focus on patients and not on processes.



### KEY BENEFITS

- **Comply** with regulations from accreditation organizations that mandate that hospitals establish communications strategies.
- **Coordinate** personnel in real time via wired and wireless phones, e-mail, pagers, SMS, and BlackBerry smartphones®.
- **Fill** vacancies in staff schedules by using the polling feature to see who is available to work.
- **Implement** surge standards and guidelines recommended by federal and state agencies.
- **Synchronize** your contact information with your facility's HR database easily and automatically using Send Word Now's Group Contact Management (GCM) API.
- **Save money** with our Software-as-a-Service (SaaS) model, which provides access to the latest upgrades, features, and functionality without the need to purchase or configure any new hardware.
- **24/7/365 Customer Support** means that, during any crisis, Send Word Now is ready to answer your question and quickly solve your issue.

# SYSTEM & INFRASTRUCTURE

## Easy-to-Use Interface

Takes only minutes to learn and seconds to use. Quickly and simply account for, communicate with, and coordinate among all personnel.

## Message Delivery to Multiple Modalities on a Massive Scale

Send messages out via some or all modalities (SMS, voice, email, BlackBerry PIN, fax, etc.) to ensure that important messages are received. Send over a million voice, SMS, and email per hour.

## International Capability

Robust international voice and 2-way text messaging capability to over 200 countries provides an easy communication channel for overseas personnel.

## Security

128-bit SSL encryption via Web-based services. The Send Word Now alert service has undergone a full SAS 70 Type II audit, and Send Word Now uses SAS 70 Type II compliant data centers.

## KEY FEATURES

### Application for BlackBerry Smartphones

Proprietary application for BlackBerry smartphones provides all the capabilities of the standard Alert Service right in your hand.

### Get Word Back

Two-way communication allows message recipients to respond to alerts they receive, and have responses tallied in a report.

### AlertTracer®

Provides an audit trail for message tracking. Date and time stamps on messages sent and responses received allow for detailed accountability and after-action review.

### On-Demand Conference Bridging

Instantly connect up to 200 participants on a conference call without the hassle of passcodes and dial-in numbers.

## 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.