

Expert Insights: Promise Regional Medical Center

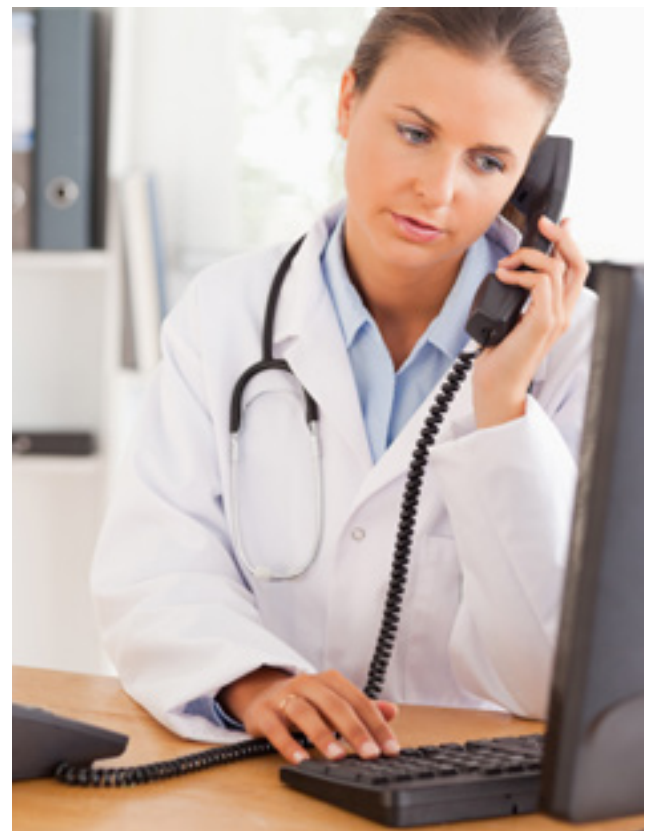


“ For a STEMI patient, a few minutes can mean the difference between recovery and death. With Everbridge Aware, patients receive treatment faster. Everbridge is revolutionizing the way we communicate across the hospital.

Victoria O’Neal
Telecommunications Manager
Promise Regional Medical Center

VICTORIA O’NEAL, PROMISE REGIONAL MEDICAL CENTER - HUTCHINSON

Victoria O’Neal knows that every minute counts when acute heart attack victims arrive at Promise Regional Medical Center’s emergency room. With a STEMI, a few minutes can make the difference between recovery and death; there’s no room for communication mistakes or delays. As the telecommunications manager for Promise Regional Medical Center, a notfor- profit 200-licensed bed medical facility serving more than 65,000 individuals each year, O’Neal is constantly making communication improvements across the hospital to advance patient safety by getting patients life-saving treatment more quickly, increasing efficiency and productivity, and supporting the facility’s Joint Commission accreditation initiative.



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FASTER STEMI ALERTS: WHEN TIME IS THE ENEMY

A STEMI is an acute heart attack that deprives the heart of blood and oxygen, leading to irreversible heart damage or death if not treated within hours of the onset of symptoms. The American Board of Cardiology recommends a 90-minute door-to-balloon window for treating a STEMI patient – no small feat for any hospital. O’Neal relies on Everbridge Aware for Hospitals to close the communication gap and get patients the lifesaving treatment they need more quickly.

Promise Regional Medical Center has seen its cardiology caseload increase by 64% over the last decade and has earned a reputation as one of the best cardiac care centers in Kansas. Unfortunately, the communications technology had not kept pace, and Promise previously used a group pager system to issue STEMI alerts. STEMI alerts notify the hospital’s highly skilled healthcare team—from emergency room personnel to cardiac catheterization laboratory technicians to cardiologists—of the urgent need to stabilize a patient and begin moving the patient rapidly toward recovery. An operator in the hospital’s communications center manually contacted and tracked time required to reach the cardiologist, cardiologist response time, team activation, and team response time. Due to the one-way nature of the pager system, operators did not have complete visibility into communication effectiveness and had to wait for the cardiologist and team to call back to confirm. If there was no response within five minutes, the operator began calling team members one by one, a manual and time-consuming process, especially when the clock is ticking with a STEMI alert. Further complicating the matter, operators needed to balance STEMI alerts with competing priorities in the communications center, which is responsible for manning the hospital’s 500-subscriber LifeLine monitoring program; physician answering service; medical, maintenance, and security incident response center; as well as perform switchboard duties.

Everbridge Aware dramatically cuts the time it takes to contact the STEMI team and, with robust confirmation and reporting capabilities, removes the guesswork in team response. The result: critical heart attack patients receive life-saving treatment much more quickly, improving odds of survival and recovery.

THINKING BIG PICTURE

O’Neal didn’t stop at improving the speed and effectiveness of STEMI alerts; she recognized many areas for communication improvement across the hospital using Everbridge Aware. Callbacks were draining the hospital’s outdated telephone system and paging and sending email as text messages proved very difficult to track and audit. In addition to emergency notifications and management conference calls, Everbridge Aware provides Promise Regional Medical Center with an audit trail that demonstrates compliance in daily processes, such as communications with physicians about surgery start times and consultation requests. Trauma services can use Everbridge Aware to gather data about team.. and cardiac catheterization lab activations. Security uses polling and escalation to call in more security staff and message the security chief, officers, and county dispatch as needed. The nursing staff is also putting a program in place to leverage the Everbridge system for shift-specific staff callbacks, which are currently done manually in each nursing area.

With Everbridge Aware, Promise Regional Medical Center’s communications department can participate more fully in patient safety via faster response times and faster notification of first responders. The hospital is also bringing together disparate contact information sources to incorporate more contact paths beyond home address and phone number stored in the hospital’s payroll system, the system of record that provides the data for Everbridge Aware.

According to O’Neal, “With the current economic...





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environment and Medicare reimbursement dwindling, Promise Regional Medical Center is constantly looking for ways to reduce expenses while improving the level of care and safety we provide to our patients with an exceptional experience of care, every time, in every interaction. Everbridge Aware replaces four other tools by streamlining and centralizing processes. It's fantastic."

SUPPORT FROM THE TOP DOWN

At Promise Regional Medical Center, support for open communication flows from the top down. The hospital's president and chief executive officer, Linda Harrison, announced the hospital's rollout of Everbridge Aware during its biannual all-employees meeting. Harrison doesn't want any employees to be surprised by what they read in the papers. To that end, she made a commitment to use Everbridge Aware to keep the hospital's 1,200 employees apprised of all situations before the news goes to the media.

PEER-TO-PEER: VICTORIA'S ADVICE

- Get creative. Think about all the ways you can apply the Everbridge system to operations, from emergency preparedness all the way down the line to patient safety and internal communications. The Everbridge system brings something to the table for everyone.
- Explain the benefits of the Everbridge system to employees and anyone else you will be contacting. By familiarizing them with what you're trying to accomplish, why, and how, you will get more buy-in and achieve better results.
- Update your emergency preparedness manual to include Everbridge in every disaster protocol. Translate communication processes directly to elements of performance for Joint Commission.
- Use filters and attributes to help you target communications. Specifying job classifications (such as RN and LPN), shifts, and special skills make it faster and easier to reach the right people quickly.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.



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