



Visitor Engagement for healthcare

Quickly and easily communicate with visitors, patients and personnel.



Easy keyword opt-in and information publishing

Hospitals and healthcare facilities are extremely busy places and play host to multiple groups of people including visitors, patients, personnel, and more.

With Everbridge Visitor Engagement, you can easily grow a contact database across these diverse groups by using event-based keyword opt-ins, while maintaining complete control over the publishing of your messages via social media and other contact paths.

Everbridge visitor engagement is the ideal solution for easily communicating with visitors, patients and personnel in real-time—especially during emergencies and other situations.

- Construction
- Emergency events
- Patient and visitor communication
- Parking information
- Blood drives, classes, and seminars

Key features

- **Easy group opt-in, opt-out**
Allow facility visitors, hospital patients, healthcare employees and third-party workers to easily opt-in to receive important news, safety information and more.
- **Event web pages**
Web pages provide real-time feeds of all notifications related to your public and internal-facing events.
- **One-click social media publishing**
Easily connect with multiple Facebook and X accounts to broaden the reach of your message.
- **Force multiplier publishing**
With one-click, publish important communications to Facebook, X, SMS, webpage, voice, Everbridge Network, and email.

Provide large groups of people with important information

Communicating important event information can be a challenge, especially for large-scale groups. With Visitor Engagement, patients, facility employees, and visiting family and care-givers can easily sign up to receive real-time event notifications and alerts.

- Groups simply text a keyword, for example, Blooddrive to 333111.
- Registrants receive event information and notifications directly on their phones.
- At the conclusion of the event, participants can be invited to sign up for more alerts.

Keep visitors, contractors and patients informed without having to manage data

Hospitals and healthcare facilities are constantly striving to improve logistics, save time and create a safe environment. With Visitor Engagement, you can easily reach visitors and employees via SMS, while maintaining complete control over the message. Whatever the circumstance might be (patient and visitor communication, on-site Blood drives or even an emergency evacuation) use community engagement to keep groups up-to-date with clear and consistent updates.

One-click updates

Use the Visitor Engagement one-click publishing capabilities to reach all different types of groups at a moment's notice.

You can share information through various communication channels including event web pages, facebook, X, SMS, voice, Everbridge Network, and email with a click of a button.