



Healthcare company plans for another 25 years with Everbridge

An American healthcare company with a user base of over 3,000 relies on Everbridge Mass Notification to reach the right person, at the right time, when staffing and other challenges present themselves. Over three years into relying on Everbridge, the team foresees another 25 years with Everbridge down the road, with the exact solution they need to keep staff informed and engaged.

Highlights

- Admins can log into Everbridge and send a notification in 30 seconds
- Simple to create, send, and track alerts and their utilization
- Custom fields allow the company to tag specific members of the leadership team



Customer Spotlight:

A Conversation with a Director at a Healthcare Company

What is your primary use case?

We use Everbridge for emergency notifications within our organization and sending out calls for staffing. The mass notification suite is the only Everbridge solution we're using now. My company operates two hospital systems in Oklahoma. We have a physician-owned hospital, two primary acute care facilities, and 70 ambulatory centers around the state.

About 30 people have direct access to Everbridge, but our user base is around 3,000. Several departments regularly use the platform. The registration staff is responsible for any critical event notifications. The nursing department uses it for staffing notifications, and the IT team sends critical communications regarding outages and upcoming maintenance activities.

How has Everbridge helped your organization?

Everbridge has several benefits. We can put out calls for staffing needs daily. These messages can be targeted to campuses, job roles, and specific floors that are short-staffed. This feature has been highly effective. We also have mass notifications that we send out for other reasons, like system outages, safety threats, etc. I can generate those notifications in seconds. Spinning up alerts, sending them, and tracking their utilization is effortless.

Everbridge helped us get in front of issues. We have several staff members that I would refer to as system wide directors who spend a lot of time traveling between campuses. We needed a mechanism to get notifications to them regardless of where they were. The Everbridge architecture allows me to accommodate that workflow and others unique to my organization.

We didn't have a solution before, so Everbridge was a considerable improvement in that sense. Email was the only mechanism we had for mass notifications, and it was highly ineffective.

Everbridge is essential. In addition to inclement weather events, we've dealt with incidents like mass shootings. We had an incident recently at our partner campus next door, and we used Everbridge to send out alerts to our staff for that potential mass shooting event.

The solution also increased productivity. We've had high-status areas that otherwise would have gone unstaffed had we not been able to use Everbridge to put those calls out. Also, we get surprise audits from our various credentialing agencies. Everbridge allows us to put teams on alert when those surprise audits happen so we can prepare those areas for visitors.

I haven't calculated how much time I've saved using the solution, but it eases the burden of figuring out which teams I need to connect with and what messages I need to send. I can get into the system and send a notification in 30 seconds. It's highly efficient.



“Everbridge will accommodate my needs for the next 25 years.”

Director
At a Healthcare Company

What is most valuable?

Everbridge can break up our organization into groups for sending targeted notifications. That's probably the feature I find most helpful. Tornadoes are a huge issue here in Oklahoma, and our campuses are about 30 miles apart. Using this feature, I can send tornado warnings to the campus that's in immediate danger.

How long have you used Everbridge?

I have been using Everbridge for about three and a half years now.

What do you think about the stability of Everbridge?

Everbridge is probably one of the most stable platforms I have.

What do you think about the scalability of the solution?

Everbridge will accommodate my needs for the next 25 years. We might see an uptick in use a little on the IT side. I'm looking at the other solutions Everbridge provides and how they might fit into our strategic plan. I'm doing that across several different domains and vendors. We've got a lot of one-off solutions, but as vendors release new offerings, consolidate, and merge, we're looking for ways to consolidate.

How are customer service and support?

I rate the support of Everbridge a ten out of ten. I've logged a few tickets over the years. Their team is responsive and thorough. Most of our issues have been due to a lack of understanding on our part. I've never faced a technical issue, outage, or bug on the platform, which is rare.

How was the initial setup?

The initial setup was incredibly smooth. The engineering team that came to our site was helpful. Most of our challenges were self-imposed. We didn't know the platform, the jargon, or how things functioned. After the training, we built everything, stood it up, and turned it on.

I was responsible for everything on our end. I established the feed from our HRIS system to onboard users, set up the groups' custom data parameters, and configured the rules built into the system. After deployment, it doesn't require upkeep, which has been delightful.

What was your experience like with the implementation team?

We deployed it with help from the vendor team. They were knowledgeable and super professional. The Everbridge engineers consulted with us. They understood the unique challenges we had as an organization and devised solutions for them.

What other advice do you have?

I rate Everbridge Mass Notification a ten out of ten. If you plan to implement Everbridge, I suggest getting creative. The platform's native features enable you to target your messaging creatively.

I've got information that is not necessarily in our databases but needs to be included in Everbridge notifications. For example, I added a custom field to Everbridge that I use to tag specific members of a leadership team and use that tag to target those groups. Everbridge is constructed to enable you to accomplish anything you want in terms of message targeting.

This case study originated from PeerSpot.
You can find the original review [here](#).



About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™.

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