



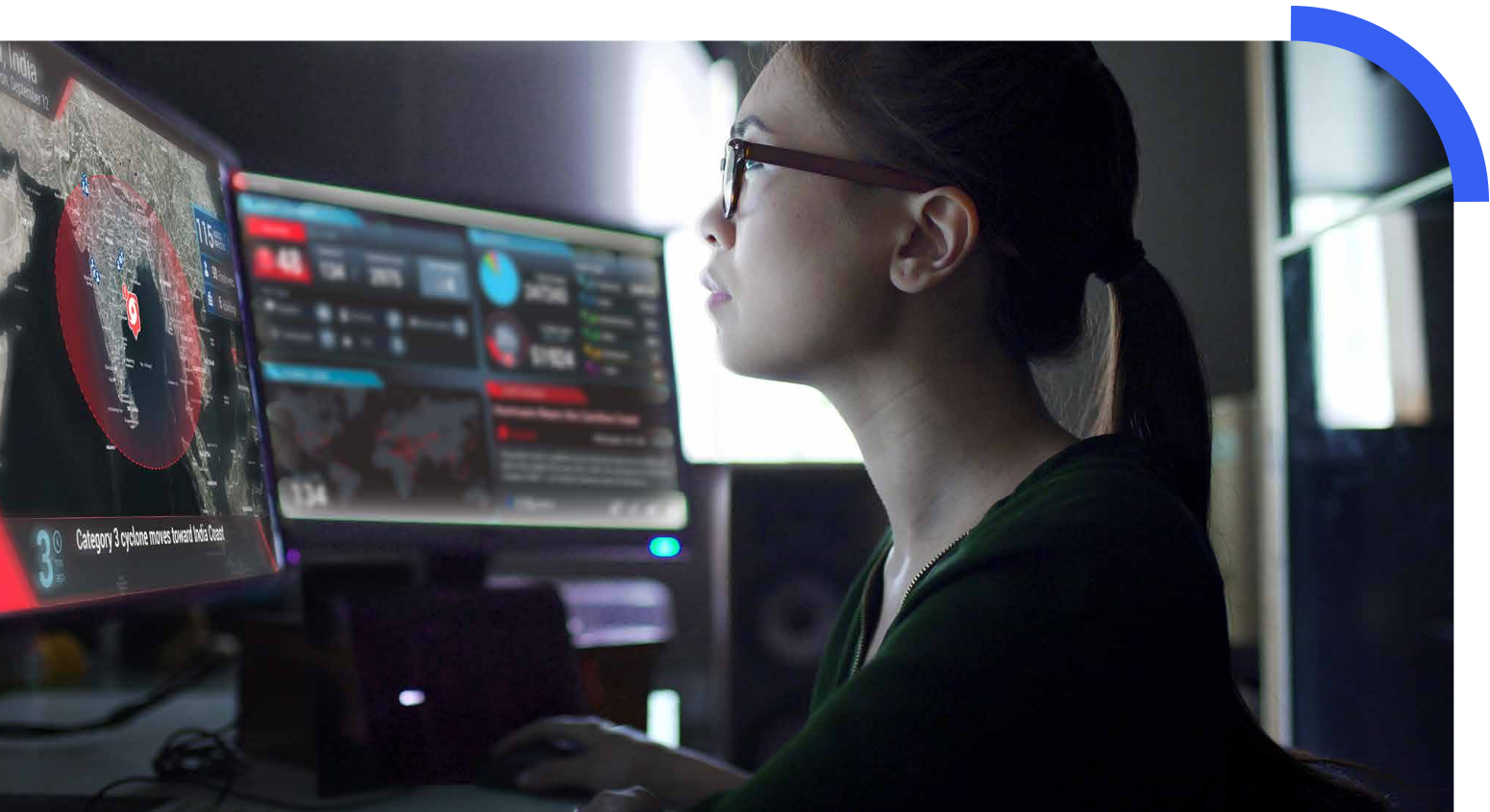
Customer Spotlight

Jefferson County Emergency Management Agency successfully uses Nixle community management in the hospital transfer process.

Jim Croker
Director at Jefferson County Emergency Management Agency

“Among the takeaways from the move was that close cooperation between agencies is key. ‘We had very close communications with the hospital staff from day one,’ Coker says. The constant use of Nixle’s notification services also kept everyone, including members of the surrounding community, updated in real time.”

[Is your hospital moving? Check out these effective patient transfer techniques, campus safety](#)



Challenges

Trinity Hospital in Birmingham, Alabama had the daunting task of moving its entire patient population to the new, modern Grandview Medical Center. In order to maintain medical care standards, each patient needed to be transported by ambulance from the old facility to the new as quickly and efficiently as possible. This was quite the undertaking considering ambulances would travel down U.S. highway 280, one of the biggest and busiest corridors in Alabama.

The Jefferson County Emergency Management Agency (JCEM), charged with coordinating the move across 18 agencies, needed a way to communicate with residents, hospital personnel and other agencies involved in the move. JCEM hoped that providing real-time, informative notifications would help ensure a smooth transition.

Solutions

The JCEM selected Nixle Community Engagement from Everbridge to provide real-time alerts and notifications throughout the patient transfer process.

The agency leveraged the keyword functionality and encouraged the public to text “Grandview” to 888777 in order to receive messages regarding the move. According to JCEM director, Jim Coker, the agency was “able to rapidly get over 700 opt-ins in just a few days. It caught a lot of people’s attention.”

As patients left the Trinity Medical Center, a notification was delivered (ex: “Ambulance package 9 is leaving Trinity”) and received in less than 30 seconds by hospital staff at the Grandview Medical Center, who then prepared to receive the next group of patients.

With help from Nixle, a year of planning and cooperation from the public, 97 patients who could not be discharged were transferred to the new facility in less than six hours.