



“ Enhancing our previous notification system with Everbridge Aware is like going from 0 to 60 in a millisecond.

Russ Robinson
**Manager, Emergency Medicine
and Emergency Preparedness
Interfaith Medical Center**

RUSS ROBINSON, INTERFAITH MEDICAL CENTER

Russ Robinson isn't your typical Yankees fan. While most fans can enjoy a ballgame uninterrupted, this New York native is on call 24/7 as the manager of emergency medicine and emergency preparedness for Interfaith Medical Center (IMC), a multisite community teaching healthcare system that serves more than 250,000 Brooklyn patients each year. Whether he's sitting at his desk or out at the stadium, Russ needs to act fast when he gets an emergency call. Everbridge Aware[®] helps him do just that.



HOW CONCERNED SHOULD I BE ABOUT A 444I?

That's what Russ asked himself when that message came across his pager at 11:00 pm on a Friday shortly after he began working at IMC. Russ dialed into the hospital's call center. An operator only had time to give him the basics: "Fire! Flames! Locked psych unit!"

Russ knew then that the hospital's emergency notification system needed enhancement. The previous method, a long-range paging system with three types of pagers – regular, cardiac arrest, and disaster – issued brief codes and no follow-up messages. In an emergency, there was no way to send out incident-specific, group-specific messages. Messages went to everyone and were essentially in code due to strict character limitations. Russ came from an institution that used a competing incident notification system. While he experienced challenges with the incumbent vendor, he knew that an incident notification solution was the right choice for IMC. He researched the industry players and reached out to a network of peers about their experiences. One provider rose above the rest: Everbridge.

GETTING SUPPORT FROM THE TOP DOWN

With the initial H1N1 outbreak in April 2009, Russ had an opportunity to showcase Everbridge Aware to IMC's senior leadership. The New York City Department of Health sent an email to hospital leadership on a Saturday morning notifying them of an emergency conference call with only 35 minutes notice. Knowing not everyone would read the email in time, Russ sent a notification to the people who needed to be on call using their multiple contact paths all while the system was still in beta testing. The notification was very well-received and won support from hospital leadership for Russ's initiative. Transforming a 444i into a Code Red Action Plan Russ had several goals with Everbridge: faster communications without overloading the call center; better message-targeting so staff received fewer, more relevant messages; and consistent, easy-to-understand messaging. With responsibility for reporting incidents and initiating

response, call center operators were central to Russ's strategy. Ease of use and the ability to limit message variance were extremely important.

To accomplish his objectives, Russ and the IT infrastructure team created a series of scenarios and unscheduled messages for incidents ranging from hazardous material spills to Joint Commission visits to EMS diversions and external disasters. Russ trained operators to rely first on scenarios for reporting incidents, but to also have the ability to send non-scripted messages in an unusual situation and provide status updates with incident-specific details. Russ integrated Everbridge Aware into the hospital's emergency response plan and designed a playbook for operators by customizing Everbridge's training to the hospital's procedures. As a result, Russ has transformed IMC's emergency communications. What was once a 444i across a pager is now a clear and effective Code Red action plan.



STAYING AHEAD OF THE CURVE

Russ is constantly monitoring the effectiveness of his emergency notification program and making subtle adjustments to improve IMC's emergency response capabilities. According to Russ, "No incident response is perfect or goes exactly as planned. But a capable emergency planner can take what doesn't work and make that your next success." With Everbridge Aware he's doing exactly that.

PEER-TO-PEER: RUSS' ADVICE

- + Use unscheduled • messages and scenarios for message consistency. You will save your team a lot of guesswork and improve understanding greatly.
- + Poll team members for response times to help you strategize how to deploy resources. By knowing who will be on-site first, you can start creating a task list right away based on skill level, decisionmaking abilities, and more.
- + Attach your after-action report template in an all-clear alert to key team members. You will save a lot of time post-incident by having key players submit incident summaries using your template.
- + Remember to get buy-in. The success of your incident notification program depends on buy-in from all three levels of users: senior leadership, staff, and end-users. You need senior leadership to support you financially and directionally. Staff needs to understand why you need to communicate. End-users need to be comfortable with how the system helps them and how to send messages so they use it the way you designed it.
- + Get someone to help you. Learn from Everbridge and from peers at other organizations how they addressed common challenges. While we compete with other organizations for business, emergency preparedness is not a competition. Share your knowledge and learnings in the best interest of the community.

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.

