Reading Health System

READING HEALTH SYSTEM
Advancing Health. Transforming Lives.

> " When we activate our Emergency Operations Plan for emergencies and drills, or have a mass casualty or decontamination situation, we utilize Everbridge. The Everbridge system allows us to not only communicate during emergencies, but also test the hospital's emergency response capabilities."
>
> Jim Bitler
> **Reading Health System**

OVERVIEW

Reading Health System, located in Pennsylvania, serves nearly 30,000 patients and performs nearly 19,000 surgical procedures annually across 63 locations. The system today consists of four departments — Reading Hospital, Reading Health Rehabilitation Hospital, Reading Health Physician Partners, and Reading Health Medical Services. Combined, Reading Health System has 7,300 team members and 1,000 physicians and providers.

PROBLEM

Reading Health System wanted to improve communication between departments by providing 24/7 messaging capabilities for code calling, Emergency Operations Plan (EOP) activations, and hospital incident response.

SOLUTION

Everbridge enhances Reading Health System's emergency and operational communication and coordination, allowing hospital staff to better manage mass casualty, incident, and public health operations.

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WHY IS CRITICAL COMMUNICATION IMPORTANT TO READING HEALTH SYSTEM?

Reading Health System uses Everbridge any time we activate our EOP for emergencies or drills. This includes mass casualty events or patient decontamination needs, Code D (Disaster) calls for both internal and external events, utility failures, power outages, police activity on the campus (including threats of violence like weapons or bomb threats) and Code Red or fire emergencies. We need to be ready to respond to both internal events that impact the hospital and staff directly, as well as external events that bring patients into the facility. Because of the wide variety of incidents we deal with, we have templates and pre-recorded messages for multiple scenarios available. Our staff can also easily create messages on the fly either directly from the system or from the mobile app.

HOW DO YOU OPTIMIZE THE EFFECTIVENESS OF YOUR EMERGENCY PROCEDURES?

We test the system and employees regularly by holding mock emergencies, including Active Shooter and Medical Services Radiation drills. We try to make these drills as realistic as possible, using state police actors to simulate scenarios, and involving multiple internal departments as well as external agencies and first responders. We use Everbridge during these drills, just like we would for a real event. This allows us to practice our emergency plan and communication under pressure.

HOW DO YOU CREATE PUBLIC AWARENESS ABOUT THE SYSTEM?

The most common failure during an emergency or drill is communications. This is especially true during weather events like Hurricane Sandy, when communication channels can be compromised. Multiple ways of reaching your contacts – phone systems, cell phones, radios, computers, pagers, and other devices – are crucial.

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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