



“ Roche Pharmaceuticals uses the Everbridge system for an event that may alter the normal routine of the facility. We have found that one of the most important things in these situations is training and practice. In this way, we ensure that we have put in place the right system and practices to mitigate the risk associated with critical incidents.”

Bryan Draper  
**Roche Pharmaceuticals**

## OVERVIEW

Roche Pharmaceuticals is the world leader in in-vitro diagnostics and drugs for cancer and transplantation, as well as an active member of other major therapeutic areas with a high medical need such as autoimmune diseases, inflammatory diseases, virology, metabolic disorders, and diseases of the central nervous system.

## PROBLEM

Roche Pharmaceuticals needed a system to send mass notifications during a broad range of events such as weather-related incidents like snowstorms and ice storms as well as potential chemical fires or spills.

## SOLUTION

Everbridge provides Roche Pharmaceuticals with the ability to contact employees quickly and effectively through a mass notification process during any type of emergency that may arise.



### *WHAT TYPES OF INCIDENTS CONCERN YOU WHEN IT COMES TO CRITICAL COMMUNICATIONS?*

We deal with mostly severe weather alerts, specifically during the winter season, for events such as snowstorms and ice storms.

We also worry about chemical plant fires, since we store many materials that are explosive, toxic, and corrosive in our chemical plants.

### *HOW DO YOU OPTIMIZE THE EFFECTIVENESS OF YOUR BROADCASTS?*

Our security department tests the system weekly. Messages are sent out to ensure that all systems are running smoothly and that the message is received as well as responded to correctly. We really see the importance of ensuring users understand how to use the system properly to reduce the risk of user error during an emergency.

### *HOW DO YOU GET EMPLOYEES' CONTACT INFORMATION EFFECTIVELY TO ENSURE EVERYONE IS BEING CONTACTED?*

We upload the HR list and then we audit the system. We try to do it monthly and get an updated head count list. During emergency broadcasts, we contact all employees and the contract management.

### *HOW DO YOU GET EMPLOYEES' CONTACT INFORMATION EFFECTIVELY TO ENSURE EVERYONE IS BEING CONTACTED?*

You have to make sure that people are practicing with using the system and training to make sure they know how to use it. Half of the time when people complain about a system not working it's because they don't know how to use it. The most important thing in these situations is training and practice to ensure that the system is being utilized properly.

#### **About Everbridge**

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, 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.*

