Send Word Now
EVERY MESSAGE COUNTS

Streamlined Communication and Preplanned Emergency Protocols Enable Faster Team Mobilization

case study

NYU Langone Medical Center uses Send Word Now during a damaging weekend water main break and other critical events.

Located near the heart of Manhattan, and recognized as one of the nation's premier centers for excellence in health care, biomedical research and medical education, is the NYU Langone Medical Center. Composed of four hospitals, the NYU Langone Medical Center is home to the NYU School of Medicine. With its large population—almost 5,000 post-graduates, 1,000 residents and fellows, and over 5,000 faculty members—the Center's Emergency Management Team must be prepared to respond to potential emergency situations at a moment's notice. They have been a Send Word Now customer since 2007.

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Case in Point

After a large water main broke at a fire hydrant just outside the Medical Center, there was significant flooding in the basement of a critical building. Hospital waiting rooms, MRI rooms, computer operations centers and mechanical systems were affected. And, expensive and vital equipment were at risk for water damage.

Because of the timing of the incident, it could have been difficult to reach staff members who were not on duty. However, the Medical Center was prepared for this type of situation by having a solution in place that would allow all personnel to be alerted quickly and through different modalities, e.g., phone (cell and landline) and email. That solution was Send Word Now.

Using Send Word Now, the Nurse Administrator was able to reach core leadership and infrastructure managers almost immediately.

Within minutes, she was on the phone with senior managers from building security, facilities management and public relations to coordinate a response effort and mitigate any possible damage. The Emergency Management Team also used the Alerting Service to communicate updates on the situation, troubleshoot issues and deploy more staff members into the Medical Center as needed.

"Using Send Word Now, we were able to speak with security personnel and ascertain critical safety considerations before going into certain areas. Our communication was streamlined, and those who were knowledgeable about the space, including those who were not on site at the time, were able to provide information on potential hazards to ensure a safe response," said Kristin Stevens, Director of Emergency Management for NYU Langone Medical Center.

Thanks in part to the Nurse Administrator's quick response, aided by Send Word Now's simple communications platform, there was only minimal damage to ceiling tiles and carpeted flooring in the affected rooms, and operations were not jeopardized.

The Experience

Both the hospital and the School of Medicine at NYU Langone Medical Center are prepared to use Send Word Now in any emergency situation. For example, in response to the 2009 crash landing of an airplane in the Hudson River, the Emergency Management Team used the Alerting Service to ensure personnel were on alert to care for the multiple victims expected to need care.

Stevens finds Send Word Now's 'Scenarios' feature to be particularly helpful, as she can develop templates and protocols ahead of time to be applied quickly and easily in the event of an emergency. Depending on the situation, the Medical Center has pre-determined groups and scenarios on hand for activation, notification, and post-event deactivation

purposes. Stevens also varies the type(s) of alert and the recipient(s) depending on the time of an incident.

"We can differentiate between email, phone, and text messages, and determine which types of messages get which type of notification. We often choose to contact employees via email only if a situation is not time sensitive," said Stevens.

This kind of flexibility, among other things, stood out to the Emergency Management Team in their evaluation of emergency notification providers. Stevens noted, "Send Word Now is just so much easier to use than other alerting systems. The user interface is incredibly clear, and it's a lot more intuitive."

Stevens also really appreciates the responsiveness of Send Word Now's customer support. "You can call Send Word Now at any time and someone is there to answer your question," she said. Likewise, Stevens credits the company's active solicitation (and appreciation) of user feedback. "Send Word Now is genuinely interested in what we, as users, want out of the system, and the customer support team is very responsive to our needs."