



send word now®
EVERY MESSAGE COUNTS®

emergency notification for **HEALTHCARE PROVIDERS**

Ideal Uses for Healthcare Providers:

- Mass Casualty Incidents & Natural Disasters
- IT Disruptions
- Management & Response Team Mobilizations
- Security Matters
- Public Health Threats
- Conference Calls & Urgent Meetings
- Patient Communications

Communications Devices & Methods

- Landlines & Mobile Phones
- Personal & Overhead Pages
- SMS
- Email
- BlackBerry® PIN
- Digital Signs
- Cisco® IP Phones
- Desktop Alerts
- Instant Messaging (IM)
- SWN Direct Mobile App

Critical Alerting Service for Today's Leading Healthcare Providers

In the healthcare environment, emergencies aren't the exception; they are the norm. As such, doctors, nurses and hospital staff must continually be ready to respond to events impacting patient care, employee safety and overall operations. Potential large-scale events, both natural and manmade, heighten this need all the more.

Whether contending with an influx of patients or serving as a safe place for the community at large, communication in today's healthcare facilities can easily mean the difference between success and failure, life or death.

Fast, secure and reliable, Send Word Now's award-winning Alerting Service is used by many top healthcare providers across the country to notify personnel, assemble response teams and account for employees in critical situations. It also augments day-to-day, non-emergency communications, giving patients and personnel 24x7 access to the important information they need.

Key Benefits for Healthcare Providers

- **Send** alerts to all devices simultaneously; receive responses back and track the results
- **Mobilize** emergency personnel or other staff instantly to respond to urgent or unexpected situations
- **Know** who is available, or "on-net" before sending alerts using the SWN Direct application
- **Collaborate** quickly by automatically calling individuals and transferring them to a conference bridge
- **Schedule** automatic alerts and reminders to be sent for one-time or recurring events
- **Integrate** with other business systems and databases using Send Word Now's Web Services API (Application Programming Interface)
- **Leverage** alerting, inbound capabilities and integrated IVR for non-emergency or patient communications



Key Feature Highlights

Mobile App for Smartphones

Send Word Now's mobile apps for iPhone®, Android® and BlackBerry® smartphones place all the capabilities of our standard Alerting Service right in your hand

SWN Direct Mobile App for Recipients

A groundbreaking mobile app for urgent corporate communications and collaboration; utilizes Internet Protocol (IP) networking end-to-end for the rapid, secure delivery of voice, text and files seamlessly to recipient mobile devices anywhere in the world

Get Word Back

Two-way communication allows message recipients to respond to alerts they receive and have responses tallied in a report

Integrated Incident Management Service (IMS)

Send Word Now's streamlined incident management framework allows users to easily manage and share events, incidents and tasks

AlertTracer®

Provides a detailed audit trail for better accountability and more productive after-action reporting

On-Demand Conference Bridging

Instantly connect up to 200 participants on a conference call without the hassle of confusing passcodes and dial-in numbers

The Send Word Now Difference



Feature Rich

- Easy web and mobile user interfaces
- Detailed audit trail reports
- Alerting in many languages and dialects
- Map-based notifications
- Smartphone app for initiating alerts on the go



Extremely Reliable

- **100% Uptime Guarantee**
- Multiple, geographically-dispersed data centers
- Active-active data center configuration
- International Affiliate Testing Network to monitor global infrastructure capabilities
- VoIP/SIP technologies for scalability and resiliency



Highly Secure

- SSAE 16 SOC 1 Type 2 certified
- DIACAP certified, (U.S. Department of Defense)
- Encryption of data at-rest and in-transit to the service
- Two-factor authentication capable



Well Supported

- True, live 24x7x365 customer support
- Staffed by technical experts
- Concierge service (we can launch alerts for you)



Widely Acclaimed

- "Leader" in Gartner's Magic Quadrant for U.S. Emergency/Mass Notification Services
- DRI International "Notification System of the Year"
- DHS Small Business Achievement Award (FEMA)
- Inc. 5000 list of fastest growing private companies
- Deloitte Technology Fast 500 honoree



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About Send Word Now

Headquartered in New York City, Send Word Now is the leading worldwide provider of critical communications solutions. The company's easy-to-use web-based and mobile solutions are deployed by businesses, government agencies, universities and non-profit organizations to ensure fast, effective communication when it is needed the most.

Send Word Now's enterprise-class notification system is capable of transmitting tens of thousands of voice and text messages in minutes, while providing a full audit trail for after-action reporting and follow-up. Our conferencing and workflow solutions keep employees informed and connected to the people and information they need.