

## Hospital Communication System to Keep Staff Informed

Another hospital group has chosen the [SnapComms](#) hospital communication system to improve communication with hospital staff. It will be implementing [Desktop Alerts](#) and [Hospital Screensavers](#) and using these integrated employee communication channels to provide clinical teams with targeted internal marketing and information campaigns. They will also be deployed by IT to instantly provide critical on-demand alerting for drills, emergencies, and downtime conditions in patient-care areas.

### Targeted messaging to a large employee base

The SnapComms software is being installed into all the hospitals' virtual and physical desktop environments. It can be used to communicate with all their employees regardless of their location or whether or not they have an email account. It includes the functionality to send information and updates to specific employee groups that can be determined by criteria such as user location, type of device used or the hospital system used. The group's Client Infrastructure Engineer says, *"Having targeted messaging to specific systems, in manageable logical groups will allow multiple campaign streams to be delivered as needed, quickly and effectively and meet our marketing needs."*

### An easier way to communicate

Until now the process of sending emergency alerts and IT outage notifications to employees has been arduous. Custom code and scripting were needed to provide primitive alerting to end-points. Hospital screensaver campaigns had been a laborious and delayed, multi-department venture to configure and deploy. The implementation of SnapComms means that there is now a simple and efficient way to guarantee that hospital staff will receive all relevant information and updates.

The flexibility and scope of the SnapComms solution offered more strategic benefits to the group: *"More importantly, it offered the most user interface (UI) communication channels to our end-users, in both one-way and bi-directional interaction modes. It also allows us to instantly scale up and use other communication interfaces. Compared to the limited other enterprise-class offerings, this would have been multiple vendors and tools to accomplish. SnapComms gives us all that in one, simple solution."*

Heather Wright, SnapComms North America Sales says, *"The hospital wanted to streamline its employee communication processes and is one of an increasing number of healthcare providers that have discovered that SnapComms provides a simple and effective way to guarantee that important information reaches all hospital staff."*

### Flexible hosting solutions

SnapComms will initially be implemented as software as a service (SaaS/cloud) although the flexibility to migrate the solution to be internally hosted was one of the important factors in the hospital's selection of the software.

### About SnapComms

SnapComms has developed an out-of-the-box solution that helps organizations communicate more effectively with their employees. Its suite of tools is integrated and available on one platform, providing real business value by solving the problem of information overload, grabbing attention and achieving message cut-through.

The application is used by internal communications, HR, IT and other departments, across multiple industries and in 30 countries.