



Healthcare team holds steady during earthquake



KAISER PERMANENTE®

Customer Profile:

Founded in 1945, Kaiser Permanente currently claims 8.6 million members in nine states and the District of Columbia.

Problem:

The Kaiser Permanente disaster preparedness team was looking for a solution that would keep business running smoothly in the face of disruption and that would assist in disaster relief should the unexpected take place.

Solution:

The company chose Intelligent Notification just weeks before a 5.8 magnitude earthquake rocked southern California and were thoroughly prepared to send out communications to critical employees and partners.

Benefit:

The NFS team can now easily communicate with partners, customers and employees when seconds count, keeping disaster at bay and business running smoothly.

Rapid, two-way notification keeps the medical team at Kaiser Permanente focused on patient care and disease management in spite of a 5.8 magnitude temblor.

Avoiding disruption and managing disaster

Expert and caring medical teams such as those at Kaiser Permanente are empowered and supported by technology advances, state-of-the-art care delivery and world-class disease management—but all that can be stopped cold by interruptions like power outages, bomb threats and natural disasters. Communication is key in managing such events with equanimity while preserving resources and guarding lives.

The Problem: How to provide quality healthcare in the face of disruption

The Kaiser Permanente National Facilities Services (NFS) disaster preparedness team knew that despite all efforts, situations were bound to happen that were beyond their control and they needed to be prepared. They were looking for a solution that would keep business running smoothly in the face of disruption and that would also assist in disaster relief should the unexpected take place. To manage risk, all levels of management needed to be able to quickly communicate to NFS staff through a variety of means, no matter where they were, and they had to be able to verify that messages were received and understood. To provide rapid notification and response, they chose Intelligent Notification.

The Solution: Intelligent Notification

Just weeks after deploying Intelligent Notification, the new system was tested. On July 29, 2008, when a 5.8 magnitude earthquake rocked southern California, Kaiser Permanente was thoroughly prepared to send out communications to their critical NFS employees and partners. Kaiser Permanente was able to rely on the customer service team for the installation, notification preparation and emergency support to increase their call capacity and speed during an actual crisis.

In less than one hour post-earthquake, Kaiser was not only able to communicate with healthcare continuity management, employees and partners, but was also able to deliver damage assessment reports and put structural engineers on standby. The company attained an 84% success rate in NFS employee responses to notifications.



During its first real-world test, Kaiser Permanente attained an 84% success rate in employee responses to notifications.

Effective notification sets Kaiser apart as a leader

Kaiser Permanente has set a precedent as the first corporate client to use Account Portal, allowing employees to manage their own contact data and preferences. Intelligent Notification is not only used within Kaiser Permanente as a business continuity and disaster recovery tool but also sends notifications for joint commission surveys and to notify providers of medical code changes in centers throughout California.

How Intelligent Notification benefits Kaiser Permanente:

- **Quickly launch mass notifications** – Communications can be delivered by simply logging into the Web interface, sending an email or making a phone call. Existing message templates can be easily adapted to fit the situation at hand.
- **Reach thousands of recipients simultaneously** – Kaiser can notify their employees or partners by mobile phone, SMS, landline, email, pager, BlackBerry PIN-to-PIN, fax, TTY—no matter where they happen to be at the time.
- **Quickly receive actionable responses** – Kaiser NFS team members can easily respond by voice or by written message, with responses displayed in real-time as well as archived for reporting and auditing.
- **Initiate instant conference calls** – Team members or partners can quickly join a conference call by simply pressing a key on their phones to share information, make urgent decisions and coordinate response efforts.

The bottom line

With Intelligent Notification, Kaiser Permanente has an efficient way for its NFS team to communicate with partners, customers and employees when seconds count, keeping disaster at bay and business running smoothly. The staff at Kaiser Permanente not only uses Intelligent Notification as a business continuity and disaster recovery tool but has found other uses as well, improving and streamlining communication on many levels.

For more customer success stories, visit us at: www.MIR3.com

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