



Texas hospitals and paramedics fast-track communication with help from MIR3



Southwest Texas
Regional Advisory
Council for Trauma

Customer Profile:

STRAC, based in San Antonio, Texas, was formed to organize and support a trauma system in the Southwest region of Texas.

Problem:

Cumbersome communication methods like manual phone trees were slowing STRAC and its member hospitals down during emergencies. They needed a way to automate notification and response so they could focus on managing emergencies, not phone calls.

Solution:

Intelligent Notification lets STRAC send critical messages to hospital and paramedic personnel wherever they are and tracks those who've responded and are available to carry out critical tasks.

Benefit:

Automated mass notification enables STRAC to plan and implement emergency response far more rapidly and efficiently than ever before.

Southwest Texas Regional Advisory Council (STRAC) and its 53 member hospitals save lives and streamline operations with intelligent, rapid, two-way notification and response from MIR3SM.

Trauma waits for no one

A medical trauma is always urgent—that's why government agencies and medical associations are establishing regional trauma systems across the nation. These systems help local health professionals prevent injury in times of disaster and provide the fastest and most effective care when injuries occur. In Southwest Texas, STRAC is the council charged with coordinating and supporting the regional trauma system that includes 53 member hospitals.

The Problem: Traditional communication slowed emergency response

STRAC and its member hospitals may be called on at any time to quickly mobilize teams of medical personnel to care for incoming patients or to transport patients to safe locations in advance of the hurricanes and storms that often strike the region. The traditional process of retrieving phone lists and manually making phone calls was taking emergency managers away from their duties, sometimes for hours at a time. On top of that, key personnel often couldn't be reached in a timely manner because either their contact data was not up-to-date or they simply weren't at their phones, forcing callers to leave messages and try again later.

The Solution: Intelligent Notification

Now managers at STRAC and all 53 member hospitals can log in from any Web-connected PC and send alerts to hundreds or thousands of medical personnel simply and easily. Intelligent Notification automatically contacts designated personnel on all of their communication devices—including landline, mobile phone, SMS text message, pager, email, Blackberry PIN-to-PIN—and continues until a response is received. The platform is fast and automatic, delivering notifications to thousands of people in just a few minutes. The system also reports all notification receipts and responses as they are received, so managers can see at a glance which medical personnel are available to carry out critical tasks. This allows managers to quickly send a notification without losing critical time that is best spent managing the emergency and coordinating the response.



“The MIR3 system has cut our workload tremendously. It’s freed us to branch out and focus on other things to prepare for disaster.”

—Joe Palfini,
coordinator, emergency
preparedness and response
for STRAC

Mass notification to the rescue during Hurricane Ike

In September of 2008, Hurricane Ike struck the Texas coast with sustained winds of 110 mph, a huge storm surge, and widespread coastal flooding. Houston skyscrapers had their windows blown out and furniture cast into the streets. Trees were uprooted. An estimated 100,000 homes were rendered uninhabitable. Power was cut to millions of citizens for weeks. Lives were lost, and the island of Galveston, where Hurricane Ike made landfall, was devastated.

Six days before the hurricane struck Galveston, STRAC started mobilizing 525 ambulances—the largest mobilization of ambulances in U.S. history. As Ike advanced, STRAC quickly responded to calls from hospitals to relocate their patients to safe locations. One transport of 200 patients could require as many as 100 vehicles and associated crews. STRAC was able to quickly notify all paramedic personnel to report to various command posts, ready to be on the road in minutes. To do this, STRAC used Intelligent Notification to send voice, text and email messages to ambulance crew members, most of whom carry Blackberry devices with them at all times. STRAC managers were able to initiate each notification in seconds and mobilize teams typically within 20 minutes. Thousands of medical response and transport missions were carried out in the days preceding the storm’s landfall.

Why Intelligent Notification works for STRAC:

- **Notifications can be sent from anywhere** – Instant access from the office or in the field means a manager can create in and launch notifications from anywhere, even while sitting in a truck using a laptop with a cellular or satellite Internet connection.
- **The system can be learned in minutes** – The simple interface and notification process allows staff to learn the system in as little as ten minutes—a lifesaver when new teams need to be trained quickly.
- **Prepared templates save time** – Intelligent Notification lets you create message templates in advance for common situations—just click and send when seconds count.
- **Group and permission settings are simple** – Pull-down menus make it easy to assign and modify access, roles and permissions to individual hospitals. Each hospital has access to only its own lists, templates and administration functions, keeping data secure.
- **Each hospital maintains its own information** – STRAC allows each member hospital keep their contact lists up to date, letting STRAC send region-wide notifications with confidence that all contact data is current.

The bottom line

By adopting Intelligent Notification, STRAC and its member hospitals have the ability to instantly communicate with thousands of personnel at once, freeing up managers to stay focused on other critical emergency management tasks. Communications that once cost managers hours can now be accomplished in seconds. Teams can be mobilized and deployed much more quickly than before, improving the efficiency of the regional trauma system in Southwest Texas.

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

U.S. SALES +1 (888) 960 MIR3 (6473) U.K. SALES +44 (0) 20 3178 2398

© 2012 MIR3, Inc. All Rights Reserved. MIR3 is a service mark of MIR3, Inc. All other marks are property of their respective owners. 04182012

