



How BlackBerry AtHoc Keeps This North American Healthcare Collective Connected and Protected

The Organization

This major healthcare collective comprises multiple hospitals along with numerous clinics and medical centers. With several million members and 20+ hospitals, the firm makes patient care readily available to its clientele, whether they need to see their primary care physician or run tests at a lab. Highly innovative and ever on the lookout for new and innovative ways to improve patient care, the organization's operating procedure is well on its way to becoming standard practice for national care in the United States.



< Create Your Own Crisis
Communication Network

The Challenge

With over 60,000 visits per year, the emergency department at the organization is incredibly busy. Employee management for the facility – which needs to have nurses and care providers available 24/7 – was a difficult, complicated, and time-consuming job. And in an environment where seconds count, complexity is a problem.

Schedulers spent an enormous amount of their time on the phone attempting to reach various staff members. Calls would often go directly to voicemail, and in the event of a payroll or shift dispute, recordkeeping proved to be a challenge, as well. It was abundantly clear that something about the process needed to change.

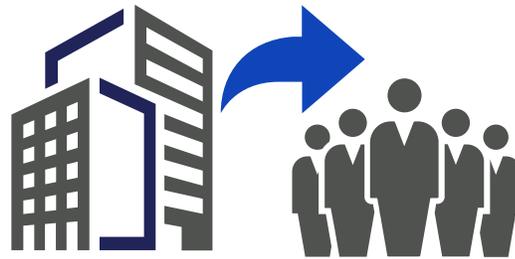


The Solution

The company needed a tool that could streamline employee management, allowing for en-masse notifications and accurate tracking of the messages sent and received. That tool not only needed to be easy to use but also had to integrate readily with existing hospital infrastructure. These criteria eventually led the administrator and her colleagues to the BlackBerry AtHoc Crisis Communications Platform.

BlackBerry's reputation as a vendor played a large part in their decision to select BlackBerry AtHoc. They'd heard many positive things about the vendor, the product, and the commitment of the team. Cost and ease of implementation were both instrumental, as well. Their choice was ultimately cemented by a successful pilot carried out last year.

AtHoc Networked Crisis Communication Suite



AtHoc's comprehensive suite unifies crisis communications between organizations, people, devices, and external entities.



The Results

Thus far, the healthcare collective has rolled out BlackBerry AtHoc to its emergency department, clinical lab, radiology lab, and urgent care clinic. Every department in which it's been implemented has seen noticeable upturns in efficiency, particularly where management time is concerned. They estimate that using BlackBerry AtHoc for scheduling has reduced the amount of time their scheduling staff spends on the phone by approximately 50%.

**50% decrease
in time using
AtHoc services.**

In addition, BlackBerry AtHoc's tracking system makes it much easier to abide by union contracts, and the tool's security and reporting features ensure that their scheduling process both maintains regulatory compliance and abides by union contracts. It also ensures that they don't need to go back and do any retro pay adjustments – they know who they've called in, and when.

In addition to the above, BlackBerry AtHoc's been used in a few unexpected ways within the group.

Many managers have begun using it for general notifications – staff meetings, special events, unique occasions, etcetera. During the NBA playoffs, for example, one assistant director sent out an AtHoc notification telling staff to come to work sporting their team's colors.

And that boost to morale has gotten people talking within the larger organization. A sister facility has already implemented BlackBerry AtHoc, and many others are expressing clear interest in the solution. Eventually, it is hoped there's enough interest that it influences the people working with the automated scheduling system – integrating that platform with BlackBerry AtHoc is the firm's next step.



Tracking made easier





About BlackBerry

BlackBerry is securing a connected world, delivering innovative solutions across the entire mobile ecosystem and beyond. We secure the world's most sensitive data across all end points – from cars to smartphones – making the mobile-first enterprise vision a reality. Founded

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