Emergency Communications for Healthcare Organizations

BlackBerry AtHoc Provides Streamlined, Efficient Crisis Management

iOS

Is Your Management Team Ready for an Emergency?

When a crisis situation arises from a weather event, a security situation, or an accident, your leadership team needs to communicate as quickly and efficiently as possible to take control of the situation. The two key factors to manage a precarious situation are personnel accountability and effective communications.

Personnel Accountability
This is the ability to determine immediately where your employees are located, whether they are on-site or off-site, off-duty or completely out of the picture on vacation, and whether they are safe. If there are contractors and visitors on-site during an emergency, the solution extends to them as well to confirm their location and safety. However, along with the physical accountability, managers also need to know what team members are doing and who is available to take on an emergency assignment.

Effective Communications
When a crisis is at hand, time is of the essence. Therefore, effective communication needs to be streamlined, intuitive, and as rapid as possible. It should also provide two-way communications with both outreach and response capabilities, so leaders can quickly assign tasks and receive feedback on the status of the situation.

BlackBerry

Introducing BlackBerry AtHoc

Combining both personnel accountability and effective communication, BlackBerry® AtHoc® is a robust networked, software-driven crisis communications solution. It provides effective functionality designed for the healthcare industry and includes four key components.

AtHoc Account
It enables real-time visibility into personnel location and status. Managers can account for people during an emergency with tracking on smartphones to determine employee locations as they move throughout the healthcare facility.

AtHoc Collect
This allows managers to receive real-time input from personnel who are on the scene of an emergency or who witness an incident first-hand. With a one-click duress button, employees can report a situation as it's unfolding with geo-tagged media reports to initiate an immediate response.

AtHoc Alert
This one-click emergency notification solution allows hospital leaders to alert everyone in the organization instantly. Using a web-based console on a smartphone or tablet, the solution provides instant two-way communications to deliver essential messages in real-time.

AtHoc Connect
Since emergencies don't happen in isolation, this capability connects the healthcare facility with specific external organizations, government agencies, media outlets, and even the public to share real-time information during a crisis.

A major North American hospital uses BlackBerry AtHoc's pre-built templates to speed emergency communications to contact staff via phone, email, and text. The organization has created distribution lists for mass casualty events to quickly call in physicians to help with an emergency.

BlackBerry

BlackBerry AtHoc is a highly secure crisis communications solution that works in real time to link key personnel, both inside and outside an organization, to deliver and receive streamlined messages.

Real-Time Visibility into Personnel Safety

Account for all of your employees to achieve operational resiliency, facilitate an effective crisis response, and restore order in a healthcare environment—all critical elements to avoid loss of life. BlackBerry AtHoc allows emergency managers to request the status of individuals, select groups, or an entire populace and view the information on an at-a-glace dashboard to better understand the situation. To avoid confusion and ambiguity, employees can respond with pre-programmed messages.

Mass Notifications

With one-click, leaders can broadcast information updates to staff and external entities across a range of devices and communication channels, such as networked computers, phones, TV display boards, text messages, mobile devices, email, social media, indoor and outdoor speakers, land mobile radios, and XML feeds, using rich content like HTML, videos, evacuation routes, and links. To speed communications, BlackBerry AtHoc provides pre-configured and customizable alert templates.

Immediate Message Notification Acknowledgements

Alert recipients can respond to indicate receipt of a message along with their personal status via multiple options. Alerts are tracked in real time with detailed delivery information for each recipient, and managers can compile reports from multiple sources, including individuals, call centers, and people responding on behalf of others. This helpful information allows managers to assess a response effort after the crisis has passed.

Enhance Information Sharing to Facilitate a Seamless Emergency Response

The crisis management team can invite external organizations that are relevant to the situation to collaborate on the response and drive as positive an outcome as possible. With a simplified workflow, an organization won't have to manage contact lists for external entities, which helps to ensure that communications are received.

Privacy and Confidentiality

Since the solution can be deployed behind a firewall and has other network protections, healthcare organizations can maintain complete control over personnel information, message content, and delivery channels. The solution can also be deployed in a public cloud or a patented hybrid option. With FedRAMP security, government healthcare agencies can enjoy peace-of-mind that they are using the most secure cloud-based services available.

Make Sure Your Organization is Ready for the Next Emergency

BlackBerry AtHoc can help your organization better manage emergency situations. Learn more at http://www.BlackBerry.com/AtHoc.

About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) is a trusted security software and services company that provides enterprises and governments with the technology they need to secure the Internet of Things. Based in Waterloo, Ontario, the company is unwavering in its commitment to safety, cybersecurity, and data privacy, and leads in key areas such as artificial intelligence, endpoint security and management, encryption, and embedded systems. For more information, visit BlackBerry.com and follow @BlackBerry.