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CRITICAL COMMUNICATION
FOR A CONNECTED HEALTHCARE
NETWORK *WITH RENOWN HEALTH*

Renown®
HEALTH

www.everbridge.com

Introduction: Who is Renown Health?

Renown Health is Reno, Nevada's only locally owned not for profit and locally-governed healthcare network. The network serves a 17-county region and employs more than 5,600 individuals, which includes full-time, part-time and per diem staff. The healthcare network consists of numerous hospitals, including Renown Regional Medical Center—home to the Children's Hospital, Renown South Medical Center, Carson Valley Medical Center and Renown Rehabilitation Hospital.

A few interesting statistics about Renown Health:

- 257,842 outpatient visits annually
- More than 100,000 trauma and emergency visits annually
- 75,000 urgent care visits annually
- 2,000,000 lab tests annually

Communication Challenges Faced by Renown Health

Renown Health established a contact center in November 2012, which allowed the healthcare network to put in place a 24/7 PBX department to provide an around-the-clock communication system. With the contact center came the implementation of a unified critical communication solution, which helped improve the healthcare network's mass notification and incident communication process. Below, you will find a number of different use cases for a critical communication solution in a healthcare setting.

Use Case No. 1 – STEMI, Sepsis and Stroke Alerts

Before the implementation of its critical communication solution, the process for a STEMI alert began with the local EMP service and transportation service calling the ER at Renown Health to say they were on the way with a potential STEMI patient. The ER charge nurse would take the call from the EMP service, who would then reach out to applicable personnel within the hospital, such as lab, pharmacy, radiology, etc., to get them to the ambulance doors so that when the patient was wheeled through the hospital, the STEMI work could begin immediately. This process was successful, but it was also time consuming.
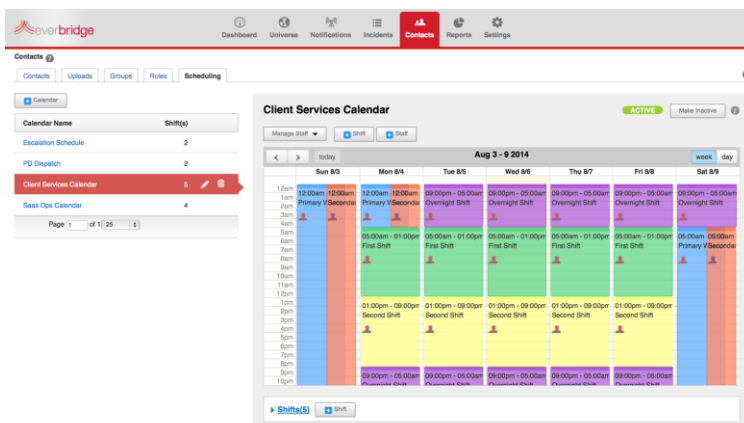
With the implementation of its critical communication solution, Renown is now able to reach all the necessary personal for a STEMI patient with a few clicks of the keyboard. Predefined notification templates help speed up the process of notifying the correct people in this type of situation, which allows Renown to respond quicker and provide a higher level of care to STEMI patients.
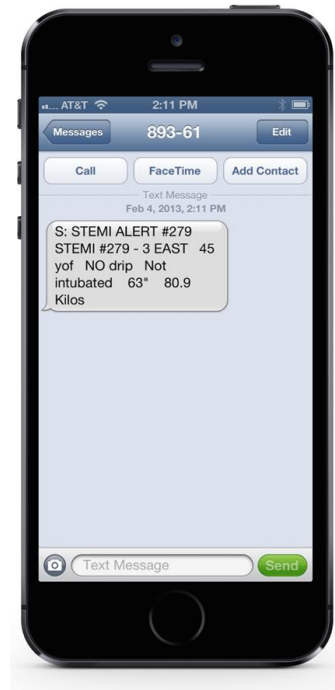
The process for a Sepsis and stroke alert on the critical communication solution is very similar. After receiving a call from the EMS and the ambulance that a patient is on the way, the ER charge nurse at Renown sends a code stroke or code sepsis via the solution, which notifies the necessary hospital personnel who are required at the ambulance doors immediately when the patient arrives.

Use Case No. 2 – On-Call Staffing Communication

In total, Renown Health uses on-call staffing communication for 120 on-call physicians and on-call providers between different groups. Before implementing a critical communication solution for this process, on-call staffing was handled by an outside answering service. A patient would call about an issue, which would be transferred to the answering service and then the answering service would reach out to the on-call provider. To help streamline the process, Renown removed the answering service from the mix and used its critical communication process to move on-call staffing in house. Through the solution, on-call physicians and providers are reached via text message only – with a few exceptions. Renown implemented an escalation process using the solution with three cycles and 15 minutes between each cycle. If the physician doesn't answer and confirm receipt, it escalates to their medical directors, who would then reach out the patient in need directly.

Use Case No. 3 – Hospitalist Communication

With around 50 employed Renown Physicians running around Renown Regional Medical Center and South Meadows Medical Center, the use of the old answering service for hospitalist communication was also inefficient. For example, a nurse would call for a hospitalist through the PBX department, which would be transferred to the third-party answering service. The answering service would then turn around and page the hospitalist.

Much like with on-call staffing communication, the third-party answering service was removed from this process to make it more efficient. In place of the third-party answering service is Renown's critical communication solution. To help streamline the process, the PBX department triggers a message through the solution as soon as a request for a hospitalist is received from a nurse. Each month, Renown sends out about 7,000 to 8,000 hospitalist messages, so the critical communication solution has helped save the healthcare network a significant amount of time when reaching hospitalists.

Use Case No. 4 – Code Triage

One of the newer use cases Renown Health is using its critical communication solution for is Code Triage. If there is any kind of mass emergency, local mass emergency or mass casualty type of situation, Renown will use the solution to initiate a Code Triage notification. With pre-set notification templates, Code Triage alerts can be sent out in a matter of seconds. Renown has about 40 leaders who will receive a message in this type of situation, which will instruct them to communicate with the hospital incident command team. Prior to this process, Renown was relying on phone trees to reach out to these 40 leaders. With the critical communication solution, all 40 can be reached with a few clicks of the mouse. Renown has not faced any Code Triage incidents since implementing the solution, but it has run numerous tests – all of which have been successful.

Use Case No. 5 – IT Incident Response (PACS System)

The most recent use case for Renown Health is sending out notifications when its PACS system goes down. The PACS system is used to store radiological images, and if it goes down, radiologists who want to look at studies are unable to do so. Through the critical communication solution, Renown Health initiates a notification that is sent to around 30 leaders when this system goes down. The notification is sent to their mobile phones saying the system is down and provides an ETA of when they can check back. These notifications were recently transitioned from the call center to the IT team itself. It made more sense for the notification to come from the team that runs the PACS system, as they are able to directly provide information on downtime updates, system restore and scheduled downtime.

Conclusion: What's Next for Renown Health?
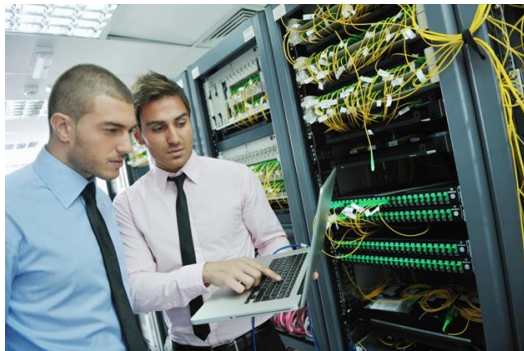
In a hospital setting, there are an endless number of use cases for a critical communication solution. Renown Health hopes to expand on the above use cases in the future beginning with additional IT groups. The IT team at Renown Health recently began developing a plan to implement a 24/7 IT helpdesk to be able to send notifications to key IT leadership that are impacted depending on the type of system outage within the healthcare network.

Another use case Renown plans to explore is HIPAA-compliant messaging. With up to a $50,000 fine per violation, HIPAA compliance is extremely important for hospitals and healthcare organizations. By using a HIPAA-compliant messaging solution, hospitals can ease concerns over potential violations for healthcare professionals communicating PHI via non-secure devices.

An expansion of on-call staffing communication is also in the plan by bringing this functionality to the ER team. If the ER is experiencing a shortage of nurses, a notification can be sent out – based on shift and availability – to see if anyone is willing to come into work. This process can help eliminate the need to call each ER nurse to see if they are available.

With these additional use cases, Renown Health hopes to expand the benefits it already experiences from its critical communication solution to other areas of the healthcare network.
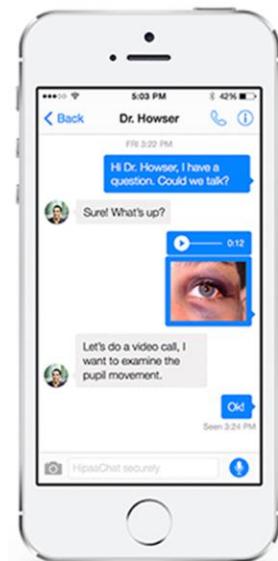
About Renown Health

Renown is Reno's only not-for-profit and locally-governed healthcare network. Why is this important? As a not-for-profit healthcare network, all of our earnings stay right here — and are reinvested into programs, people and equipment to better serve our community.

We don't have any out-of-state owners or shareholders to satisfy. We are a community hospital. Our purpose is only to serve the needs of our patients and our communities. And, while our dollars stay right here, you can be confident that local citizens have a role in how they are spent. More than 150 community members serve on Renown boards or in advisory capacities.

Visit www.renown.org to learn more.

About Everbridge

Everbridge is the leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting more than 100 million people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston Los Angeles, San Francisco, Beijing and London. For more information, visit www.everbridge.com, read the company blog, http://www.everbridge.com/blog, and follow on Twitter and Facebook.

THE ONLY END-TO-END PLATFORM

- **HipaaChat**: Use HipaaChat to quickly send secure messages, patient information reports, images or conduct telemedicine calls without incurring HIPAA violations.

- **Mass Notification**: Use Mass Notification to reach clinicians and employees about emergency situations and mass casualty events – across smartphones, email, SMS, push notifications and other modalities.

- **IT Alerting**: Use IT Alerting to help you restore system outages and quickly keep internal and external stakeholders informed.

- **Incident Management**: Use Incident Management with pre-defined notification procedures to speed up STEMI alerts and notify necessary hospital personnel faster to ensure patients receive life-saving treatment in record time.

- **On-Call Scheduling**: Use On-Call Scheduling for real-time shift calendars and integrated on-call notifications to automate the tedious process of contacting off-duty staff.

Visit www.everbridge.com to learn more.