AlertFind

Case Study

HIGHMARK HEALTH PROTECTS 40,000 PEOPLE WITH ALERTFIND

Company
Highmark Health

Industry
Healthcare

IgniteTech Product
AlertFind

Customer Website
www.highmarkhealth.org

With sites in seven states across the United States, Highmark Health, an insurance provider in Pittsburgh, PA, needed to be able to reach each of its locations as part of its business continuity plan.

With different groups relying on manual phone trees and others using a segmented ENS, the company needed one consolidated alerting system, said Trish Taranto, Sr. Business Continuation Analyst in the Enterprise Insurance and Business Resiliency department at Highmark Health.

THE PROBLEM

Highmark Health had used IgniteTech's AlertFind for several years before switching to a different ENS. Some departments also still used phone trees to manually contact employees. When the leadership in the business resiliency department changed, the company switched back to AlertFind.

In addition to their locations and members across the U.S., the company is also connected with Allegheny Health Network, an eight-hospital system in western Pennsylvania and western New York.

The hospital setting brought its own set of challenges. Doctors and nurses aren't at their desks and aren't easy to reach in an emergency, Taranto said.

So when the companies went back to AlertFind, their top priority was a reliable, consolidated ENS that would allow them to send out targeted alerts to both groups and the entire organization.

IGNITETECH

THE SOLUTION

When they brought AlertFind back, they first implemented it at Highmark Health. The insurance company had a very well-established business continuity plan, so they were able to implement the ENS into their existing process.

Going from a segmented ENS that used one URL each for administrators, managers and users to one central ENS with AlertFind addressed one of their major concerns. With AlertFind's free connectors, they were able to connect to all employee databases. This eliminated the need for managers to manually update employee data.

HOW HIGHMARK HEALTH USES ALERTFIND

With such a distributed workforce, Taranto said AlertFind allows them to target the exact group of employees they need to reach without sending unnecessary alerts to those that aren't affected.

"We have employees located across the country, so reaching them quickly is critical. For example, if we have a snow event, we can configure our alerts by city and/or building address, notifying employees of a work delay or building closure," Taranto said.

The hospital group also used AlertFind as part of a 200-hospital regional drill for the Southwest Hospital Coalition. During the drill, they sent out an alert as part of the weather-themed training. In it, they asked all employees to confirm they received it.

This testing sparked a boost in their employee engagement, with employees who didn't receive the alert asking, "Why didn't I get the alert?" Taranto said. This allowed them to promote AlertFind and ensure everyone was aware of the emergency alerting system.

The alert testing will continue to be part of both Highmark Health's and Allegheny Health Network's business continuity plan. Department managers are required to test the system every six months. If they don't have at least an 80% percent response from their employees, they're required to redo the test.

To drive engagement from the start, they also include AlertFind in all their employee orientations. They go over the alerting system and show new employees how to configure their accounts, Taranto said.

BY THE NUMBERS
Highmark Health

Employees Needed to Notify
40,000

Number of Sites Covered
7 locations for insurance
8 hospitals for health network

Key Risk
Weather events, utility failures, wildfires, active shooter events

Response Rate
Departments are required to have 80% response rate or must re-test

Key Improvement
Ability to send targeted alerts to each group of employees instantly

> "As we all know, communication is the key to success during an emergency. AlertFind is an important component of our emergency operations plan to help protect our employees."

Trish Taranto
Sr. Business Continuation Analyst
Highmark Health

MOST IMPORTANT FEATURES

In addition to the centralized database and automatic employee data updates, one of the key benefits of AlertFind was its emphasis on customer success.

"AlertFind provides us a dedicated customer success team to work with. If something happens, even late at night, we can contact them, and they respond promptly," Taranto said.

Highmark Health was also concerned about protecting their employees' personal contact information. With AlertFind, they were able to set up securities and permissions so that managers can contact their employees while keeping information like their mobile number private. They were also concerned about keeping all of their employees' information up-to-date. By using connectors to their employee databases, they were able to eliminate the manual work of updating information as employees were added to or left the organization.

KEY TAKEAWAYS

By switching back to AlertFind's ENS, the business continuity leadership at Highmark Health and the Allegheny Health Network have improved their ability to reach all their employees during an emergency — no matter where they are in the United States. "As we all know, communication is the key to success during an emergency. AlertFind is an important component of our emergency operations plan to help protect our employees," Taranto said.
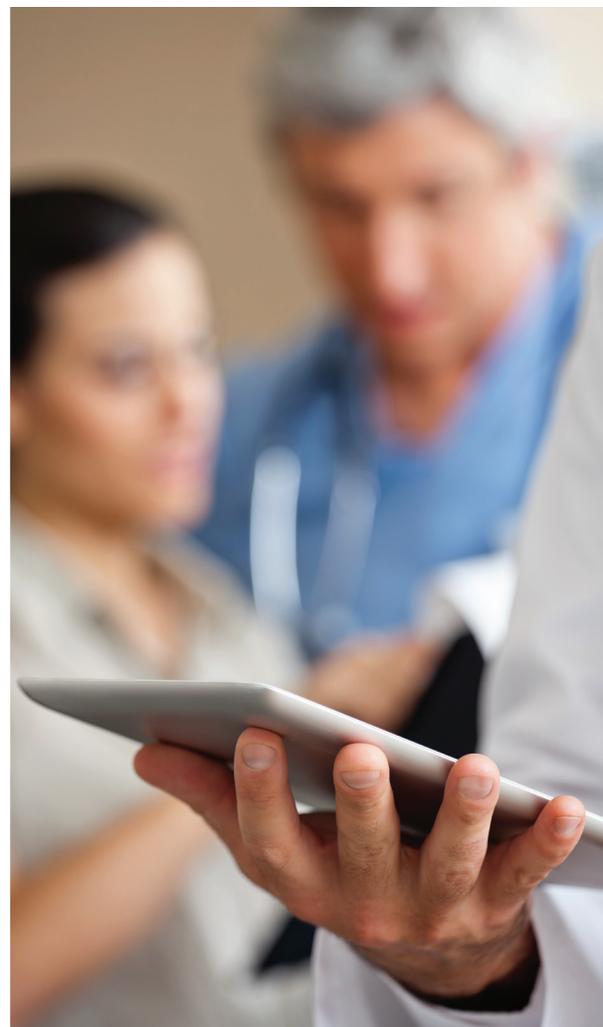
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