

SUMMIT 08



The American Red Cross of Greater Chicago

**RIGHT
NOW.**

Delivering Time Critical Information During Emergencies

What will you learn?

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- Who are we - ARCGC/AmberLeaf?
- What was the business need/challenge?
- Who are we trying to serve?
- What were the alternative approaches?
- Who and what was selected?
- Seeing it action - a Demonstration
- What benefits are delivered?
- Adapting RightNow to this need
- What does this mean for other industries?

Defining the Business Need - *Making the connection in time of emergency ...*

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A Brief History of Patient Connection

- After 9/11, a need for a patient reunification program during mass casualty events was identified
- ARCGC received support from MCHC (Metropolitan Chicago Healthcare Council) to take on the role of patient reunification
- With the help of MCHC, ARCGC received signed HIPAA compliant contracts with all 93 hospitals in the region
- Outreach was conducted at Point of Distribution (POD) Hospitals, Departments of Public Health meetings and during drills/exercises
- After its initial activation, the hospital community saw the benefit of having a Patient Connection Program

Defining the Business Need - *Making the connection in time of emergency ...*

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Why The Red Cross Connects Patients

- During large-scale emergencies, disaster victims are taken to area hospitals and family members do not know their whereabouts.
- Concerned family and friends often call the hospitals and 911 in search of their loved ones.
- Frequently overwhelmed by welfare inquiries, these organizations turned to the ARCGC to assist with family reunification.
- As a result, ARCGC developed a program to address this community need (The American Red Cross is the only national community organization written into HIPAA).
- Hospitals and emergency management agencies in the metropolitan Chicago area now routinely refer callers to the ARCGC for assistance with locating loved ones after a large-scale emergencies.

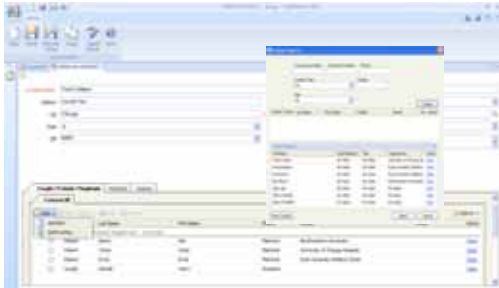


Aligning the Business Need -

Vendor selection and RightNow's creative solution ...

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How Public Demands Force Aligning The Need



- A program was needed that provides hospitals with a point of entry into a patient information management system
- A single place for family members to call during a disaster when a loved one is missing
- A program that reunites people injured in disasters with family members

How was the selection process made?
What did RightNow propose?



Meeting the Business Need - *Demonstration of how ARCGC 'Connects' ...*

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Public - Hospital - ARCGC Process



- Recognize an incident has occurred via one of the identified triggers
- Collect names and information on patients
- Input patient information directly into web-based template, send information via confidential E-fax system, or export csv file
- Forward any calls regarding victims of incident to Red Cross to 312-729-6200

Exceeding the Business Need -

What we plan to achieve with the RightNow solution ...

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Benefits to Hospitals



- Hospital staff can refer concerned family members to the American Red Cross of Greater Chicago
- Allows Emergency Departments to focus their attention on patient care and not family reunification
- Decreases telephone calls and drop-in traffic to the Emergency Room
- Hospitals can utilize Disaster Mental Health Volunteers to provide support to victims and families in the Emergency Department



Exceeding the Business Need -

What we plan to achieve with the RightNow solution ...

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Benefits to Community



- Offers single place for people to call if they believe their loved one was involved in a disaster
- Prevents people from contacting or visiting every hospital in search of a loved one
- Offers the opportunity to speak to a trained Red Cross volunteer who can provide a voice of comfort and empathy in a time of disaster
- Continues the confidence that the Red Cross brand is a trusted, world wide humanitarian organization that is always there for you

Growing Beyond Chicago to Over 700 Chapters

- ARCGC covered the initial vendor costs and retains all intellectual capital
- ARCGC will be responsible for sales and marketing to other regions
- After purchasing software licensing, another Chapter has the option to retain the vendor for help with implementation

Reaching Across Other Industries -

What this means for you and how can you benefit ...

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Technically Speaking, How Can You Change The Paradigm?

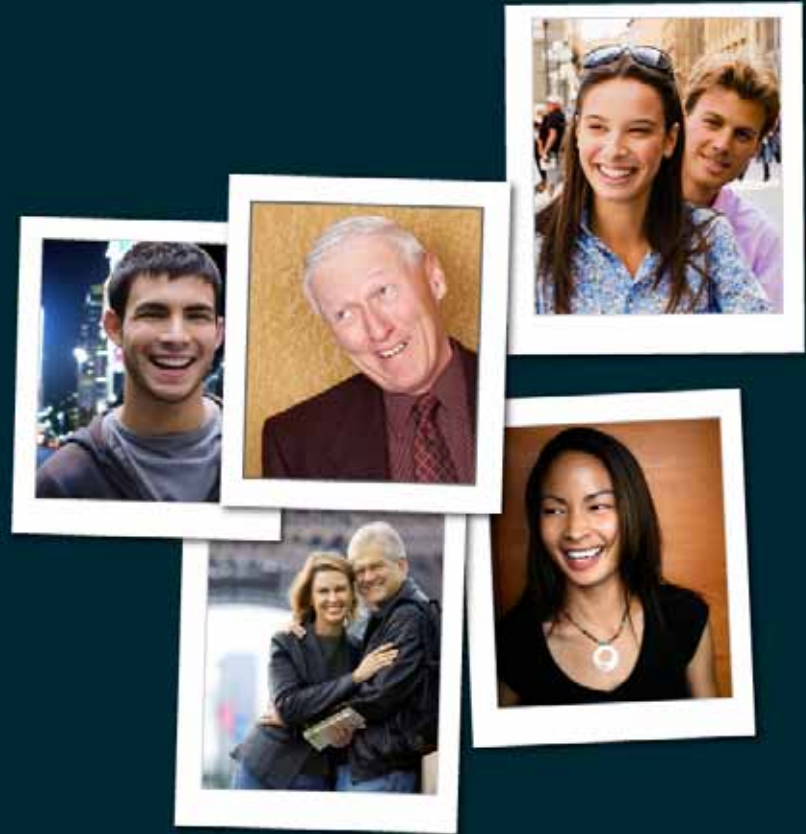
- Flexibility of RightNow workspaces allow you to creatively approach business problems
- Contextual workspaces introduce a powerful capability to control the right information at the right time
- Ability to streamline the flow of your process with RightNow rules allows you to tighten your business policies
- Analytics provide you with the insight into the information you need to dynamically manage critical business needs in a fast paced environment

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& Amberleaf*

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