

Employee Communications Case Study



Client

California Department of Health Services (DHS)

Challenge

- Keep citizens and businesses informed of risks from tainted foods to bioterrorism.

Solution

Real-time interaction that allows recipients to register for relevant events and expedites the information dissemination process.

Results

- Guaranteed delivery of critical communications within minutes
- Multi-channel messaging and alert initiation — anytime, anywhere
- Helps achieve compliance with Federal mandates
- Ensures that preventive actions and response measures are taken rapidly

California Department of Health Services Minimizes Public Exposure and Achieves Compliance with Federal Mandates

Using Varolii Profiles™, California's largest state agency improves health outcomes with emergency communications.

Using Varolii Profiles, The California Department of Health Services (DHS) successfully implemented emergency communications to minimize public health risks. With more than 5,000 employees spread throughout its Sacramento headquarters and 60 field offices, the DHS is one of the state's largest agencies. Charged with protecting and improving the health of its residents, the DHS directs activities ranging from reducing the occurrence of preventable disease to making healthcare accessible to a diverse population.

Minimizing Public Risk to Communicable Diseases

Finding the Right solution

Seeking to minimize public exposure to communicable diseases, the DHS needed a fully hosted, reliable solution for alerting several organizations, ranging from public health institutions, restaurant associations, grocery chains, healthcare institutions, media outlets and members of the general public about food borne illnesses. After a comprehensive vendor evaluation, DHS implemented Varolii Profiles because of Varolii's reputation among existing customers, ease of use, and the company's privacy policy.

Powering the state's emergency alerting system (Rapid Alert System), Varolii enables the DHS to deliver critical information about potential health risks to its network of relevant parties across multiple channels: phone (landline or mobile), fax, email, pager or text messaging. Alerts are distributed automatically and simultaneously to ensure that preventive actions and response measures are taken rapidly. In addition, Profiles' real-time tracking allows the DHS to confirm who receives each message.

HOW IT WORKS

If a food or drug product is found to be contaminated, a DHS administrator logs into the Varolii application to initiate an alert. Using the simple, intuitive user interface, the administrator writes a message that details the problem (brands affected, dates distributed, etc.) and simply presses SEND. Varolii then automatically incorporates unique contact preferences of each subscriber to the message, while simultaneously distributing the notification to each recipient.

“Advanced emergency communications make Varolii Profiles an integral part of California’s bioterrorism response initiative.”

Expanding Across the Enterprise

Working with the Center for Disease Control

Leveraging the success of Varolii Profiles elsewhere in the organization, the DHS implemented Profiles to aid in compliance with the Center for Disease Control’s (CDC) mandate that each state have emergency communications in the event of bioterrorism.

Varolii was selected as the vendor of choice because of Profiles’ ability to guarantee delivery within a 5-minute timeframe, its managed service level agreements, and the positive experience DHS had with using the application elsewhere in the organization.

Strengthening the public health infrastructure’s ability to detect, identify, investigate, and control illnesses due to biological or chemical terrorist attacks, DHS focuses on enhancing state and local health surveillance and response for diseases due to biological agents such as anthrax, botulism, smallpox and more.

The DHS bioterrorism team is specifically responsible for compliance with the CDC’s national campaign to develop a Public Health Information Network (PHIN) to manage ongoing bioterrorism threats. Varolii assisted DHC in implementing the alerting capabilities required by the CDC, which included:

- Immediate distribution of multi-channel communications to public health partners.
- Ability to tailor messages for local needs.
- Direct information to appropriate audiences based on the agreed upon message subject descriptors and corresponding recipient descriptors.
- Secure information archiving for subsequent viewing and the facilitation of secure discussion of public health issues.

Flexible Application Now Essential to California’s Critical Response Initiatives

Varolii Profiles has become an integral part of California’s bioterrorism response initiative.

DHS now imports a recipient list comprised of key physicians, hospital administrators, and county and local health departments. With a simple to use and flexible application, message recipients are able to manage their own notification profiles to ensure up-to-date information is available on an ongoing basis.



About Varolii

Varolii provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction. www.Varolii.com

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