



AlertMedia



CUSTOMER SPOTLIGHT

Gulf Coast Regional Blood Center Uses AlertMedia to Navigate Hurricane Harvey

Industry

Healthcare

Locations

170

Employees

630

Products

Emergency Communication Software

Primary uses

Emergency, Business Continuity,
Disaster Recovery, Inclement Weather



People Data

Accessed employee contact information
quickly and seamlessly



Reliability

Stayed up and running when they were
faced with a devastating weather event



Communication

Contacted key stakeholders and kept their
people safe throughout Hurricane Harvey



Continuity

Maintained operations during the storm and
delivered blood to hospitals in need

The Problem

Gulf Coast Regional Blood Center is a non-profit organization tasked with collecting 800 donations every day to help maintain blood supplies at more than 170 hospitals. Prior to AlertMedia, their emergency notification system was unreliable and their support team was slow to respond. Headquartered in a prime hurricane zone in Houston, The Blood Center needed a system that would quickly and successfully deliver critical messages to team members in the field delivering life-saving blood throughout the storm.

The Solution

In late August of 2017, the Texas Gulf Coast was devastated by Hurricane Harvey. The Blood Center launched into crisis mode as blood was still needed throughout the Greater Houston area, even as rainfall and torrential flooding got worse. AlertMedia's conference call feature served as leadership's primary method of communication to discuss necessary plans and procedures. Thanks to uninterrupted communications, The Blood Center was able to coordinate plans for continued blood delivery to hospitals and inform staff of cancellations. With facilities spanning the Gulf Coast Region, AlertMedia played a vital role in keeping the entire center operational during Hurricane Harvey.

“During Hurricane Harvey, AlertMedia made communications with our staff so much easier.”

DeKeitra Fitzgerald, Claims and Safety Manager, Gulf Coast Regional Blood Center



Keep your people safe, informed, and connected during critical events.

The screenshots illustrate the AlertMedia platform's user-friendly interface for creating and managing emergency notifications. The left screen shows the step-by-step process of selecting a notification type, sending method, message content, recipients, and event context. The right screen provides a detailed view of a specific notification, including its status, delivery metrics, and the message sent to recipients.

UNMATCHED RELIABILITY

Experience quick, reliable, and secure communications with our best-in-class software.

WORLD-CLASS 24/7 SUPPORT

AlertMedia customers benefit from our deep expertise and hands-on approach.

SIMPLE AND INTUITIVE

Our easy-to-use interface is designed to be deployed quickly during emergency situations.

INNOVATIVE TECHNOLOGY

Constant optimization ensures our customers always have an industry-leading solution.

Leading organizations across all industries trust AlertMedia



NAVIENT



ZOOM

SAMSUNG

zendesk



DHL



jetBlue



Walmart

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