

Customer Success Story

Jackson Healthcare

A Large Healthcare
Company Puts Life Safety
and Emergency
Preparedness First





EXECUTIVE SUMMARY

Growing companies undergo constant changes. With more employees, comes greater need to have an organized, actionable, emergency preparedness plan. Jackson Healthcare started as a smaller organization and has grown into one of the largest healthcare staffing and technology companies in the United States. With their growth, they knew it was essential to get a more unified, consistent, business continuity program.

Early in their development, as a part of their onboarding, Jackson Healthcare toured new employees around the office, explaining day-to-day operations and emergency response plans. However, they felt there was something missing. Now, Jackson Healthcare serves more than seven million patients in over 1,300 health care facilities and have implemented strategic practices to efficiently train and communicate emergency preparedness to associates.

CHALLENGE

- Ensuring employee safety.
- Finding a reliable and streamlined channel to communicate emergency response plans.

SOLUTION

- Agility's Preparis tool, offering a communication plan and software.

RESULTS

- Jackson Healthcare found an effective way to communicate their emergency preparedness plans to employees.
- Local first responders take part in the testing and training of Jackson Healthcare's response plans.
- Organization's business continuity program is regularly updated.

COMMUNICATING DURING A CRISIS

Like many organizations, Jackson Healthcare found that using email as a primary communication of emergency response plans was not sufficient. With inboxes being flooded with emails all day long, it is easy for an important notification to be overlooked. Jennifer Greer, Security Specialist and Program Manager for the Preparis Portal at Jackson Healthcare, decided it was time for a change. She was looking for a way emergency response plans and procedures would get the attention of employees. This was when she contacted Preparis.

Jennifer wanted to implement programs that would show current and new associates how vital their safety and well-being is to the organization. "Details were being missed, and when we had our drills, new associates were feeling anxious because they didn't know what to do. That leads to feeling like no one really cares or that it's not important, which is completely contrary to our corporate culture," Jennifer said.

Because Jackson Healthcare was continually growing as a company, having individual trainings was not realistic. Jennifer stated that by implementing group trainings, they found that both new and current associates were more comfortable when there was a drill. This helped associates feel like they are taken care of, rather than feeling like their safety was not a priority for the company.

"Having access to the knowledge within Preparis is great. It's really helpful when something is coming up in the news, like a winter storm. Just being able to send out a checklist to employees as a reminder on what to do."



Jennifer Greer
Security Specialist
Jackson Healthcare

CREATING ENGAGING EMERGENCY PREPAREDNESS INITIATIVES

Agility worked with Jackson Healthcare to conduct a Business Impact Analysis (BIA) and to create an all-in-one business continuity solution. They implemented several initiatives to make sure employees are being educated on emergency preparedness. Jennifer stated that their most successful initiative was adding emergency preparedness training using resources from Prepara to their new hire orientation. "Not only do you get new associates off on the right foot for everything from wearing their badge visibly to how and where to evacuate or shelter in place. You also get some reverse mentoring where the new hires share this information with other associates."

Jackson Healthcare also initiated an annual Security Awareness Day that included Agility, the Department of Public Safety, and all of their additional security vendors. During the event, they tested an Emergency Evacuation route, as well as the muster locations for each building and where to shelter in place. "This year we also had the Alpharetta Police Department bring simulators so that associates could practice with a real fire extinguisher," stated Jennifer.

This connection grew into a great relationship with the Alpharetta Department of Safety, as well as the police and fire departments. "They are an excellent resource for free or inexpensive programming and help us keep up to date on areas of concern," Jennifer said.

Jackson Healthcare brings emergency preparedness plans and trainings to executives first to get their approval. Jennifer went on to explain that this is beneficial when associates have questions. Instead of reading off of a slide, executives can explain the procedures and answer any questions they have.



Jennifer Greer
Security Specialist
Jackson Healthcare

END-TO-END BUSINESS CONTINUITY SOLUTION

Not only does Jackson Healthcare utilize Agility' services, but they also taking advantage of educational resources in their business continuity program. The crisis team encourages employees to use the resources for training and knowledge on emergency response plans.

After implementing new emergency preparedness procedures, Jackson Healthcare employees have started taking security measures more seriously, which has helped reduce the number of preventable incidents.

Using tabletop exercises developed and guided by Agility's experts, Jennifer and the rest of the organization continue to test and improve on their plans and procedures. "We hope to add some depth in the future by including topics such as

cybersecurity, keeping kids safe on social media, and emergency plans for the family," Jennifer said.

Consistently testing and training on your emergency preparedness plans is a great way to show employees that you value their safety. It also ensures your organization is prepared to respond to and recover from the impact of a possible crisis or disaster.

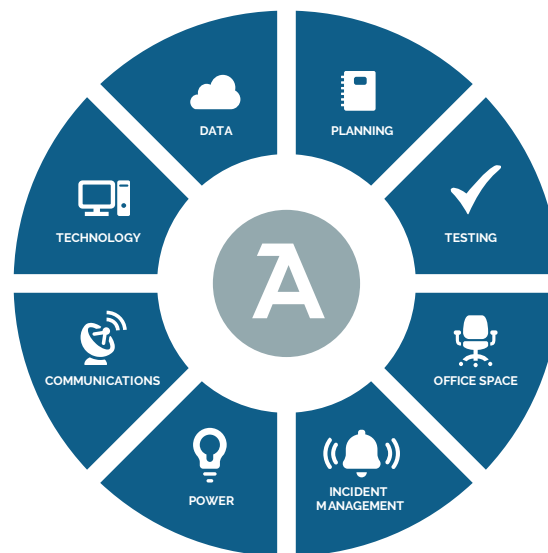
"Testing the emergency notification feature helps reassure associates that we do have plans in place and that they will be notified if there is an incident. These tests also remind associates to use the knowledge center for their personal emergency plans."



Jennifer Greer
Security Specialist
Jackson Healthcare

KEY TAKEAWAYS FROM THIS SUCCESS STORY

- **Find an effective way to communicate** your emergency preparedness plans to employees so that they do not feel anxious in the event of a crisis.
- **Include local first responders** in the testing and training of your response plans.
- **Be aware that if your organization is growing**, you may need to update your business continuity program.
- **Examine if using only email for your emergency messaging is effective.** With the Preparis Portal you can easily send a text, email and phone message at the same time in the event of a crisis.
- **Ensure that executives understand** the plans so they are able to answer any questions associates may have.



With an end-to-end solution, such as Agility Recovery, businesses can recover **4 times faster** than with no BCM solution.