



CASE STUDY

Glendale Adventist Medical Center, Los Angeles, CA.

By providing the best critical messaging solution available, along with superior customer service, American Messaging turned a skeptic into a believer, while forging what surely will be a long-term relationship with new customer, Glendale Adventist Medical Center.



BACKGROUND

Founded in 1905 and based in the Los Angeles suburb of Glendale, CA, Glendale Adventist Medical Center (GAMC) is part of Adventist Health, a faith-based, nonprofit integrated health delivery system serving communities in California, Hawaii, Oregon and Washington. Founded on Seventh-day Adventist heritage and values, Adventist Health provides compassionate community care.

Currently GAMC is comprised of eight centers of excellence: Advanced Surgical Program, Cancer Services, Heart and Vascular Institute, Neuroscience Institute, Orthopedic Services, Rehabilitative Services, Spine Institute and Women's Services. It offers more than 80 support groups and ongoing health education classes.

GAMC has been voted Glendale's Best Hospital for several years running.

SITUATION

As the Director of Customer Experience at GAMC, Cynthia Norman-Bey is responsible for the deployment of nearly 600 critical messaging devices across key medical and support staff. With nearly two decades of experience at the medical center, to go along with her IT background, Cynthia had learned the importance of having dependable one-way messaging device communications in place for critical patient care and code facilitation. She also recognized that in a hospital setting such as GAMC, where cell coverage dead zones are a common occurrence, the tried and true alphanumeric messaging device is really the only way to fully ensure all critical messages are delivered to their intended recipients without delay.

SITUATION (ctd.)

Upon her arrival at GAMC, Cynthia inherited a long-standing relationship with an existing critical messaging device supplier. While the technology essentially worked, Cynthia was often frustrated by the cumbersome and complex billing procedures of her vendor. Faced with painfully long and unclear bills that made reconciliation nearly impossible, Cynthia was more than happy to lead the charge when given the opportunity to re-evaluate the GAMC vendor relationship.

OPPORTUNITY

Cynthia first learned about American Messaging through her counterpart at White Memorial, one of the sister hospitals under the Adventist Health umbrella. Hearing nothing but great things about the American Messaging customer service experience, Cynthia arranged a meeting with Scott Bartman, a Senior Account Manager at American Messaging. Working closely with Scott and his team consisting of Tiffany Shepherd and Don Beck, a transition plan was put in place in June 2016. With weekly status meetings driving the process, the team officially transitioned GAMC to American Messaging on December 21, 2016. As Cynthia notes, "The transition went without a hitch as our staffers put down their old pagers and began seamlessly working with their new, larger screen American Messaging messaging devices."

OUTCOME /RESULTS

While the primary issue behind the decision to change vendors was billing, Cynthia and her staff at GAMC soon realized that American Messaging had much more to offer. The ability to create and facilitate burned-in groups for their most critical codes at the hospital level as opposed to having to place an order for code messaging devices and wait for them from a vendor, has empowered Cynthia and her staff, while adding efficiency to the overall communications process.

With the monthly bills now clear, concise and lacking surprises, Cynthia has nothing but praise for Scott and his team, who remain as dedicated to servicing GAMC following the rollout as they were prior to engagement.

Through its relationship with GAMC, American Messaging continues to fulfill its mission to be the best, most trusted provider of critical messaging services in the United States, and live up to its long-standing reputation as "The Dependable Choice".



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CYNTHIA NORMAN-BAY
DIRECTOR OF CUSTOMER EXPERIENCE,
GAMC

