driving readiness in dynamic times

Disaster Planning for California Hospitals

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driving readiness in
dynamic times

Disaster Planning for
California Hospitals

Developing Crisis Communication Frameworks for Strategic Response

Marjorie Smallwood, MPH
Workplace Violence Prevention Program Manager
UCSF Health

Francine Sneddon
IT Service Continuity Process Manager
UCSF Health

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Welcome.

Presentation Topics

- UCSF Medical Center — Overview
- Notification System Selection & Implementation
- Backup strategies when primary methods fail
- System Management Framework: Steps to Preparedness
- Lessons learned from recent events and exercises

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Mission Bay

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Parnassus

7

UCSF Medical
Mount Zion

8

UCSF Medical Center
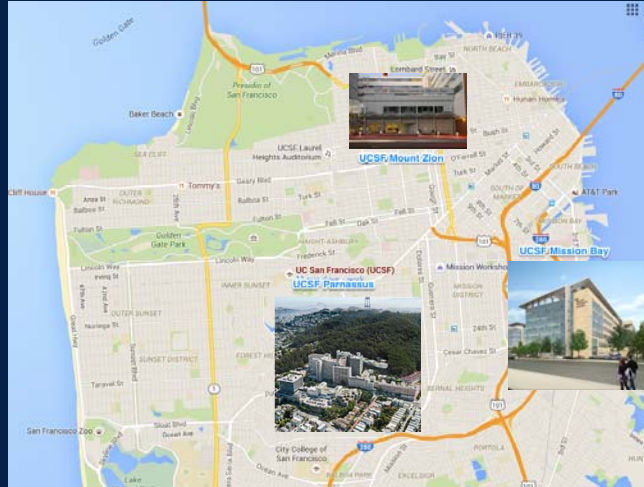
UCSF Medical Center – By the Numbers

- 770,000 outpatient visits
- 38,000 hospital admissions
- Over 10,000 staff
- 200+ Outpatient locations

UCSF Medical Center

Department of Emergency Management

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So here's the story…

- The Pineapple Express — 2014
  - Communication gaps
  - Unknown distribution
  - Not a user-friendly system

Photo: Sony Pictures

Photo: ABC News

- Ebola Preparations — 2014
  - Collaborative initiative
  - Multiple response teams
  - Not everyone on pager

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Step 1: Gap Analysis

- Current state:
  - Disparate Communication Modalities
    - Overhead Page & the dreadful "Dark Zones"
    - Phones, Pagers, Etc.....
    - Pagers
- Identified gap:
  - No centralized platform or process for communications management
- Requirements to bridge the gap:
  - Emergency Notification System

Regulatory Requirements

- Joint Commission Compliance
  - Emergency Management Chapter
    - Communications — EM.02.02.01
      - EM.02.02.01.01 – How staff will be notified that emergency response procedures have been initiated
      - EM.02.02.01.01 – Communication to staff and licensed independent practitioners during an emergency
      - EM.02.02.01.14 – Hospital establishes backup systems and technologies for emergency communications
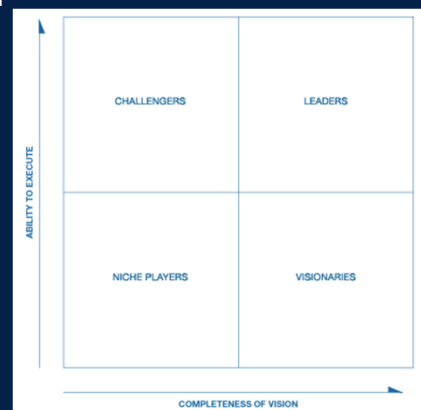
Let's Talk Tech
Selecting a notification platform

Selecting a Notification Platform

Selecting a Notification Platform
- Gartner Magic Quadrant
- Documented requirements
- Peer feedback

Gartner Magic Quadrant

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Communication Devices — Utilization Ratings

Desk Phone   Pager   Phone – SMS Text

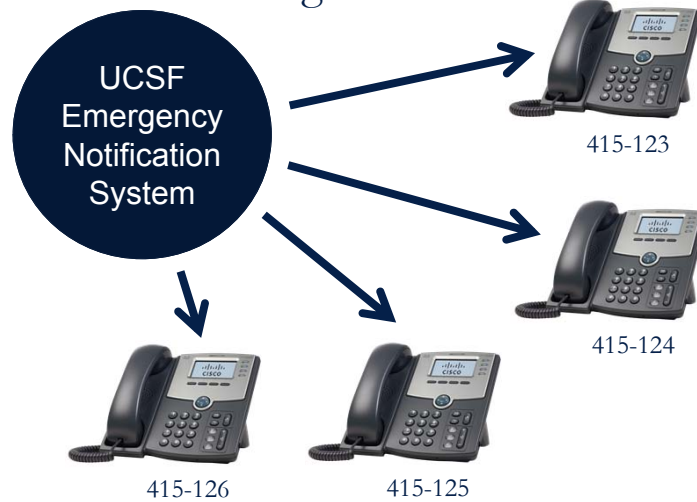UCSF Medical Center

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Pre-Demo Questions for Vendor	Priority High (Must Have), Medium (Can Wait), Low - (Wish List)	Classification: Product or Service, Overall Viability, Cost, Customer Experience
Are you certified or compliant with:		
NIST SP 800-53 Revision 3 or later	High	Overall Viability
Safe Harbor compliance (how customer data is stored, process for notification of breaches, etc)	High	Overall Viability
SOC 2	High	Overall Viability
ISO 27001	High	Overall Viability
FIPS 140-2	High	Overall Viability
ISO 9001	High	Overall Viability
DIACAP	High	Overall Viability
EU Data Protection Directive	High	Overall Viability
Joint Commission- Emergency Management Chapter (Chapter 02.02.01 and 02.02.17)	High	Overall Viability
PHIN	High	Overall Viability
Are your data centers geographically-disbursed?	High	Overall Viability
Does each data center serve as a fail-over for another?	High	Overall Viability
Is your staff geographically distributed (ex. Customer Support is located in multiple areas)?	High	Overall Viability
What is your RTO/RPO (Prefer Recovery Time Objective (RTO) is =<2 minutes and Recovery Point Objective (RPO) is =>24 hours)	High	Overall Viability
Are the following protocols available?:	Medium	Overall Viability
IPAWS-OPEN (The Integrated Public Alert and Warning System Open Platform for Emergency Networks, transmit messages via radio, tv, mobile telephone, NOAA, Weather radio, internet-based systems, etc)	Medium	Overall Viability
Integration with ReddiNet: http://www.reddinet.com/	Medium	Overall Viability
Cell broadcasting (point to Area, SMS is point to point)	High	Overall Viability
Common Alerting Protocol (CAP) - a digital format for exchanging emergency alerts that allows a consistent alert message to be disseminated simultaneously over many different communications systems.	High	Overall Viability
How is data secured (ex. Encrypted at rest via Advanced Encryption Standard (AES) 256 cryptographic module or Transparent Data Encryption (TDE))?	High	Overall Viability

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Pre-Demo Questions for Vendor	Priority High (Must Have), Medium (Can Wait), Low - (Wish List)	Classification: Product or Service, Overall Viability, Cost, Customer Experience
Can you provide us with documentation that covers?:	High	Product or Service
Service Level Agreement (including Sev 1workarounds/resolutions achieved in less than one day). Uptime is guaranteed at 99.99%	High	Product or Service
Customer Service Level Support Documentation	High	Product or Service
Message Transmission volume guarantees by time	High	Product or Service
Problem Escalation procedures	High	Product or Service
Application Upgrade procedures	High	Product or Service
If SLA is not met, what credits will we receive	High	Product or Service
Do you have more than 1 person available to provide me with support 24/7 and during emergencies?	High	Customer Experience
There has not been a negative percentage change in staffing from 2012 to 2014?	High	Overall Viability
There has not been a negative percentage change in revenue from 2012 to 2014?	High	Overall Viability
Do you have a service ticketing system to track questions/issues from customers?	High	Customer Experience
Scores for Pre-Demo Questions		
What is the pricing for XX users per year?	High	Cost

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Demo

Scoring
0 = None
1 = Partial
2 = Complete

User Stories for Demo
The contact database is updated daily with information from our HR system (includes Work Email/Address/Phone/Cell/Fax/Dept Code/etc).
As a user, there is a self-service portal where I can update my personal email and personal cell record, but nothing else. If I need an update to my Work Email/Address/Phone/Cell/Fax, I am provided with information on how to update my information with the source of record (ex. HR, etc).
As an Admin user, I can view alerts that originated from:
Desktops
Social Media
Physical Systems (ex. Fire/safety, Facility Mgmt, Video Surveillance, VoIP, Unified Communications and Collaboration)
CAHAN (California Health Alert Network)
IT Service Desk
As an Admin User, I can send a notification to multiple endpoints:
Phones
Pagers (including Alpha-Numeric pagers)
Voalte Phones
PDAs
Desktops
Email Systems
Fax Machines
Physical Security Systems (ex. Fire panels, sirens, digital displays, sensors)
Facility Mgmt Systems
Public Annoucement Systems (overhead)
Social Networks (UCSF Twitter Acct, etc)
As an Admin user, with messaging I can:
Display phone and email address in notification
Have the ability to use a conference bridge
Manually terminate a message event (for some endpoints, it may be too late)

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Broadcast Throttling

UCSF Emergency Notification System

415-123

415-124

415-126   415-125

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Single Sign-On (SSO)

information technology
MyAccess

Hello, Francine Sneddon

About MyAccess   Change Password   Change Security Questions   Sign Out

Favorites | All Apps   Categories   Search

⭐ Favorites
SSO = Single Sign On

	App Name	Description	SSO
⭐	ART System (Application, Review & Tracking)	Online Application Review & Tracking System (brought to you by CTSI). Login for administrators & reviewers.	✅
⭐	At Your Service Online	UCOP AYSO Benefits - Please visit Opt-In Docume　setup instructions (http://its.ucsf.edu/idm/myaccess/help/ayso_instructions.html)	✅
⭐	BearBuy	BearBuy	✅
⭐	Bright Ideas	Bright Ideas is a space where you can submit ideas that will improve our organization's ability to run safely, efficiently and sustainably.	✅
⭐	Chatter	UCSF Chatter is a private, professional networking and collaboration tool. It allows users to create secured workspaces and invite users from UCSF (and externally) to exchange conversation and version-controlled files.	✅
⭐	Connexxus - UC Travel Program	Online web portal for booking airfare, hotel, and car rental.	✅
⭐	DocuSign - UCSF	DocuSign is an electronic signature application that also manages routing of the document. Please read the Process Migration powerpoint at http://tinyurl.com/klk8n7b before converting a paper business process to a DocuSign process. Additional UCSF DocuSign information at http://tinyurl.com/n5r2rq4.	✅
⭐	Everbridge Manager Portal	Medical Center and UCSF IT emergency alert application for sending critical notifications. For more information, go to: https://it.ucsf.edu/services/everbridge.	✅
⭐	Everbridge Member Portal	Medical Center and UCSF IT member portal for managing contact order preferences, adding contact information, locations, etc. For more information, go to: https://it.ucsf.edu/services/everbridge.	✅

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SSO Downtime Procedures

- Use native login and URL
- Contact vendor operator

9. If a user is unable to send a notification via phone app or browser, they can contact the Everbridge Operator by calling 1-877-220-4911. Everbridge operators are available 24 hours x 7 days a week x 365 days a year.

STOP

Global Direct Emergency	+1 818-230-9797
U.S. & Canada Toll-Free Emergency	877-220-4911
United Kingdom Toll-Free Emergency	0800-098-8273
Germany Toll-Free Emergency	0800-181-9027
France Toll-Free Emergency	0-805-08-06-13
Spain Toll-Free Emergency	900-83-88-75

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Employee Data

Here's how to contact me.

Move up or down to change the order.

1) Personal Cell SMS	United States	🇺🇸
2) Work Email	Francine.Sneddon@ucsf.edu	
3) Personal Cell	United States	🇺🇸
4) Personal Email 1		
5) Personal Email 2		
6) Work Desk Phone	United States	🇺🇸 (415) 476-2967
7) Home Phone	United States	🇺🇸
8) Work Cell SMS	United States	🇺🇸 (201) 555-5555
9) Work Cell Phone	United States	🇺🇸 (201) 555-5555
10) Work Phone 2	United States	🇺🇸 (201) 555-5555
11) Private Practice	United States	🇺🇸 (201) 555-5555
12) Teletype Phone (TTY)	United States	🇺🇸 (201) 555-5555
13) Work Fax	United States	🇺🇸 (201) 555-5555

Mobile Member App   Not logged in

Download the ContactBridge App from Google Play 📲 or the iTunes App Store 🔵

Email

Notification Platform

Wi-Fi Fast

Locations Mobile

Cellular Connection
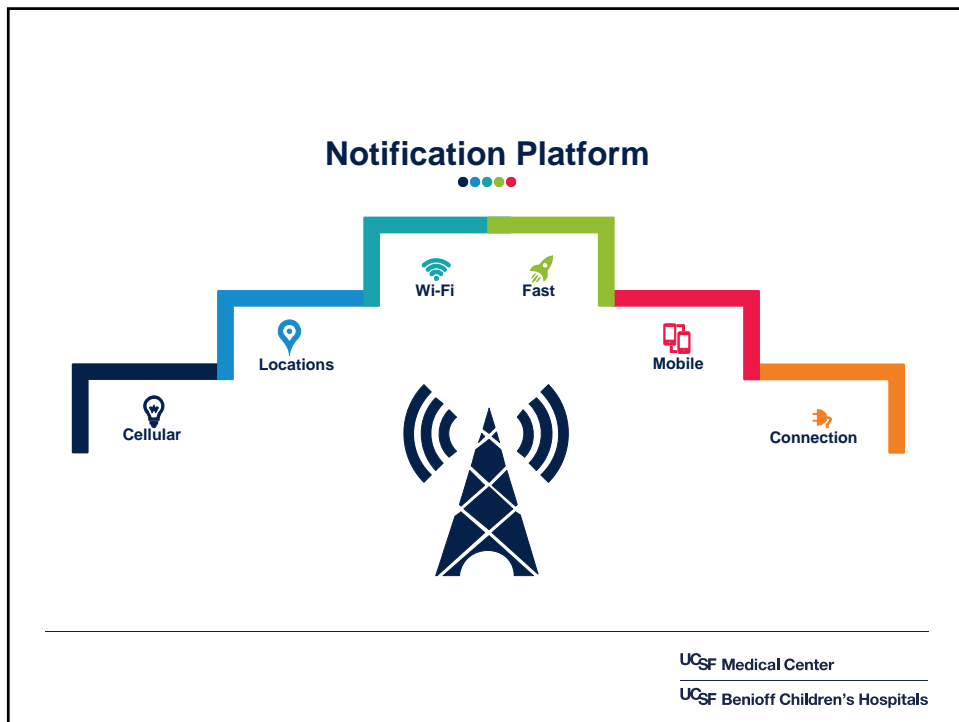
The Identified Solution

- Centralized platform
- Aligned our communication modalities
- Backup procedures
- User-friendly interface

YES!

Step 2: Leadership Support

▪ Planning for communications management:

- Interdepartmental planning meetings
- Identified activation process
- Leadership buy-in
- Administrative support

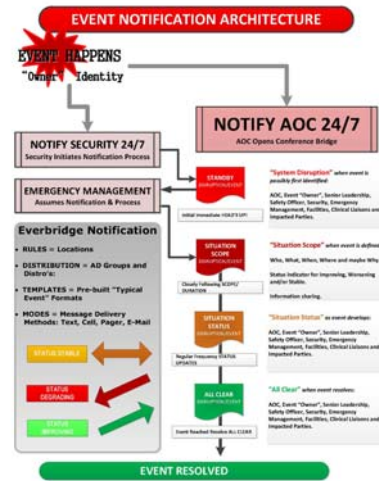UCSF Medical Center
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Step 3: Process Management

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Step 3: Process Management Activation Framework

- Collaborative development
- Emergency management culture
- Communication foundation
- 24/7 resources

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Step 4: Messaging Strategy

- In line with our CCSF DEM partners
- Concise messaging scripts
- Basic language/NO acronyms
- Covering all phases

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Step 5: Testing & Utilization

Operation Move — Feb. 2015

Step 5: Testing & Utilization

Operation Move — Feb. 2015

Step 5: Testing & Utilization

- Ebola Virus Disease — Suspect Patient — July 2015
  - Activation of our Ebola Care Unit

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Step 5: Testing & Utilization

- "The Great Flood" — March 2016
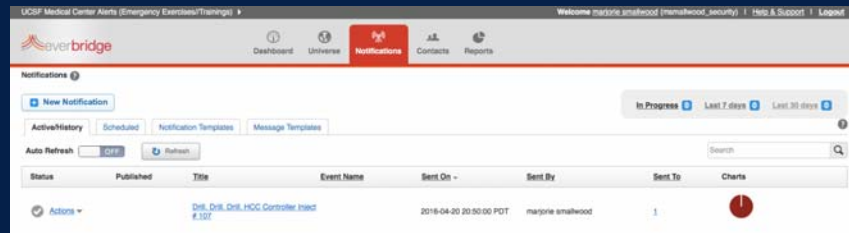- Non-Emergency Notification — March 2016

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Step 5: Testing & Utilization

- Exercise integration
  - Exercise coordinator
  - Controllers
- Master scenario events list
  - Scheduled injects
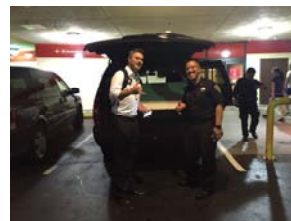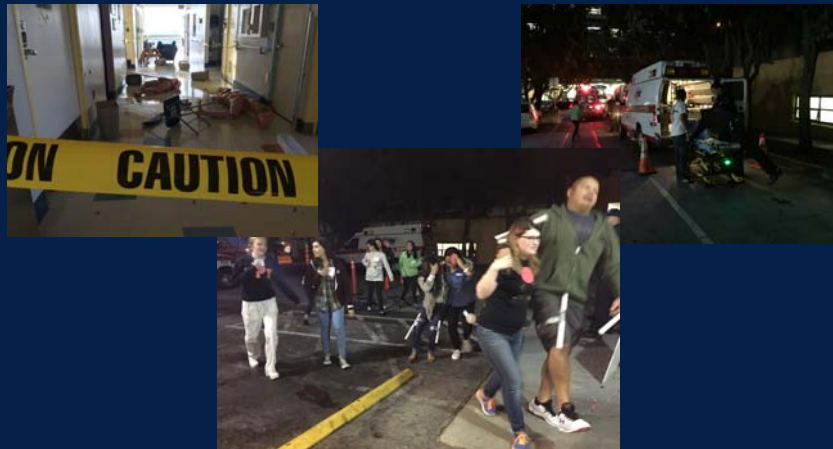 - Streamlined exercise communications

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Step 5: Testing & Utilization

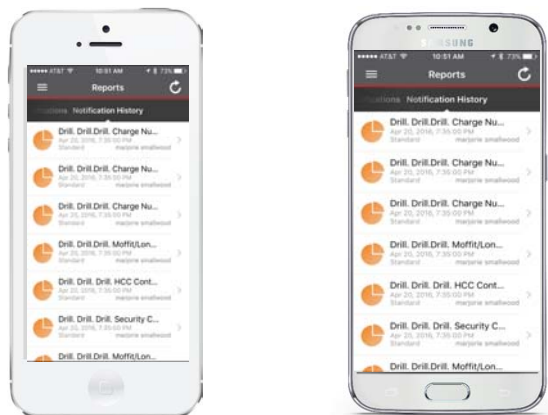"Coordinated Attack Exercise" — Active Shooter/MCI/Surge — April 2016

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Step 5: Testing & Utilization

"Coordinated Attack Exercise" — Active Shooter/MCI/Surge — April 2016

Step 5: Testing & Utilization

Exercise communications management via mobile app

Step 5: Testing & Utilization

- Quarterly tests
- Event activations & exercises
- New tools
- Process improvement
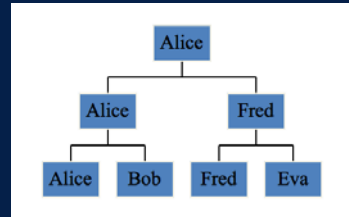
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Summary

Our Step Ladder:

05	**Testing & Utilization**
04	**Messaging Strategy**
03	**Process Management**
02	**Leadership Support**
01	**Gap Analysis**

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Thank You!

Marjorie Smallwood, MPH
marjorie.smallwood@ucsf.edu

Francine Sneddon
francine.sneddon@ucsf.edu

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