

**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

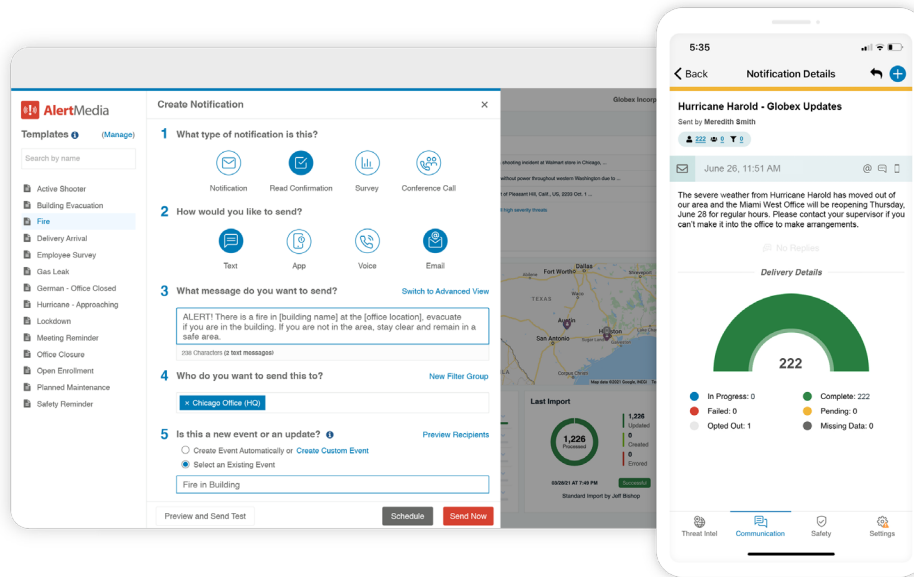
In late August of 2017, the Texas Gulf Coast was devastated by Hurricane Harvey. The Blood Center launched into crisis mode as blood was still needed throughout the Greater Houston area, even as rainfall and torrential flooding got worse. AlertMedia's conference call feature served as leadership's primary 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.



#### 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



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YOUR BUSINESS WITH EMERGENCY COMMUNICATIONS**

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