

From Preventative Care Reminders to Medical Recalls, ER Card Uses Notification System to Keep Members Informed

PURVIS Emergency Notification System Enables ER Card to Quickly and Efficiently Communicate with Thousands of Members

The Organization:

Established in 1999, ER Card is the first patient-centric electronic personal health record (ePHR) company of its kind. Combining technology with “hands on” health care, ER Card enables members to store pertinent health information in a secure, encrypted database in accordance with HIPAA regulations. Members control all of their personal health information, and authorize access to professional caregivers in medical situations.

Using ER Card technology, doctors and other professional caregivers can be granted immediate access to a patient’s comprehensive health history by web, phone or fax. This can dramatically improve clinical outcomes for patients, efficiency of care for providers and financial outcomes for payers.

The Challenge:

The ER Card service is presently being used by thousands of members. ER Card calls all members quarterly to update medical information, and annually for preventative care reminders, flu clinics and more. They also call affected members in case of recalls.

“In the event of a medication or medical device recall, it can take days for all of the affected members to be notified, causing a potentially life-threatening delay, and that is without taking into account busy phone lines or members without answering machines,” said Maria Gil, partner of ER Card, LLC. “The organization needed a way to disseminate information more quickly and ensure that the information was received.”

The search for a better method of notification led to the implementation of PURVIS Systems’ Emergency Notification System (PURVIS ENS).

The Solution:

PURVIS ENS is a secure web-based system that traditionally is used by key officials, first responders and emergency personnel to send and receive mass notification of an emergency within minutes. However, the ease and immediacy of use enables institutions to apply the system to other forms of information sharing and urgent communications. In this application, ER Card is able to design a message – intended to act either as a general reminder to clients or as a critical notification that could directly affect their health – and with the push of a single button, each client receives the message in the manner of their choosing.

The fact that the system is geographically redundant to maximize uptime, and an available the conferencing feature allows users to initiate conference calls at a moment's notice, eliminating the need for a dial-in line number or pass code.

The Result:

Using PURVIS ENS, ER Card is now able to easily send simultaneous message alerts through an intuitive web or telephone interface. Notifications are received in mere minutes via home land line telephones, cell phones, emails, faxes, pagers, TTY, text messages or AOL instant messaging desktop alerts, as the intended receiver prefers. Now members can receive the information almost instantly, leading to increased safety for ER Card members and increased efficiency for ER Card staff., and by eliminating the need for follow up calls, staff members are free to focus on serving their members.

“There have been two separate medication recalls since we've implemented the system,” said Gil. “It is important for patients to be made aware of medication-related issues as soon as possible. In the past, this task could have taken days, but with PURVIS ENS it took less than 10 minutes. PURVIS Systems consistently exceeds our expectations.”