



When the Public's Health is in Your Hands, Getting Your Message Across is Imperative.

At Boston Public Health Commission, Every Resident and Every Minute Matters.

Customer Challenge

Business Need

Facing an increasing number of potentially epidemic viruses, managing 7 different locations, and running more than 40 unique programs, Boston Public Health Commission (BPHC) needed a way to improve communications to their employees and their constituents. Their network of contacts to distribute public health messages was strong. However, the manual processes in place to reach all of the distinct groups via email were inconsistent, costly and incredibly time and staff intensive. For certain issues, notification letters and faxes were manually prepared and mailed with more than 20 groups involved in the distribution. Groups like the Centers for Disease Control (CDC) still sent messages to providers via fax, which presented another challenge – making sure those messages were distributed to everyone who needed them. BPHC had a big communication problem.

IT Issue

With so many departments and organizations, it is no surprise that communication systems were disparate. Internal and external communication means were varied, yet constituents had a growing need for rapid and timely information. Multiple methods of sending and receiving information were commonly used. There was little standardization of key messages or confirmation of receipt. With over 20 groups in charge of different distribution channels, there was also no way to ensure timeliness of delivery. Regulatory standards and the need for sending Patient Health Information (PHI) securely were another concern. Supporting HIPAA compliance in all communications was critical. Centralized management and reporting were needed and role-based administration was a must.

Stream & Xerox Solution

The first initiative for the Stream Fax and Alert system was to push critical flu alerts out to community groups and 1,400 opt-in residents immediately following crisis-driven notices from the CDC. Healthcare groups, colleges, universities and faith-based organizations were all part of the solution to get accurate and timely information to all of Boston's diverse populations. Stream continues to be a great success and a critical part of BPHC's operations and communications. Using the flexible options for message preference in Stream, Boston Public Health Commission sends standard messages via email and urgent public health notices and network outage alerts via voice and text messages. At the onset, 10-20% of BPHC's staff was using the system. Usage statistics have increased exponentially in a short time – with approximately 95% currently using the Stream system for all communications, both inside and out. "People see that it's making their job easier." Boston Public Health is off to a great start and is reaping benefits already. Next up are surveys, appointment reminders and growing their opt-in base of recipients. Boston Public Health Commission is looking forward to doing more for the constituents that depend on their services with Stream. Right now, the possibilities are endless.



Success Snapshot

Size: Serving a Population of More Than 600,000 Residents

Profile: Nation's First Health Department

Software and Services: Stream Fax & Stream Alert

Vertical Industries: Healthcare: Public Health

Country/Region: Boston, MA, United States

Business Need: Cost-Effective & Efficient Communication Systems

IT Issue: Easy to Use & Regulatory Standards Compliant

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