

Simplifying the preparation and delivery of vital healthcare communications

Case study



Company name:
Hôpital Fribourgeois

Region:
Switzerland

Industry:
Healthcare

COMPANY BACKGROUND:

Fribourg Hospital is a 346-bed communitybased medical center with comprehensive medical and surgical programs working as tertiary centre within the Fribourg network together with 6 regional hospitals. Fribourg Hospital is also affiliate to Fribourg University and acts as teaching hospital for undergraduate students.

CHALLENGE:

HFR needed to ease their communication to all of their users for every service interruption and/or quick and important communication.

SOLUTION:

The information and news delivery is much better now with the push mode.

What were the results of working with DeskAlerts?

“Mitigated. Some complains about the “intrusive” way of communicating. Certainly the same people who complained about not receiving the right information early enough.”

If a potential client was on the fence about whether to work with DeskAlerts or not, what would you say to them?

“Any communication to a large group of users must be well prepared. A tool like DeskAlerts will ease the publication and will give you the flexibility to interact with the message to communicate and send just before is it delivered to the consumer.”

KEY RESULTS:



Dramatically reduced message preparation time



Enhanced operational efficiency with push mode



Increased user engagement and information retention

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