

## CASE STUDY: STAFF SUPPORT DURING COVID-19

### LOVELACE HEALTH SYSTEM USES DIALOG HEALTH TO COMMUNICATE COVID-19 UPDATES AND SEND SUPPORT MESSAGES TO STAFF

#### THE PROBLEM:

When COVID-19 hit, Lovelace Health System in New Mexico realized that its ability to effectively communicate with all of its staff was insufficient to handle the ever-changing and updating guidelines being issued by federal, state, local, and even corporate authorities.

#### THE SOLUTION:

Lovelace decided to deploy two-way text messaging so all employees could receive timely messages with relevant updates on their phones. The two-way texting platform provided leadership with the ability to send messages with updates, inspirational quotes, and reminders about key employee resources, such as the system's employee assistance program.

#### THE RESULTS:

The Dialog Health platform allowed Lovelace to communicate quickly and efficiently to nearly 3,600 employees. Between March 15 and March 31, Lovelace sent more than 46,000 messages, such as:

- Lovelace: As we enter another week of challenges during this crisis, we encourage you to take this opportunity to embrace the time with your family and loved ones, to find ways to help others and take time for yourself, knowing that we will get through this period.
- Lovelace: Be sure to review the updated PPE guidelines in light of COVID-19 with your manager to ensure you have appropriate protection at work.
- Lovelace: During the COVID-19 pandemic, it's important to clean commonly touched surfaces, such as your cell phone's screen. Apple, Google and others are recommending the use of 70% isopropyl alcohol wipes or Clorox Disinfecting Wipes. PLEASE check with your manufacturer for specific instructions.
- Lovelace: Looking for a way to help your fellow New Mexicans? Give blood at our drive in the parking lot behind Lovelace Women's Hospital on Thursday, July 2, from 10 a.m. - 2 p.m., at 101 Hospital Loop. Call 505.246.XXXX for info.



“ Lovelace: During this challenging time, we want you to know that we are appreciative of everything you do and the sacrifices that have been made. Your selflessness is a reflection of our patient care and represents the best of our centers.”

#### THE CONCLUSION:

The Dialog Health two-way mobile messaging platform has proven to be an efficient and cost-effective way to communicate with all staff who have a mobile phone and chose to remain opted in for texting. Lovelace continues to use the platform daily and is exploring ways to further leverage text messaging for staff communications.

#### To learn more:

Visit: [DialogHealth.com](https://DialogHealth.com)

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**dialoghealth**  
Two-way text messaging.

**Lovelace**  
Health System