Using Technology to Improve Exercises: Infusing the Old with the New

Jennifer Pilecki
UCLA Health

Jordan Cathey
UCSF Medical Center
Presentation Objectives

- The case for integrating technology into exercise facilitation
  - Everbridge
  - Twitter/Hootsuite
- Strategies to enhance:
  - Exercise design and facilitation
  - Player experience
Presentation Overview

• History lesson — disruption
• Social media tools overview
  • Twitter
  • Hootsuite
  • Everbridge
• Traditional emergency exercise communications history
• Background on technology usage at both institutions
• Implementation in exercises
• See a live demonstration of how social media platforms are incorporated into emergency exercises at both organizations
• Pitfalls to avoid and lessons learned

A Little History of Disruption ...
History Lesson Continued ...

Traditional Compliance Usage of Emergency Communications

Joint Commission Compliance

- Emergency Management Chapter
  - Communications — EM.02.02.01
    - EM.02.02.01.01 — How staff will be notified that emergency response procedures have been initiated
    - EM.02.02.01.01 — Communication to staff and licensed independent practitioners during an emergency
    - EM.02.02.01.14 — Hospital establishes backup systems and technologies for emergency communications
Traditional Compliance Usage of Emergency Communications (cont.)

- Collaborative development
- EM culture
- Communication foundation
- 24/7 resources

Messaging Strategy

- In line with our City and County of San Francisco Department of Emergency Management partners
- Concise messaging scripts
- Basic language/NO acronyms
- Covering all phases
Twitter Overview

- Online news and social media platform
- User interaction — tweets
- Trending topics through hashtags
- Increased applicability to emergency management
  - Response
  - Now exercise facilitation
Hootsuite Overview

- Platform to manage social media
- Integration with multiple social media services
- Twitter dashboard
  - Manage multiple accounts
  - Pre-schedule messages
Emergency Exercise Interoperability Continuum

Interoperability Continuum

Disruption = Infusing New Ideas Into Old Ideologies

Old SIM Cell
Disruption = Innovative Progress

New SIM Cell

Exercise Implementation
Nuts & Bolts
Everbridge Implementation Components

- Dummy Email Account
- Gmail
- Yahoo
- Recipient Device
- iPad
- Laptop
- Phone
- User Account
- Message Template

Injects Delivery

- Player iPad
  - Respond to/delegate response to inject
- Controller iPad
  - Monitor flow of exercise
- Conference Room Projector
  - Scenario injects available to all players/exercise support staff
iPads

- Labeled & distributed by role
- Email app/account installed
- Why a role-based dummy account?
  - Account — generic, role-based
  - App — faster message receipt than through Mac email app
- Device configurations
- Lessons extend beyond iPad devices

Constructing Everbridge Message Templates

- Components
  - Email account
  - Everbridge user account assigned to Gmail account
  - Inject message template
Everbridge Message Templates

- Sends message to multiple users:
  - Intended recipient
  - Player’s supervisor (if applicable)
  - Command Center AV display

- Template settings
  - Standard message
  - Programmed to send 1x
  - Contact path: work email

Twitter Configuration

- Public
  - Private Twitter accounts
  - Messages scheduled through Hootsuite
  - Exercise hashtag
  - Public Information Officer account tagged
  - Live tweeting throughout scheduled messages

Account 1
- Public
Account 2
- First Responders
Account 3
- Media
Account 4
- PIO
Lessons Learned

Execution

Tech

Players

Design

Facilitation

Evaluation

Successes

Limitations

Orientation

Experience

Future Opportunities

Twitter Overview (cont.)

Mentions

All

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POOPEX employees are being evacuated from facilities within the affected area of Irvine (S) @UCHealthRoundup

Citizen OEF 119OPEX 15 Dec 2016

Jim, What's going on at ROPM OPOPEX Roundup

News OEF 119OPEX 15 Dec 2016

ABC 7: OPOPEX: how many patients are you treating? Roundup

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Conclusion & Discussion
Thank you!

**Jennifer Pilecki**  
UCLA Health  
JPPilecki@mednet.ucla.edu

**Jordan Cathey**  
UCSF Medical Center  
jordan.cathey@ucsf.edu