

# **AUSTRIAN RED CROSS OPTIMISES PATIENT CARE WITH BLACKBERRY SOLUTION AND WEBDYNAMITE**



The Austrian Red Cross is dedicated to providing emergency services for those in need – a task, which in the city of Innsbruck and its surrounding community involves mobilising a workforce of 90 employees and 500 volunteers who provide round-the-clock emergency care. While the emergency treatment of patients is top priority for the Red Cross, it is of utmost importance that the administrative side of the organisation's work runs smoothly and efficiently so resources can be dedicated to the provision of emergency care.

## **THE CHALLENGE**

The core of the Austrian Red Cross's work is responding to emergencies. In the case of such an event, the Red Cross follows a strict protocol reacting quickly and efficiently to the situation at hand. Control operators answer incoming calls, coordinate staff on duty and provide guidance for first aid over the phone. Meanwhile on-the-ground Red Cross staff are responsible for getting to the scene of an emergency to help those in need. Depending on the severity of the situation, Red Cross workers will treat a patient on the spot, transport them to safety or to a medical centre, or look after them until an emergency doctor arrives. Workers are often required to take urgent first aid action and assist emergency doctors in preparing the patient for transportation and always need to act quickly and calmly.

To keep track of the costs involved in the rescue process, the accounts team need to bill the rescue and transportation fees back to the relevant insurance schemes. The patient's personal details, their health insurance information, as well as details of the emergency incident all need to be recorded for billing purposes. Until recently all this information was recorded manually which was time consuming, open to error and labour intensive.

## **THE SOLUTION**

The Austrian Red Cross decided to equip first-aid volunteers in Innsbruck with BlackBerry® smartphones. This enables them to communicate important patient and transport data while workers are still in the field. The BlackBerry® solution is used to document details such as the starting point and destination of emergency actions, initial diagnosis, gender and age of the patient, the patient's blood group and of course the name of the respective insurance company. Reports are filed using the BlackBerry solution and go directly to the Red Cross's head office in Innsbruck, thereby eliminating the need for local office administration which speeds up the overall billing process. Equipping staff with BlackBerry smartphones has helped modernise the way the Austrian Red Cross approaches its work and the new system is already returning operating efficiencies and improving productivity.

Over 70 Austrian Red Cross employees and around 300 volunteers are using BlackBerry smartphones to be more efficient in their roles. WebDynamite IT Solutions, a BlackBerry Independent Software Vendor (ISV), initially recommended the BlackBerry solution to the Austrian Red Cross and developed and tailored their deployment to meet the particular needs of the in-field staff including important patient and insurance data communications.

## **BENEFITS**

**REDUCTION IN OFFICE  
ADMINISTRATION LEADING  
TO GREATER EFFICIENCY**

**CONSIDERABLE  
TIME SAVINGS**

**SIMPLE TO USE, RAPID  
TO DEPLOY**

*" BlackBerry smartphones save us a considerable amount of time and make our billing processes much easier to operate. All crucial information is documented immediately while ensuring the highest level of data quality"*  
Arno Haider,  
assistant to the executive board  
of the Austrian Red Cross in Innsbruck

## THE BENEFITS

Arno Haider, assistant to the executive board of the Austrian Red Cross in Innsbruck, is keen to highlight the benefits of the BlackBerry solution, "BlackBerry smartphones save us a considerable amount of time and make our billing processes much easier to operate. All crucial information is documented immediately while ensuring the highest level of data quality."

Haider continues, "Since we started using the BlackBerry solution to document administrative data we have been working much more efficiently. Of course, our work is still quite unplanned and intense, but transport details and billing have been optimised and smoothly incorporated into the process chain. This really helps speed up our work which is often crucial to our success."

In the future, the use of the BlackBerry solution will be extended to further optimise care for patients. For example, doctors at the hospital will be able to receive information about a patient's condition directly from the ambulance via their BlackBerry smartphone prior to the patient's arrival.

The deployment of the BlackBerry solution went very smoothly with Haider stating, "Our staff required little training and took to using BlackBerry smartphones very quickly. We plan to use the BlackBerry deployment as a 'best-practice' example when we introduce additional applications at the Red Cross. I have to say that this has been a very good and hassle-free experience."

For further information: [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

**BLACKBERRY CASE STUDY**  
**AUSTRIAN RED CROSS**

