

## CASE STUDY:

# How Northwest Radiology Reduced Help Desk Calls and Improved System Issue Resolution Time



### THE CHALLENGE

## SENDING CRITICAL INFORMATION TO A DISPERSED TEAM

The past few years have changed the work landscape – remote, hybrid, and mobile employment are common. To accommodate this varied group, companies have had to utilize various communication channels and frequencies. However, with more options also comes more complexity, and often less effectiveness.

Northwest Radiology, one of the largest physician-owned radiology groups in central Indiana, has been providing specialized imaging services in all areas of radiology for over 50 years. They use multiple technology solutions for patient care, and an outage or issue with any one causes havoc and stress. During an event, their HelpDesk was spending so much time fielding individual calls it affected their ability to work on a resolution. With multiple locations and 24/7 services, they needed a simple yet effective solution for communicating with their radiologists in all areas at once.



**“If a system, facility, network, or app was having a problem we needed a way to get that message out to people that were really dispersed.”**

**Marty Buening**

*Director of Information Technology,  
Northwest Radiology*



## THE SOLUTION

# MASS NOTIFICATION SYSTEM WITH SIMPLE INTERFACE AND GROUPS

Northwest Radiology has one hundred employees, thirty radiologists, five outpatient centers, and works with private practices and hospitals, some in neighboring states. The IT team not only manages all the patient care platforms, but also supports staff and practitioners with troubleshooting any system issues.

Northwest Radiology uses RedFlag, a mass notification system that can send messages via multiple channels (voice, email, SMS, app notifications and Microsoft Teams) to specific groups.

### With RedFlag, Northwest Radiology is able to:

- Create custom groups specific to their needs: specialty, location, preferred technician
- Notify only recipients that need to know on reliable channels, avoiding alert fatigue
- Send messages immediately to prevent HelpDesk becoming overwhelmed
- Use further alerts to update status
- Expand their use to send alerts regarding high-priority cases
- Add new recipients in less than a minute

“We spend very little time maintaining the system, it really doesn't require any training because it's so self explanatory. Most importantly, it doesn't add to the stress of IT issue events. The simplicity ensures it's not a barrier - you can quickly get in and do what you need to.”



## THE RESULTS

# REDUCED HELPDESK CALLS, QUICKER ISSUE RESOLUTION

Northwest Radiology has leveraged RedFlag to have continuous communication instead of duplicate HelpDesk calls. This has increased employee satisfaction through making sure anyone on any shift is informed and prepared, and enabled the IT team to resolve system issues more quickly.

### Expanded uses:

- Alerts with temporary work-around instructions
- Messaging partners and other staff about IT events

“RedFlag absolutely precisely met the IT communication need we had - get out the information quickly to the right people, so we can then focus on fixing the issue.”



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