

Urgent, Time-Sensitive Communications through **HCA Alert**

for physicians and providers (medical staff and non-medical staff)



OPTIONAL
Available for use, but not required

HCA Alert is a direct-messaging technology currently used to communicate with HCA Healthcare employees during an emergency. Due to the current pandemic, divisions and hospitals may now send urgent, time-sensitive information to physicians and providers (medical staff and non-medical staff).



CUSTOM
Email or text options available

WHY?

HCA Healthcare recognized the need for a streamlined, centralized way to communicate with physicians and providers. With this added feature, division and hospital leadership can send information via email or text to all or a subset of physicians based on their location (e.g., division or facility) or specialties (e.g., obstetricians, surgeons, primary care providers) to ensure effective messaging around critical patient care and hospital operations information.



SECURE
HCA-approved and supported

PROCESS

Physicians and providers who have provided their contact information to HCA Healthcare will receive a message allowing them to opt-in or out of receiving communications. Alerts may be sent from division, market and/or hospital leadership.



SPECIFIC
Market, hospital-specific information

PRE-APPROVED MESSAGE TYPES

- Danger: active shooter
- Weather: hurricanes, tornadoes
- Hospital/facility: fire, flooding, surge, transport alerts
- [MedicalCityDoc.com](https://www.medicalcitydoc.com): important, new information posted

FREQUENTLY ASKED QUESTIONS

Where did the physician contact information data come from?

HCA Healthcare internal sources

I know a physician who has a question about a communication sent out. Who should they talk to?

Local leadership and/or a Physician and Provider Relations Director

Who is sending the communications?

Division, market or hospital resources. This is dependent on what type of alert is being sent

How does the physician opt out if they don't want the communications anymore?

If someone would like to opt out, they can click the link to unsubscribe in the initial opt-out communication.