

Red Oxygen helps Platinum Healthcare contact traveling staff



“

Red Oxygen gives us the ability to communicate speedily with staff who are out in the field. We've been very happy with Red Oxygen.

”

—Len Schoof, Managing Director, Platinum Healthcare

Customer

Platinum Healthcare

Location

Perth, Australia

Industry

Healthcare

Highlights

- Dedicated numbers make communications consistent
- SMS makes it easier to reach employees out in the field

Website

platinumhealthcare.com.au

THE CUSTOMER

Since 2006, Platinum Healthcare has provided quality home healthcare services to elderly and disabled people in the Perth area. Because the organization's primary service is in-home care, employees are regularly on the road, traveling from one home visit to another. Platinum Healthcare uses Red Oxygen to contact these traveling employees and update them about schedule changes and service requests.

THE CUSTOMER

Platinum Healthcare's client base has needs that evolve from moment to moment. "When you're working with elderly or disabled clients there are lots of changes—change of time, additional services," explains Platinum Healthcare Managing Director Len Schoof. "And then we're communicating with people out in the field to see if they can take an extra shift or adjust their schedule." Before Red Oxygen, the organization relied on phone calls to send urgent messages to traveling employees. However, SMS is now the preferred method of communication. "SMS is just the way of life today," observes Schoof. "It's less invasive, it's simpler, and it's instant."

Dedicated numbers make SMS communication even more seamless. "With dedicated numbers, our texts show on their screens consistently as coming from us," says Schoof. "Staff can put our number in their saved contacts so they know the messages are coming from scheduling department."