A Partnership that Supports a Community in Crisis

A retail pharmacy counts on Intrado to help announce the opening of a mobile pharmacy during West Virginia’s devastating flood.

Massive flooding has caused tremendous damage across West Virginia. Thousands of community residents are left without power and hundreds are in shelters.

In order to serve patients whose access to pharmacies has been limited because of flooding damage and destruction, this pharmacy opened a mobile pharmacy in Elkview. The challenge became: How would they spread the word to a community in crisis?

Quickly getting information about the available trailer would make it possible for patients to get needed prescriptions sooner (and more safely) – in some cases, saving lives.

The pharmacy learned of this devastating event on Friday, July 1st at 3:45 p.m. “Due to the short time frame and it being late Friday before a holiday weekend, we thought we had almost no chance of getting notice to our patients prior to Tuesday.”

When this client reached out to Intrado, the Client Engagement team responded immediately. Within one hour of the request, Intrado helped send text messages and make calls to all patients that picked up a prescription in Elkview’s store 5957 within the past 90 days.

Intrado shares our customer’s sense of urgency to proactively provide support and communicate with patients during a time of crisis. Despite the unfortunate circumstances in West Virginia, Intrado’s team is honored to partner with a brand that takes such pride in serving its customers.

“I continue to be amazed by [Intrado’s] dedication to supporting our team and more importantly, patients. This community in West Virginia is in crisis, so it makes me proud that we were able to provide the community with this needed information about the mobile trailer so quickly. Getting this information to patients Friday afternoon rather than Tuesday made it possible for some patients to pick up needed prescriptions earlier (and safer) and may have saved patients’ lives.”

Director, Retail Strategic Development
Spreading the Word to a Community in Crisis

Intrado helped send the following text messages and calls to all patients that picked up a prescription in Elkview’s store 5957 within the past 90 days.

**Text Message**

ABC / pharmacy: A mobile trailer is open for your Rx needs behind Elkview Middle School at 5090 Elk River Rd., Elkview

**Voice**

Hello, this is ABC / pharmacy. We have opened a mobile trailer for your Rx needs behind Elkview Middle School, located at 5090 Elk River Rd., Elkview. You can also take care of your prescription needs at 4205 Maccorkle Avenue while the pharmacy at 221 Crossing Mall Road remains closed. To hear this again, please press 1. Good bye.

**Voicemail**

Hello, this is ABC / pharmacy. We have opened a mobile trailer for your Rx needs behind Elkview Middle School, located at 5090 Elk River Rd., Elkview. You can also take care of your prescription needs at 4205 Maccorkle Avenue while the pharmacy at 221 Crossing Mall Road remains closed. Once again, we have opened a mobile trailer for your Rx needs behind Elkview Middle School, located at 5090 Elk River Rd., Elkview. You can also take care of your prescription needs at 4205 Maccorkle Avenue while the pharmacy at 221 Crossing Mall Road remains closed. Good bye.

In addition to being able to pick up prescription medications at the mobile pharmacy, customers can also receive recommended vaccines like Tdap, which protects against tetanus, diphtheria and pertussis, as well as purchase a variety of over-the-counter medications.

**About Intrado**

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. Our solutions connect people and organizations at the right time and in the right ways, making those mission-critical connections more relevant, engaging, and actionable - turning Information to Insight.

Intrado has sales and/or operations in the United States, Canada, Europe, the Middle East, Asia Pacific, Latin America and South America. Intrado is controlled by affiliates of certain funds managed by Apollo Global Management, LLC (NYSE: APO).

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