



ReadyGlobal™ Develops Business Continuity Strategies for Multi-media Healthcare Communications Enterprise



Industry

- Multi-media Marketing – Healthcare and Pharmaceuticals

Products and Services

- ReadySuite™ Services and Solutions:
 - Regulatory Compliance Reviews
 - Risk and Hazard Vulnerability Assessments
 - Business Impact Analyses
 - Business Continuity and Crisis Response Plans
 - Cyber Security
 - Training and Exercises
 - Supply Chain Resilience
 - Crisis Management
 - After Action Reporting

Why ReadyGlobal

- Provides a complete suite of customizable resiliency solutions to help businesses respond to and recover from operational and financial interruptions.
- Expertise spans business continuity, emergency management, cybersecurity, and mass communications, and disaster recovery.
- Integration with key partners reduces risk, protects assets, and lowers costs.

Objective

Develop a Business Continuity Management System, representative of International Standard ISO 22301, for a health-centric, multi-media creative marketing agency.

Situation

A large creative marketing agency, headquartered in the northeastern United States but with an international client base, recognized the need to develop a comprehensive Business Continuity Management System in order to remain competitive. Their goal was to be able to prevent or mitigate the impacts of a significant disruption. Company leadership understood that perspective clients are increasingly likely to reject business relationships with companies that do not have an up-to-date Business Continuity Plan. After recognizing the risk of operating without a current plan for even the most basic of threats, the company secured the services of ReadyGlobal™ to build their automated Business Continuity solution.

Solution

ReadyGlobal's team of Business Continuity experts used a comprehensive, all-hazards approach to develop the company's Business Continuity Management System. ReadyGlobal™ conferred regularly with the client's leadership team, assessed potential hazards and their impacts, and formulated a customized Business Continuity Program based on the company's needs and budget. Project outcomes included the assignment of roles and responsibilities to specific positions, priority ordering of pre-determined disaster response functions, crisis communications strategies, two-way mobile messaging, and training so that the company could manage and maintain their program.

“We welcomed the suggested content for the Business Continuity Plan that was offered by the experts at ReadyGlobal™. A common phrase among our project team was “I never even thought about that.” A ReadyGlobal™ representative even visited to do a physical inspection of our office space, the building emergency exits, and the parking garage to plan for safe egress. When the project was finished, ReadyGlobal™ provided us with an unsolicited list of Items for Attention that would improve our overall operational safety and preparedness.”

—Executive Team

Testimonial

Contact us

795 Congress Street • Portland, Maine 04102 USA
+1 866 810 0077
safe@readyglobalnow.com
www.readyglobalnow.com