

# Getting a business continuity program off the ground

## Industry

- + Healthcare

## Products and services

- + Consulting
- + Sustainable Planner®

## Why Virtual Corporation

- + Extensive healthcare expertise
- + Comprehensive, flexible business continuity platform
- + Excellent customer support
- + Intuitive, functional tools
- + Robust data visualization
- + An honest partner who acts as part

## Situation

A leading cancer treatment and research facility wanted to have a recovery plan in place that would ensure their ability to get back to business in the event of a disruption. The facility's director of emergency management knew how important it was to incorporate resiliency into the emergency planning process.

After receiving a referral from another hospital, the senior leadership team selected Virtual Corporation as their partner because they offered a comprehensive, flexible platform and consulting services – all at a competitive price.

## Solution

One of the main reasons for selecting Virtual Corporation was their consultants' extensive healthcare expertise. "Virtual Corporation had a strong grasp of the healthcare environment," explained the facility's director of emergency management. "While the consultants were implementing the program, I was able to focus on my job rather than trying to educate them on the healthcare landscape, regulatory initiatives, and the other requirements I needed the tool to provide."

The turnkey nature of Sustainable Planner® allowed the facility's small emergency management department to launch an enterprise-wide business continuity program. But don't mistake turnkey for cookie-cutter. Their consultants worked to right-size the tool based on the facility's budgets and organizational needs.

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***"When you're in emergency management, time is of the essence. You need to know that your vendor, or whoever you're working with, has your back. And Virtual Corporation has ours."***

– THE FACILITY'S DIRECTOR OF EMERGENCY MANAGEMENT

Flexibility – of both the consultants and the Sustainable Planner – was also important to the facility, as it has three different environments: clinical, research, and business. Each environment has distinct requirements for business continuity; one-size-fits-all business continuity templates just wouldn't work. The consultants helped the director customize surveys and templates, and develop tailored plans for each environment.

***“With Virtual Corporation, I felt like I had an entire staff dedicated to business continuity,” said the director. “You can call them consultants, but for the time they were here, they were implementers, mentors, troubleshooters, and part of my team. They helped establish a process and the policies related to it, but most importantly, they helped make sure that we succeeded.”***

## Impact

“The level of program sophistication that we've been able to achieve has a lot to do with the foundation Virtual Corporation laid for us,” explained the director. “They taught us how to implement and maintain the program, and there's never been a time where there hasn't been someone to support us.”

Virtual Corporation's consultants also helped provide the facility's team the knowledge and tools to take the implementation to the next level. They regularly provide networking opportunities with other users, so everyone can learn and share best practices as well as stay up-to-date on upcoming regulations and requirements.

The director stated, “They didn't just dump a product on us and walk away. They left me with templates, an implementation process, and ongoing support. I was armed with a toolkit that allowed me to go forth and successfully implement into different parts of my organization.”

## Ongoing partnership

Virtual Corporation's customer support has won over this facility. “They truly listen to you,” explained the director of emergency management. “They've updated their tools numerous times based on user feedback. For example, we worked with their team to develop reports that were geared toward the individuals who would actually use it for recovery – not just the emergency managers. Now our plans are more actionable because they're easier for lay people to understand.”

As the facility continues to evolve their program, Virtual Corporation will remain an important part of the team. Since implementing Sustainable Planner, the facility has worked with Virtual Corporation's consultants to develop emergency plans that complement their continuity plans, and are looking into additional ways to use the tool for other aspects of the business continuity program.

For this leading facility, the decision to choose Virtual Corporation has been a valuable one. They didn't get a vendor; they gained a partner, a member of their internal team, who is honest, genuine, and committed to seeing their clients succeed.



### About Virtual Corporation

Virtual Corporation, Inc. offers business and organizational continuity planning software, analytics, consulting services, and templates that empower government, healthcare, financial, technology, and other organizations to achieve sustained resilience. We specialize in helping our clients develop and sustain repeatable, practical business continuity management (BCM) capabilities. To Learn how Virtual Corporation can help you plan and recover from business and organizational disruptions, visit [Virtual-Corp.com](https://Virtual-Corp.com)