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Critical Alert Creates New Customer Experience Division, Promotes Mary Bradshaw as its Senior VP

Strategic Focus to Exceed Customer Expectations & Satisfaction in All Company Interactions Throughout Product Life Cycle

JACKSONVILLE, Fla., Jan. 16, 2017 (GLOBE NEWSWIRE) -- [Critical Alert Systems](#), a leading provider of [nurse call solutions](#) for hospitals and health systems, today announced the promotion of Mary Bradshaw to the new position of Sr. Vice President of Customer Experience. The newly-created Customer Experience position reflects the company's strategic vision, focus, and commitment to design programs and processes that ensure customer's expectations and satisfaction will be met and exceeded in all interactions with the company throughout the product life cycle.

"I'm honored to be part of an organization that is so dedicated to its client's long-term success and to help drive the expansion and refinement of our world-class services and clinical practices guidance to the hospital market," said Ms. Bradshaw. "As we continue our focus and innovative approach to nurse call and clinical communications, we are equally committed to delivering comprehensive support, services, and education that contribute to our customer's overall success."

Successfully integrating nurse call with the wide array of mobile applications, real time locating systems (RTLS), medical devices and EHR solutions deployed in throughout the hospital enterprise is one of the most challenging and important facets of a modern-day Nurse Call deployment. Critical Alert's focus on customer experience is an essential component of enabling hospital clients to meet the safety and satisfaction goals of their patients and staff.

Ms. Bradshaw joined Critical Alert in 2013 as the Vice President of Professional Services and Product Delivery to drive and manage the company's project management, product installation, and clinical services departments. Prior to Critical Alert, she held senior positions in project management, professional services, and quality management for industry-leading healthcare vendors Eclipsys, Vocera, Extension Healthcare, and others.

About Critical Alert Systems

Critical Alert Systems offers the most advanced, easy-to-use, reliable and secure Nurse Call solution on the market. The company's portfolio of software, hardware products and integrated partner offerings help hospitals drive down costs while improving their quality of care. Our focus on clinical productivity, innovative use of technology and patient safety leads to quieter, more efficient units, improved outcomes for patients and better utilization of nursing resources. For more information, visit: www.nursecall.com. Follow Critical Alert on [LinkedIn](#) and [Twitter](#).

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