

# Case Study:

## How OnPage Aids Maternal Health Study at University of Ottawa



## OnPage provides robust alerting to uOttawa

The University of Ottawa's Dr. Kristi Adamo is focused on pediatric obesity and its antecedents laid out in pregnancy. The focus of her study (PLACENTA) is early intervention and prevention of the cycle of obesity and metabolic disease.

The implications of obesity are severe and can range from hypertension to diminished social well-being and raise concerns for public health. Given the impact of obesity on our society, many scientists are working to find ways to prevent and manage it.

But what if there were markers available early on in childhood or pregnancy that could indicate if a child was heading toward obesity? That is what Dr. Adamo is attempting to discover.

When the team used pagers, they lost 6 placentas, a loss of \$48,000 (CN)

### Challenges

In order to test the placenta of women who participate in Dr. Adamo's study, researchers in the lab must be alerted as soon as the women enter labor. When the study began, the lead researcher was assigned a pager to receive alerts from the maternity ward when labor began.

Unfortunately, the researcher who received the pages often slept through the alerts. As such, they couldn't phone and alert colleagues who also needed to go to the maternity ward to gather the placenta.

Fast, reliable clinical communication was key, as the placenta needed to be secured within 30 minutes. If the placenta was not captured in under 30 minutes, the placenta's research value was completely lost.

## Solution

With OnPage, the PLACENTA team ensured the viability of their study.

### Their new workflow with OnPage

- When a study participant goes into labor, the hospital will call OnPage's toll-free number and enter the team's OnPage ID.
- This triggers an OnPage alert to the researchers' smartphone, alerting them of the birth and mobilizing them to the hospital.
- Additionally, the team has access to OnPage's digital on-call scheduling, enabling them to create a rotation for the on-call researchers. When the hospital sends an alert, it is automatically routed to the researcher who is on-call at that time.

"OnPage has been incredibly helpful for our study in obtaining placentas which are critical for meeting our study objectives. The app allows our team to be deployed effectively, reducing the likelihood of delays, missed calls, and lost opportunities to collect samples. Without OnPage we would struggle to meet our study objectives and as a result, we are grateful for discovering it altogether."

## Results



Never missed an alert or placenta again!



Gained access to digital on-call scheduling, ensuring the right person is always notified.



Loud, distinguishable alerts that bypass the silent switch. mobilizing even the heaviest of sleepers.

## About OnPage

OnPage's award-winning incident alert management system for IT, MSP and healthcare professionals provides the industry's only ALERT-UNTIL-READ notification capabilities, ensuring that critical messages are never missed. OnPage enables organizations to get the most out of their digital investments, so that sensors, monitoring systems, and people have a reliable way to escalate urgent communications to the right person immediately.

OnPage's escalation, redundancy, and scheduling features make the system infinitely more reliable and secure than emails, text messages and phone calls. OnPage shrinks resolution time by automating the notification process, reducing human errors and prioritizing critical messages to ensure fast response times.

Whether to minimize IT infrastructure downtime, or to reduce the response time of healthcare providers in life-and-death situations, organizations trust OnPage for all their secure, HIPAA-compliant, critical notification needs.

## Contact Us

For more information, visit [www.onpage.com](http://www.onpage.com) or contact the company at [sales@onpagecorp.com](mailto:sales@onpagecorp.com) or at (781) 916-0040.