

# University of Ottawa Research Study Choses OnPage to Help in Key Childhood Obesity Study

*OnPage was chosen to provide its alerting technology to U. of Ottawa for key placental research study.*

WALTHAM, MASSACHUSETTS, UNITED STATES, January 8, 2018 /EINPresswire.com/ -- [OnPage Corporation](#), the first-to-market a secure, clinical



communications platform for healthcare, today announced that the University of Ottawa in Canada has partnered with the company to receive critical alerting technology for its cutting-edge research into pediatric obesity and obesity's markers laid out in a woman's placenta.

OnPage has been incredibly helpful for our study in obtaining placentas which are critical for meeting our study objectives. Without OnPage we would struggle to meet our study objectives.”

*Alysha Harvey*

How much did you say a placenta is worth?

Prior to their adoption of OnPage, the lab at the University of Ottawa led by Dr. Kristi Adamo and her research coordinator Alysha Harvey had medical students use pagers to receive

crucial alerts. The researchers would be paged by the maternity ward of participating hospitals when a woman in the study was going into labor. Fast, reliable clinical communication was paramount as the placenta needed to be secured within 30 minutes.

The placenta was key to the lab's research study as it held the markers associated with nutrition, exercise and future obesity. However, if the placenta was not captured in under 30 minutes and put in liquid nitrogen, the placenta's research value was completely lost. This challenge was further compounded because students often slept through the pages or the pages went unnoticed in an environment which is plagued with interruption fatigue.

According to Alysha Harvey, each placenta was worth \$8,000 (CN). This metric is validated because the placenta, in addition to being a human organ, is the lynchpin for all the prior hours of research and future data points. Without the placenta, all past efforts and future analytics are wasted.

OnPage ensures viability of placenta and study

These days, the researchers in Dr. Adamo's lab have the OnPage application installed on their smartphones. When a woman goes into active labor, the students on-call are immediately alerted by the hospital on their smartphone via the OnPage app.

The workflow now is far superior because:

- The loud, distinctive OnPage alert persists for up to 8 hours. There's no chance of sleeping through the notifications.
- All on-call students are alerted. Previously, only the student with the pager was notified and they then had to alert their colleagues
- Once alerted, students can securely message one another through OnPage to coordinate their

action plan.

With the introduction of OnPage the viability of the placentas and the study is no longer in question. OnPage's critical alert automation has enabled researchers at the University of Ottawa to:

- Safeguard the most important human organ of their study
- Preserve over \$800,000
- Fulfill a significant technology gap
- Deliverer life-saving findings

According to Alysha,

"OnPage has been incredibly helpful for our study in obtaining placentas which are critical for meeting our study objectives. Without OnPage we would struggle to meet our study objectives and as a result, we are grateful for discovering it altogether."

#### About OnPage

OnPage is the industry's leading Clinical Communications Platform. Developed around healthcare's need for secure, HIPAA compliant messaging, the OnPage platform enables hospitals and clinics to improve practitioner workflow, ensure faster patient response time and provide better patient outcomes.

OnPage's escalation policies, redundancies, and on-call algorithms ensure that clinical communications are never missed. Infinitely more reliable and secure than pagers, text messages and phone calls combined, OnPage reduces physician response time and improves outcomes.

Orlee Berlove  
OnPage Corporation  
7819160040  
email us here

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