

Success Story:

How OnPage Ensures Situational Awareness During Extreme Weather Conditions



The situation: The Polar Vortex Threatens Central Ohio's Hospital Network

In January 2014, the Polar Vortex gripped the US and plunged Ohio's temperatures to dangerous lows. During this crisis, the Central Ohio Trauma System (COTS) received a flood of requests from regional healthcare facilities needing up-to-date communications to manage an unfolding emergency. A water main break in one of Ohio's major cities severely impacted a hospital in COTS' network, leaving it without water to run its heating systems. Faced with plummeting indoor temperatures and over 300 patients in critical need, the hospital was on the verge of a full evacuation. This incident underscored the urgency for rapid reliable communication and coordination with other healthcare facilities to prevent a ripple effect of crises across the region.

Kelsey Blackburn, Critical Incident Response Planner for COTS, recalls the challenge: "Many of our healthcare agencies in our region had specific needs or requests for information," but with only two staff members on rotation faced with request after request, it was overwhelming for the team. During this time, COTS acted as a liaison between the hospitals helping them to coordinate effective response. The situation highlighted the need for real-time, efficient communication channels to support COTS' mission of coordinating trauma care, emergency response, and disaster preparedness...**luckily, they had OnPage.**

OnPage's Priority Messaging to the Rescue

In addressing this issue, COTS was reminded of the value of their alerting solution, OnPage. OnPage enabled healthcare facilities to deliver crucial updates to the COTS team via email. By emailing COTS' OnPage associated email, the message is automatically delivered to the team's mobile device as a loud, distinguishable alert. This enabled them to quickly disseminate the necessary information to the surrounding hospitals in their network. In this case, they were preparing them for an influx of patients if the water main break forced an evacuation at the original hospital. However, quick communication wasn't the only benefit they saw, through the implementation of OnPage. COTS also ensured its accountability and accuracy through OnPage's ability to provide real-time audit trails and documentation right on the email chain and mobile application.

Kelsey Blackburn sums up her experience with the OnPage system by stating:

“It has increased our redundancy, our reliability, and provided a better option and opportunity for our users and stakeholders – and I say stakeholders because we do service so many healthcare organizations and provide support to them. I just think that *OnPage is the wave of the future.*”

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

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