




Real-World Resilience: Examples of How Critical Event Management Technology Powers Preparedness

The unpredictable nature of crisis makes thorough preparedness a must for every organization, regardless of size, location or industry.

The need for a proactive approach to critical event management (CEM) is underscored by the notable increase in both severe weather events and man-made threats in recent years. The reality of these threats is foremost on the minds of today's risk professionals. Extreme weather events are perceived to be one of the top four most critical rising threats to the world, along with shootings and crime, and civil unrest over the next 10 years, according to data collected by the 2022 [Global Risk Impact Report](#).



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The Preparedness Perspective

What are we preparing for? The answer is both [routine/expected emergencies and unforeseen critical events](#). When it comes to defining the difference, the routine emergencies involve familiar problems your organization is ready to manage via existing procedures. By contrast, unforeseen critical events or crisis events tend to take organizations by surprise and cause cascading impacts and rapidly spiraling damages. Regardless of type, if not handled appropriately, both can result in preventable damages.

Resilient organizations don't wait for a disaster to strike. They prepare in advance with a CEM strategy that combines people, processes and technology for maximum effectiveness when every minute counts. They're able to successfully anticipate, identify, respond and recover from any type of crisis.

So how do they achieve this level of preparedness? Their CEM technology includes [risk intelligence](#) to facilitate proactive risk awareness, [critical communications](#) for cross-functional coordination and communication, and [incident management](#) to activate response teams so procedures are followed.

The [OnSolve Platform for Critical Event Management](#) includes artificial intelligence (AI)-powered Risk Intelligence, award-winning Critical Communications and Incident Management capabilities in one easy-to-use platform. Resilient organizations know the value of this technology and are successfully using it to identify, respond to and prepare for all types of critical events.

Testimony from the Trenches

These real-world examples provide a bird's eye view of how organizations across multiple industries have utilized the OnSolve Platform to keep their people, places and property safe during both routine and crisis emergencies.

Routine Emergencies



Product Recall at a Retail Food Chain

In food recall situations, mistakes or omissions can put people's lives and health at risk. After dealing with an out-of-date alerting system, one major fast food chain was ready for a change. Their current system was incredibly manual, made auditing a huge challenge and didn't include updates or enhancements throughout its use-lifecycle. These challenges invited error and caused some locations to be omitted from the alerts, leaving compromised products in circulation. Once they found a well-aligned and future-oriented partner with OnSolve, the chain was able to get their strategy on track, improve safety outcomes and minimize the impact to their brand.



Staffing Shortages at [Crouse Hospital](#)

As a not-for-profit, acute-care hospital, Crouse is tasked with promoting community health by providing the best inpatient care. Previously, their process for finding alternate employees to replace those who called out sick often resulted in nurses having to step away from patients and start dialing the phone for anywhere from 45 minutes to two hours. Using OnSolve, the hospital has reduced its dependence on time-intensive call lists and can now send out a call for substitutions to hundreds of nurses in just seconds. Thanks to OnSolve, they can quickly launch mass notifications and reach thousands of recipients simultaneously. Customized alerts go out by mobile phone, SMS, landline, email or pager at the recipients' preference, speeding up the process and enabling useful, actionable responses.



Employee Wellness Checks at [athenahealth](#)

Healthcare technology providers have been a vital part of ensuring the availability of medical care throughout the pandemic. OnSolve made it possible for athenahealth to coordinate wellness checks at 10 separate corporate locations. By providing vital insights into trends in employee wellness, the solution helped to shape the organization's operational and cultural response to the pandemic. Their use of the simple interface from OnSolve helped engage employees so they could check on everyone when it mattered most. It also kept communications clear, so employees could understand and be confident in athenahealth's support. With the right technology to promote a healthy workforce, [business continuity](#) is possible even during COVID.

Crisis Emergencies



Typhoon at Venerable

When one of Venerable's call centers in the Philippines was impacted by Typhoon Rai, the OnSolve Platform enabled the company to alert those employees and shift resources to a call center in Manila — two days before the typhoon. Not only did this keep employees safe, but it also kept operations running and ensured clients could continue to access funds and complete transactions without any holds or complications.



Mass Shooting at a [Private Travel Company](#)

As their list of high-profile clientele grew, one private travel company needed to ensure they could identify potential travel interruptions and offer alternate options to customers on the road and in the midst of planning. When an early-morning shooting near a client's office caused road closures in San Francisco, OnSolve detected it in time to provide advance warning. This enabled their client to find an alternate route, thereby avoiding danger and delay.



Explosion at [Horizon Blue Cross](#)





For New Jersey's oldest and largest health insurer, the ability to deliver emergency notifications is crucial to the welfare of their 3.6 million members. After an explosion and several rumbles outside the company's secondary Newark location, company leaders were able to rapidly deploy incident management teams to evacuate the buildings. Due to the force multiplying benefits of OnSolve, they were able to simultaneously respond to ongoing security concerns surrounding the explosion. Geo-targeted alerts ensured the messages reached only those in the sphere of impact. And because those alerts were delivered on recipients' preferred device — phone, email, SMS, desktop alerts, IPAWS, voice and more — managers could be confident everyone was staying informed.



Civil Unrest at a [Community Hospital](#)

Delivering medical care in today's unstable world calls for reliable risk intelligence. Protests, officer-involved shootings and road closures during 2020's civil unrest and ongoing pandemic brought this community hospital unprecedented challenges. To meet the demand for care while keeping everyone safe, they utilized OnSolve to stay on top of evolving events. Powered by AI, features like an intuitive dashboard and geo-targeted tracking helped the hospital consistently convey the right information to the right people at the right time while successfully filtering out the noise of irrelevant data. Thanks to actionable intelligence, they could embrace data-based decision-making for more confident handling of threats, operational agility and overall peace of mind.

Routine or crisis emergencies can happen anywhere, around the clock. But no matter your industry, your critical event management strategy combined with the OnSolve Platform can help you prepare to mitigate the impact of any type of critical event:

 Man-Made / Security Threats	 Severe Weather and Natural Disasters	 Disruptive Events	 Non-Emergency Events
<ul style="list-style-type: none"> • Active assailants • Structure fires • Demonstrations • Criminal activity • Suspicious packages • Political/civil unrest • Terrorism • Cyber attacks • Missing persons • Emergency management • AMBER alerts/ child abductions 	<ul style="list-style-type: none"> • Regional forecasts • Watches and warnings • Winter storms • Tropical storms • Tornadoes • Hurricanes/typhoons • Heavy rainfall • Flooding • Extreme temperatures • Wind and dust • Wildfires • Earthquakes • Volcanic activity • Air quality • Tsunamis 	<ul style="list-style-type: none"> • Large-scale accidents/highway closures • Building evacuations • Power outages • Planned events • Plane crashes • Technology outages • Derailments • Airport/public transit closures • Hazmat (gas or chemical leaks) • Disease outbreaks • Boil water notices • School closings • Product recall/delays 	<ul style="list-style-type: none"> • Disaster resources • Local events • Police activity • Presidential alerts • Relief supply distribution • Shelter-in-place • Staffing help • Student/employee/resident surveys • Local events • Meter installation & utility work • Supply and demand • Special promotions • Investor updates • On-call scheduling • Appointment reminders • Assistance programs • Policy updates • Warehouse updates

Is your organization preparing proactively? [Request a demo](#) or take a [self-guided tour](#) of the OnSolve products to see for yourself.

