

OMNI brings innovation to OLTCA event

Poster presentation wins award

November 25, 2010 -- Deron Hamel

TORONTO - OMNI Health Care brought innovation to the Ontario Long Term Care Association's (OLTCA) second annual Long Term Care Applied Research Education Day by showcasing a booth outlining the organization's osteoporosis/falls prevention strategy and displaying Synergy Medical Supply Inc. [hip protectors](#) that are a part of that program.

In fact, OMNI's display earned the delegates' choice award for best poster presentation at the event, which was held Nov. 23 at the Toronto Congress Centre.

During the event, OMNI's chief operating officer Candace Chartier and Synergy's vice-president of sales and marketing Eric Van Praagh provided attendees with information on OMNI's osteoporosis/falls prevention strategy and outlined the success the organization has had partnering with Synergy to promote the innovative hip protectors to residents.

Through OMNI's presence at the event Chartier says she hopes other long-term care providers will pick up on the successes the long-term care provider has had with the hip protectors and utilize the product to promote falls prevention and reduce mitigate hospital visits for residents in their homes.

"A couple of Ontario operators have already talked to me today about adopting the program in their homes," Chartier tells the *OMNIway*, adding there may be partnership possibilities.

"The thing is that we all want the best for our residents."

The hip protectors are made from a bamboo fibre. Bamboo is a sustainable product that's hypoallergenic, antibacterial and naturally insulating, keeping those who wear the product cool in summer and warm in winter.

The product also contains a far-infrared ray (FIR) mineral. FIRs are naturally emitted by the body. The FIR mineral in the product harnesses and enhances the rays the body produces, directing them at the pain area.

FIR technology is what enhances strength, increases healing and reduces muscle tension for wearers.

OMNI began a pilot project with the hip protectors in October 2009 by introducing the product to residents. According to Chartier, the initiative has significantly decreased falls and saved the province an estimated \$1.2 million in health-care costs.

Research shows that a fractured hip in long-term care costs more than \$30,000 per injury and decreases longevity by 20 per cent within the first 12 months.

OMNI is the first long-term care provider in North America to use Synergy's hip protectors.

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