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Barry Hawryluk  
**Dynalife Medical Labs**

## OVERVIEW

Dynalife Medical Labs provides diagnostic laboratory services to more than 2000 physicians and one million patients annually. The laboratory, locally managed from its state-of-the-art facility in Edmonton, performs more than 14 million tests every year.

### PROBLEM

In the summer of 2016, Dynalife Medical Labs completed the installation and testing of Everbridge. Before testing was even completed, the organization faced a harrowing forest fire that was burning out of control in the Northern part of Alberta, Canada – the City of Ft. McMurray.

### SOLUTION

Acting quickly, and with limited experience on the tool, Dynalife’s enterprise risk team was able to leverage Everbridge to tailor specific messages to different groups of employees to provide them with safety information and instructions. This ensured that Dynalife accounted for their employees and family members, ensuring their safety throughout the course of the fires.

## A Few Words from Barry Hawryluk, Enterprise Risk Officer



During the early summer of 2016, Dynalife Medical Labs completed the installation and testing of Everbridge's critical event management solutions. A couple of test messages had been deployed successfully and the Risk Management Department was just in the throes of completing Corporate policy and procedures relative to its use.

Before testing had even been completed, our organization was put to the REAL test - a forest fire was burning out of control in the Northern part of our Province (Ft. McMurray, Alberta) and the entire Province was put on the alert. The fire ended up becoming the largest, single natural disaster in Canadian history. About half of our 20 or so employees living in Ft. McMurray (Medical Lab Technologists) actually lost their homes in the fire.

Fortunately, Everbridge proved invaluable in communicating with our staff who lived and worked in this isolated community of 90,000. By the effective use of tailoring specific messages to specific groups of our personnel, we were able to ensure their safe evacuation from the community along with the other 90,000 residents. Our employees were

guided to a hospitality suite here in Edmonton where they were duly looked after by the company.

This same series of Everbridge messages to our employees also ensured they were billeted with other Dynalife employees or with friends and relatives. Further, their pets (including horses that had been brought out of danger in trailers), were also accommodated.

Much has been written about this event but, thanks to the power of Everbridge, the company was able to ensure all our employees were evacuated safely and properly housed after the evacuation.

### About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running faster. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, London and Stockholm.

*For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.*

