



Press Release  
For immediate release

**The Ontario Kinesiology Association is collaborating on the development of a tool for its members**

*Software to allow more efficiency and better interprofessional communication*

**Ontario** – January 24, 2019 – The Ontario Kinesiology Association (OKA) is pleased to announce a collaboration with Hexfit. Through this collaboration, OKA and Hexfit will team up to promote the interest of Ontario kinesiologists. This is an advancement for kinesiologists as both parties work to develop tools to support practicing kinesiologists. Through this partnership, OKA will continue to promote Kinesiology within the Ontario healthcare system. Hexfit already centralizes client files between healthcare professionals in the province of Quebec so the addition of Ontario seemed a logical step to expand the Hexfit system further.

"After having developed partnerships in the province of Quebec and with the Canadian Kinesiology Alliance, it is only natural to help kinesiologists in Ontario." Says Etienne Dubois, president of Hexfit.

Krista Crozier, R.Kin, and OKA President stated, "this collaboration demonstrates the desire of kinesiologists in Ontario to innovate in the field by partnering with a company that facilitates exchanges between the various health professions".

One of the major programs on which Hexfit and OKA will work is Hexplorations (<http://hexplorations.com/en/>), a technological aid for research projects. Projects within the field of physical activity often require the development of a technological tool. Due to the elevated costs of this type of development, it is often a red light for researchers. Hexplorations, working in conjunction with the OKA and its Academic Advisory Committee, will be able to help researchers with their projects.

Furthermore, using Hexfit, kinesiologists will be able to centralize all of their tasks, from prescribing exercises to managing files. They will be able to complete their evaluations utilizing the Hexfit platform, and analyze their data as required. The collaboration will fuse technologies already developed by Hexfit with the knowledge of the OKA. The goal is to create and implement additional features will meet **and exceed** the needs of kinesiologists in Ontario. Making available the most effective client follow-up tools is the main objective of this partnership, kinesiologists will be recognized as the leaders in human movement and the preferred provider of practical, applied and

effective solutions for prevention and management of injuries, disabilities and chronic diseases. Kinesiologists will be seen as specialists for the improvement of overall health and performance.

This partnership will allow kinesiologists to focus on their core activities, enabling them to promote greater efficiencies and quality of intervention in order to optimize the achievement of their clients' objectives.

#### **About Ontario Kinesiology Association**

The Ontario Kinesiology Association was incorporated as the Ontario Association of Applied Kinesiology in May 1982, as a non-profit corporation without share capital. Today, the Ontario Kinesiology Association (OKA) has over 1,400 members.

The OKA currently engages in advocacy work on behalf of its members. We also serve to promote the profession of kinesiology to the general public, third party payers, and other healthcare providers.

#### **About Hexfit**

Hexfit is an interprofessional customer monitoring software in the field of health that centralizes the client's file between different stakeholders - whether they are in the same company or not - improving the process of achieving the objectives of citizens.

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