

GPRS TECHNOLOGY PROVIDES APPROPRIATE EMERGENCY RESPONSE

A NEW APPLICATION WHICH USES GPRS TECHNOLOGY TO ALERT TRAINED FIRST RESPONDERS TO EMERGENCIES WITHIN THEIR IMMEDIATE REACH HAS BEEN DEVELOPED BY A LONDON AIR AMBULANCE MEDIC. THE GOODSAM APP HAS A GLOBAL REACH AND HAS ALREADY STARTED TO ROLL OUT IN OTHER COUNTRIES INCLUDING IRELAND AND AUSTRALIA.

On average there are 5,000 medical emergencies each day in London and across the city there are thousands of trained individuals who could provide immediate assistance while waiting for the emergency services, including London Ambulance Service, to arrive.

Through the GoodSAM app, trained first responders (who may be off duty) including doctors, nurses, firefighters, paramedics, police officers and medical students can register to be alerted to incidents in their surrounding area and could be on scene within minutes. With a built-in Defibrillator function, app users can also easily identify public access defibrillators.

With over 1,500 first responders currently signed up as Good Samaritans across the UK (nearly 1,000 in London), London Air Ambulance is now calling on members of the public to become 'alserter'.

Neurosurgeon and London's Air Ambulance Doctor, Mark Wilson, and two technical developers, Ali Ghorbangholi and Ali Haddad, have developed the GoodSAM app which uses GPRS technology to alert trained first responders to emergencies within their immediate reach.

Mark Wilson said: "If a patient has a cardiac arrest or a traumatic head injury, it is the first few minutes after the incident that determine the outcome – life, death, or long-term brain injury. But in this time frame, we could never employ enough paramedics to be on scene in seconds. So, we need to alert people with the skills in the surrounding few hundred metres that can be.

"GoodSAM can revolutionise our

ability to get to the patient immediately and improve outcomes. Opening an airway and administering basic life support can save lives if done quickly enough. All around us are people who have these life-saving skills.... and can provide vital assistance until such time as the emergency services arrive at the scene."

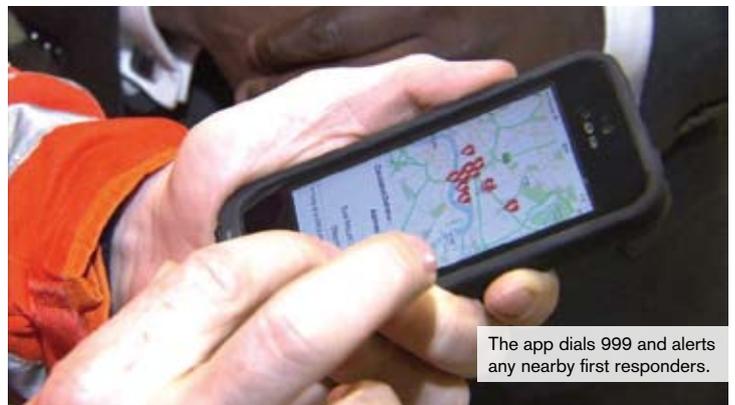
HOW THE APP WORKS

In a life-threatening emergency anyone who has downloaded the GoodSAM Alerter app can simply open it and press 'Call for Help'. The app identifies their geographical location and as soon as the call is confirmed as a medical emergency the app dials 999 to request the emergency services and sends a group alert to the nearest GoodSAM Responders.

When a GoodSAM Responder receives an alert, using the app they can either accept the request for help or reject it if they are unavailable. If they reject the request, the next nearest responder is alerted.

The caller is advised that a group of responders has been alerted and notifies them when a GoodSAM Responder is on their way.

The app guides the GoodSAM Responder to the exact location of the caller and identifies where the nearest



The app dials 999 and alerts any nearby first responders.

defibrillator is located. A built in messaging service means the caller and the responder can communicate on route if required.

Once on scene a GoodSAM responder can reassure the patient and begin performing basic first aid and life support as required before handing over the emergency services. All Good Samaritans are verified manually.

RELIABLE SOURCE

The GoodSAM app can pinpoint the nearest defibrillator, based on known information. Whether a GoodSAM responder or alserter, the uses of the app can add to this register making it the most comprehensive and reliable source of defibrillator information.

GoodSAM users can take photos of any defibrillators they locate and upload them to the app, noting their type, condition and most importantly their accessibility.

"The GoodSAM App is a free tool to help the public get emergency assistance from the local community.

"There is so much life-saving support, immediately available, if we can just tap into it," noted Dr Wilson, in conclusion.