



## **iRescu at the mHealth Summit 2012 – Mobile, Social and Saving Lives !**

Dec 2, 2012 - 9.30 AM

*By the iRescu Project team*

Come see The iRescu Project at mHealth Summit 2012 @booth 117 by the lounge, AND also our special roving mobile booth, that will be out there sharing info about iRescu throughout the Exhibit Floor.

iRescu is working to bridge social media, open data, saving lives, emergency services and social good. A core goal is to build an open data accessible geolocated AED (Automated External Defibrillator) data base - bridging existing very limited government data bases with validated crowdsourced data so that AEDs are accessible immediately where and when they are needed, along with other features such as Cardio-Pulmonary Resuscitation (CPR) prompts and global emergency call numbers. 911 systems benefit from access to comprehensive AED geolocation data, as do bystanders, at the scene of a cardiac arrest.

And here is why... Approximately 380,000 people each year die from sudden cardiac arrest outside of the hospital, and 85% of these deaths occur in the home. Use of CPR and AEDs can save many of these victims, however in < 25% of cases is CPR used, and < 2% is an AED used, even though in upto 80% there is a defibrillatable cardiac rhythm in the first few minutes. Sadly studies show, often an AED was even close by, but not identified or used. The iRescu Project has completed proof of concept and is at an advanced stage of development.

iRescu - one small step for technology, one giant leap for public health.

We will be announcing the winner of the pre-winter 2012 iRescu AED Geolocation Challenge at the mHealth Summit 2012 in Washington, D.C. This Geolocation Challenge was launched in September at the ECCU 2012 Conference. iRescu will also be launching a new Global AED Geolocation crowdsourcing challenge– from mHealth Summit 2012.

iRescu will launch the iRescu mHealth Summit 2012 Global AED Geolocation Crowdsourcing Challenge from our booth 117 on Monday December 3<sup>rd</sup> at 12 midday, to run until June 2013. The Winner of that Challenge will receive a Zoll AED, which will be presented to them in June 2013 during CPR/AED Week. And on Tuesday December 4<sup>th</sup> we shall be announcing the Winner of the most recent pilot iRescu AED Geolocation Challenge, and that hardworking Winner will be presented with a Defibtec AED at the iRescu booth 117 on Tuesday at 5pm.

So come check out iRescu on the mHealth Summit 2012 Exhibition Floor:

- Launch of the iRescu mHealth Summit 2012 Global AED Geolocation crowdsourcing Challenge from our booth 117 on Monday December 3<sup>rd</sup> at 12
- Demo's of the iRescu system capability @ booth 117
- See our special roving mobile iRescu booth –n the Exhibition Floor!
- Award to the iRescu pre-winter AED Geolocation Winner, Tuesday 5pm @booth 117
- Information and resources on how you can help save lives – maybe your own or a loved one. Even AED #mhs12 special discounts! @booth 117 and the roving mobile iRescu booth.

**(For more information about the iRescu project contact:  
Nadine Levick, MD, MPH at (917) 992-2979 or by email: nadine@iRescu.info)**

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