



## **iRescu is headed to the mHealth Summit!**

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By the iRescu Project team

iRescu is proud to announce that we're going to the 2012 mHealth Summit on December 3-5, in Washington, D.C. Come see us at Booth 117, right by the lounge. iRescu is a transformational project and at an advanced stage of development. We're going to be showcasing iRescu's scalable and translatable potential to integrate a public health and public safety solution.

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 Defibrillators) 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. 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 fewer than 25% of cases is CPR used, and in less than 2% is an AED used, even though upto 80% of cases there is a defibrillatable cardiac rhythm in the first few minutes – and studies have shown, often an AED close by.

AEDs are clever simple electronic devices that save lives - and are a crucial part of the chain of survival in sudden cardiac arrest. They are designed for lay people to use them- the more immediately they are used - the better the chance of a successful outcome.

iRescu, an innovative system which harnesses smartphone, cloud-based and crowd-sourced advanced technologies to bridge the current gaps in the chain of survival from sudden out-of-hospital cardiac arrest (OHCA). iRescu has completed proof of concept, and is ready for pilot implementation. Developed by an interdisciplinary global team under the umbrella of the NGO EMS Safety Foundation, iRescu creatively makes it easy, accessible and free for bystanders to save lives with basic skills in the palm of their hands anywhere in the world – with relevant information on CPR skills and AED use and location, as well as locally specific global emergency numbers, augmenting government data with social media. iRescu - one small step for technology, one giant leap for public health.

From the outset iRescu has been designed to be scalable and translatable to diverse environments – and importantly sustainable. It's somewhat unconventional fabric seamlessly integrates multiple established social media platforms and new social technology with the community and creates and disseminates information that in real time assists and integrates both emergency services and the public. It brings together technology expertise with acute health care, human factors, creative design and social media expertise – as well as emergency services.

iRescu is an original concept, the core of its strong interdisciplinary model integrating social media, social good, emergency services and sustainability design has kept it unique.

Come check us out at our booth on the mHealth Summit Exhibition Floor (Booth 117)

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