

**COMPANY**

MedicAlert

**SOLUTION**

RapidSOS Connect

**INDUSTRY**

Healthcare

**DATA SOURCES****SHARED WITH 911:****Real-time data**Device-based  
location**Static data**Identification  
Demographics  
Health

# How MedicAlert Connects Life-Saving Data with 911

## Goals and Opportunity

The MedicAlert Foundation is a nonprofit membership organization whose mission is to save and protect lives by sharing vital medical information in its members' times of need. MedicAlert members receive an engraved medical ID, in addition to an online health profile they can maintain with MedicAlert.

Many of its members have special healthcare needs, like those with Alzheimer's, dementia, autism or other mental disorders, heart disease, diabetes, or epilepsy. MedicAlert was looking for a way to accelerate information sharing to help first responders get on scene faster while materially improving the lives of their members.

"We realized that getting information to the first responder community even sooner in an incident could improve outcomes," said Josefina Jervis, president and chief operating officer of MedicAlert.

## Partnering with RapidSOS

MedicAlert sought to partner with an official 911 service provider, trusted by first responders, with the coverage necessary to protect its members across all 50 states. The company chose to partner with RapidSOS to share vital medical information with 911 in its members' times of need. This information, which includes data such as allergies, medications, implanted devices, and patient instructions like a DNR, is shared securely through the emergency response data platform during an emergency.

When a phone number with a MedicAlert ID attached calls 911, information from their profile is immediately shared with the responding telecommunicator.



*RapidSOS sends our member's voluntarily shared information with 911. We knew Emergency Communications Centers needed medical data, and we wanted to work with a partner who has the trust of over 4,800 911 centers nationwide."*



**JOSEFINA JERVIS**  
President and COO  
MedicAlert

## How it Works

1. MedicAlert member calls 911 from the number associated with their profile
2. Data from their online profile is simultaneously shared on the telecommunicator's screen
3. The telecommunicator can relay this information to first responders on scene

## Results

With access to vital medical information, 911 telecommunicators can quickly assess what resources are needed, and help first responders make decisions before they even arrive on scene. By sharing data with first responders, MedicAlert is able to provide a greater level of protection to their members.

Recently, RapidSOS and MedicAlert have expanded their partnership into the United Kingdom, to share members' life-saving medical information with the National Health Service in emergencies.