RapidSOS

How Emergency Intelligence Data Empowers Public Safety

Introduction

RapidSOS is an intelligent safety platform that provides Emergency Communication Centers (ECCs) and 911 telecommunicators with access to life-saving information in an emergency.

When first responders arrive on a scene, they may be confronted with people who are injured, uncommunicative, or unconscious. The environment is often chaotic, full of smoke from a fire, bad visibility due to weather conditions, or multiple people experiencing the worst day of their lives. Lack of prior data about the situation, number of victims, their health, and other information can result in confusion and delays, costing lives in the process.

Traditional 911 infrastructure was built in the 1960s and provides telecommunicators limited access to data. Until recently, securing an accurate location from a mobile caller was a challenge. RapidSOS was founded in 2012 to solve the location data challenge by connecting device location data directly to Emergency Communication Centers.

However, it became apparent that the 911 data challenge didn't end with location. There was a huge opportunity to give first responders further situational awareness with additional emergency intelligence data. RapidSOS's technology evolved to ensure that additional data from other connected devices could also reach 911 telecommunicators in an emergency.

Traditional 911 system

The traditional 911 system relies on voice, and the information that Emergency Communication Centers receive can be extremely limited, dispersed, and disorganized. 911 telecommunicators and first responders can spend precious minutes trying to ascertain facts from the caller on their environment, emergency, and other critical details.

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RapidSOS Intelligent Safety Data

In contrast, the intelligent safety data sent to Emergency Communication Centers through RapidSOS is expansive, centralized, and clearly presented to give a thorough overview of the emergency, including information such as:

- Vehicle crash data
- A caller's medical history
- Commercial building layouts
- Reports of gunfire in the area
- Bystander photos, videos, and texts

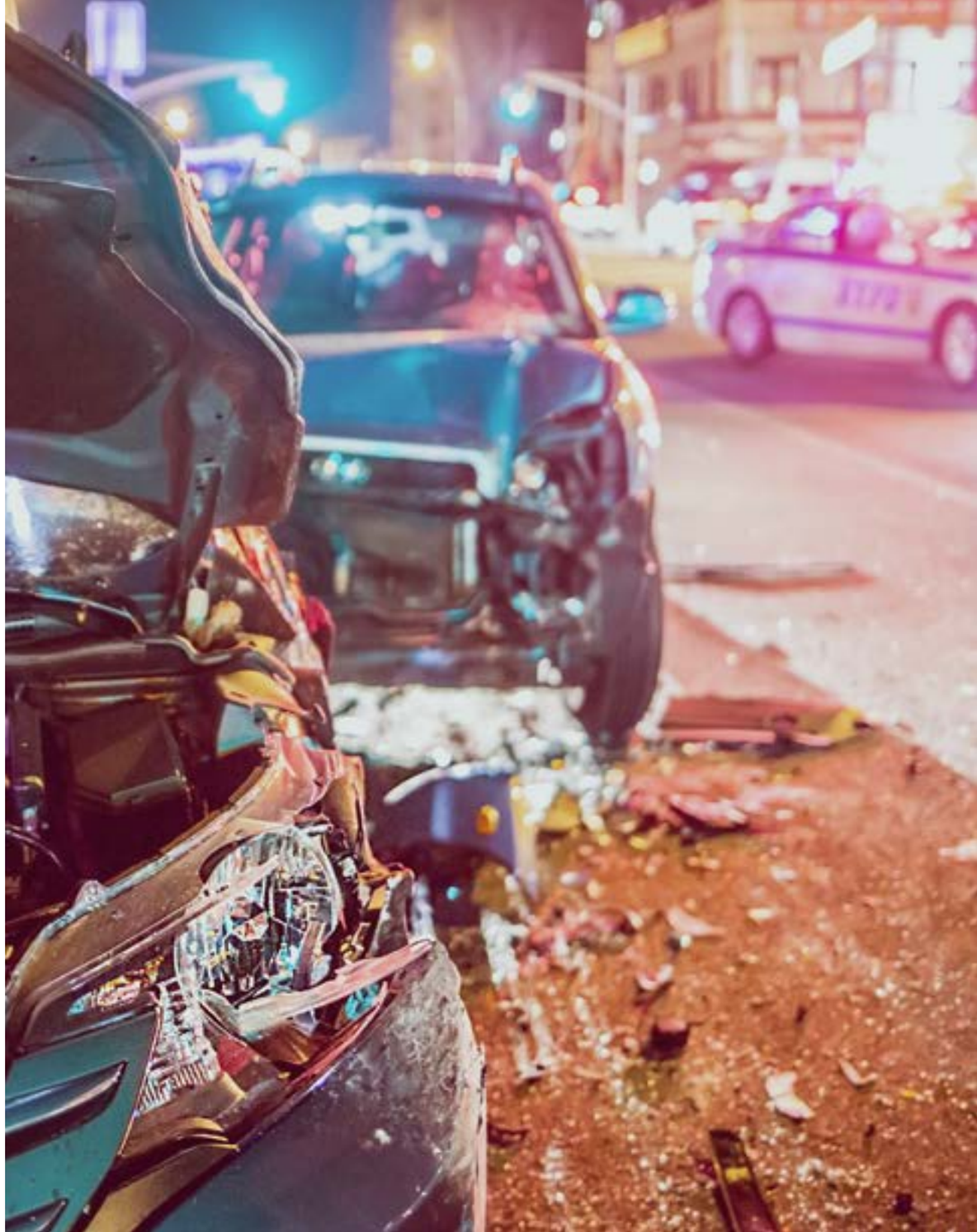
RapidSOS makes it possible for businesses like yours to help connect emergency response teams to life-saving data that will help them provide the right assistance, even if the 911 callers are unresponsive or unable to communicate.

What is intelligent safety data and why is it important?

Intelligent safety data is information that creates unprecedented situational awareness for first responders. This data is transmitted securely through the RapidSOS emergency response data platform directly to the screens of 911 telecommunicators during an emergency.

Intelligent safety data not only helps to precisely pinpoint a caller's location and provide information about their surroundings, but it also delivers real-time information that is critical to saving lives. This data can be leveraged to:

- Clarify information about the severity of a car crash, including passenger seating configurations, velocity, airbag deployment, number of rollovers, and seatbelt use
- Ensure responders are prepared for any health issues the caller may have, including existing health conditions, medications, or implanted devices such as a pacemaker
- Offer extra details about building layouts, including stairwell, door and window locations, the status of locks, and where to find shut-off valves
- Inform rescuers about environmental challenges like air quality, temperature, and precipitation



Why should companies share intelligent safety data with 911?

Where does all of this data come from? RapidSOS has relationships with leading tech companies, including:

SiriusXM SimpliSafe Uber GRUBHUB

... and many more. Health systems, home security providers, smart vehicles, streaming services and other data-rich companies can now share their data safely and securely through the RapidSOS Platform. . Acting as a secure clearinghouse, RapidSOS transmits this critical data swiftly to 911 telecommunicators during an emergency, without storing it.

When tech innovators integrate their data with 911 through RapidSOS, they not only help save lives; they build stronger relationships with the customers who depend on them.

In a recent study, 58% of Americans said they feel actively worried about their safety every day.[1]

By sharing data with RapidSOS, businesses can help:

- Give customers peace of mind, knowing that first responders will have access to their vital information in case of an emergency
- Empower a faster, more effective emergency response, whether to the scene of a vehicle accident, a business break-in, or a heart attack
- Solve the 911 data challenge by integrating with a powerful platform that delivers critical information for situational awareness

[1] https://www.safewise.com/state-of-safety/

What are the different types of intelligent safety data?

Types of intelligent safety data

Emergency responders can benefit from two types of intelligent safety data prior to arriving on the scene; real-time data, and static data. Data in either category can be critical to the response process.

Real-time data

Medical wearables
such as watches, fitness trackers, or implanted devices that provide data like heart rate, blood pressure, blood sugar, and oxygen levels

Connected car data
that can tell responders how many people were in a car, which airbags deployed, and who was wearing their seatbelt as well as what speed the vehicle was traveling and how many times it rolled

Building data
that delivers information on interior temperatures, presence of smoke or CO_2, humidity or movement in the home

Multimedia devices
that can transmit text messages as well as images or video of a car crash, assault suspects, a potentially abducted child, or a crime in progress

Static data

Identification data
such as name, emergency contacts, phone number, email, and physical address

Demographic data
such as age, gender, ethnicity, height, and weight

Health data
such as existing medical conditions, disabilities, and medications or treatment protocols, plus relevant physician names and contact information

Sources of the intelligent safety data 911 telecommunicators want to receive:

Dispatchers surveyed would recommend systems that can send verified information to 911 via RapidSOS over ones that cannot by a ratio of more than four to one:

83% would recommend a connected car system

83% would recommend a connected home security system

85% would recommend a connected PERS device

88% would recommend a connected mobile app

Why do Emergency Communication Centers want intelligent safety data?

intelligent safety data shared through RapidSOS's many partnerships with technology companies provides unprecedented situational awareness, delivering vital information that helps emergency responders save lives.

92% of 911 dispatchers agree that having additional information from RapidsOS speeds emergency response process[2]

93% of 911 dispatchers agree additional data leads to more appropriate use of first responder resources and better patient outcomes[3]

[2] US Dispatcher Survey, August 2020
[3] Wakefield ECC Research Survey 2020

What kind of data do Emergency Communication Centers want to receive through the RapidSOS Platform?

Having this information at the time of dispatch gives emergency personnel unprecedented situational awareness and helps them to arrive on the scene better informed.

Medical Data	Wearable medical devices can provide real-time health information MedicAlert can deliver health profile data including medications and allergies
Vehicle Data	Connected car systems can tell how fast a vehicle was moving, and if it rolled Passenger numbers, seatbelt compliance, and airbag deployment can be confirmed
Building Data	First responders can see building layouts, locations of unlocked doors, and more Dangers such as smoke, gas leaks, CO2, or intruders can be identified and tracked
Situational Data	Onlooker reports via text, image, or video are seamlessly added to reporting Progress of a car chase, attempted abduction, or fleeing suspect can be monitored

Whether it's an elevated heart rate prior to collapse, carbon monoxide poisoning due to a gas leak, how many people were in the car on impact, or which way a vehicle carrying an abducted minor was seen heading, this intelligent safety data can help save lives.

3 Powerful Examples of Intelligent Safety Data Saving Lives

Elderly man's Apple Health app saves his life in Kirkwood, MO

A confused elderly man called 911 on his mobile phone, but was not able to provide his location. The dispatchers at the responding Emergency Communication Centers used quick thinking to aid the distressed caller. Within the RapidSOS Portal, dispatchers were able to view his precise location, along with his Apple Health information, including his age, address, medical conditions, medications, emergency contacts, and even his doctor's information.

With the rich additional data provided, police and EMS were dispatched to the exact location, the caller's son was notified, and paramedics received his accurate medical history. According to Kirkwood PD, "The background information that was available allowed for us and EMS workers to provide a better assessment and better understanding of why the caller was confused. We were able to make the necessary notifications and have a more successful outcome."

Kirkwood, MO Police Department

Apple Watch alerts 911 of a hard fall in Greenup County, KY

When a bicycle accident sent an individual off of his bike and onto the floor, he hit his head and became unconscious. His Apple Watch on his wrist detected a hard fall and in turn called 911 to report the incident. Dispatchers at the responding emergency communication center used RapidSOS Portal to receive information from the smart device.

The bicyclist's exact location at the time of the incident was used to dispatch police to his location, as well as the information that the user had had a hard fall. According to Director of Greenup County E-911, Buford Hurley, "He was unconscious when they arrived, so he couldn't have called... it saved his life because the trauma caused a brain bleed and he could have died."

Greenup County, KY E-911

Uber driver uses Safety Toolkit to save passengers life in Athens-Clarke, GA

An Uber driver ended a ride when an intoxicated man became aggressive toward his girlfriend, but outside of the Uber vehicle, the man began hitting the woman and the car. Using the Safety Toolkit within the Uber app to call 911, the driver relayed details of the event and how the man had caused physical harm to the woman. At the responding emergency communication center, dispatchers used RapidSOS which automatically shared information about the make, model and license plate number of the Uber vehicle.

First responders were enabled to arrive on scene within just four minutes of the initial 911 call. According to Athens-Clarke County Police Capt. Keith Kelley, "Getting the Uber vehicle information is important to us because people may not know the exact make and model of the Uber vehicle they're riding in. This gives it to us electronically and we can get people to them that much faster."

Athens-Clarke County, GA

Becoming RapidSOS Ready

When you join us in our mission to transform emergency response through the RapidSOS Platform, you immediately add value across multiple fronts.

01	**You deliver life-saving information directly to 911 telecommunicators and first responders.**
02	**You empower a faster, informed, and more effective emergency response.**
03	**You provide customers peace of mind in case of an emergency.**

Being RapidSOS Ready means that in the case of an emergency, the data you provide through the emergency response system just might save a customer's life.

Ready to learn more about RapidSOS?

Reach out to our experts to learn more and schedule a free consultation.

TALK TO AN EXPERT

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