

The Launch of the PulsePoint App



What is PulsePoint?

- PulsePoint is a smartphone application that alerts trained individuals of nearby incidents requiring cardio pulmonary resuscitation (CPR) or the deployment of an Automated External Defibrillator (AED) device.
- PulsePoint empowers citizens to become Good Samaritans and enables them to assist the region's award-winning EMS professionals by intervening in the crucial early moments of cardiac arrest.
- The PulsePoint Respond application relies on a 911-integrated software to alert bystanders of a Sudden Cardiac Arrest incident, requiring CPR.
- HeartMap will populate the database in PulsePoint AED application to notify citizens of the nearest AED device.
- Both the PulsePoint AED and PulsePoint Respond applications will be available in Allegheny County

How does PulsePoint work?

- **1. A call is made to 911 to report an individual needing CPR or the deployment of an AED.**
- **2. The dispatcher alerts paramedics of the incident and users of the PulsePoint application simultaneously receive a notification, alerting them of the incident and the location of the nearest AED device.**
- **3. The bystander can rush to the site of the incident and assist with resuscitation while awaiting EMS response.**
- **4. A notification after the incident will prompt users to report on the results of the resuscitation.**

Why is bystander intervention so critical?

- Sudden Cardiac Arrest (SCA), the rapid loss of heart function, is the leading cause of death in the United States with over 325,000 deaths annually and approximately 1,000 per day.
- Within 8 minutes of an SCA incident, an individual can sustain irreversible brain damage or die without action. Administering CPR during the critical early minutes of SCA while awaiting paramedic response can restore blood flow to the brain and heart.
- The American Heart Association states that bystander intervention within minutes of an SCA event can double or triple an individual's chance for survival.
- The PulsePoint Respond application enables citizens to become Good Samaritans, take immediate action, and assist the stellar EMS professionals throughout Allegheny County.

Importance of AED devices and AED registry

- The majority of SCA incidents are caused by ventricular fibrillation, an unsynchronized change in heartbeat. An individual's chances of survival decrease 7-10% each minute without defibrillation.
- An Automated External Defibrillator (AED) device can automatically determine whether or not an individual needs to be defibrillated and data shows that the device is 90% effective in determine the proper course of action.
- Commonly found in public places, AED devices can be used by laypeople who are trained to use one.
- The PulsePoint AED application's database of AED locations will be populated through Heart Map, an online system through which individuals and businesses can register their AED device.

Connecting citizens to top-notch EMS professionals

- PulsePoint will be available in all 115 municipalities for which Allegheny County's 9-1-1 Center dispatches.
- The centralized computer-assisted dispatch (CAD) system at Allegheny County 911 grants each municipal EMS bureau access to shared data.
- Many of the area EMS bureaus are members of the Allegheny County EMS Council, an organization that connects bureaus, encourages collaboration on solving industry issues, and offers professional and leadership development for EMS employees.
- The City of Pittsburgh Bureau of EMS's Community Outreach Program and Education (COPE) offers residents AED/CPR training sessions, car seat safety seminars, and free health screenings.

Partners

- **City of Pittsburgh**
- **Allegheny County**
- **University of Pittsburgh School of Medicine**
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