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PulsePoint Citizen Responder CPR/AED Mobile App

Richard Price, President
PulsePoint Foundation

Sudden Cardiac Arrest

- Nearly 1,000 people a day die from Sudden Cardiac Arrest (SCA) in the U.S. Worldwide millions die annually
  - One person every two minutes
  - A youth athlete dies from SCA every 3 days (average age 17)
- Many of these deaths occur needlessly

PulsePoint Foundation

- Increase Sudden Cardiac Arrest survival rates in a massive way worldwide
  - As many as 30 to 50 percent would likely survive if CPR and AEDs were used within five minutes of collapse
  - Replace “good luck” with groundbreaking technology and paradigm shift to citizen as first, first responder

“Time is Brain”

- With every minute the chance of survival is reduced by 7-10%
- Within 4-6 minutes brain damage starts to occur
- After 10 minutes few attempts at resuscitation succeed

“Time is Brain”

According to the AHA bystander CPR is only performed 25% of the time.

According to the CARES registry a public access AED is used only 3% of the time.

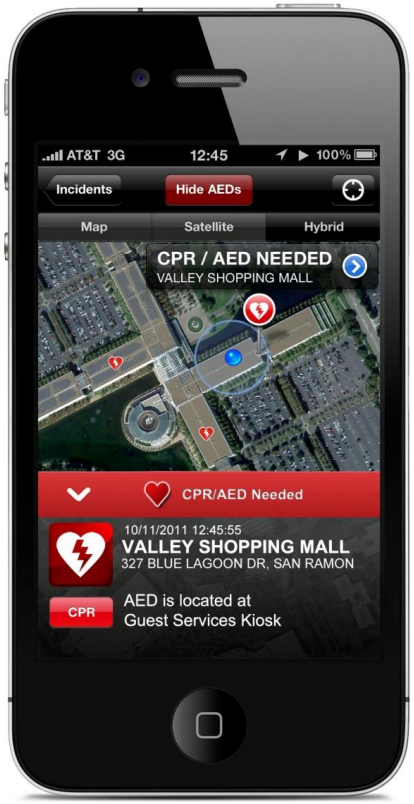
How can PulsePoint make a difference?

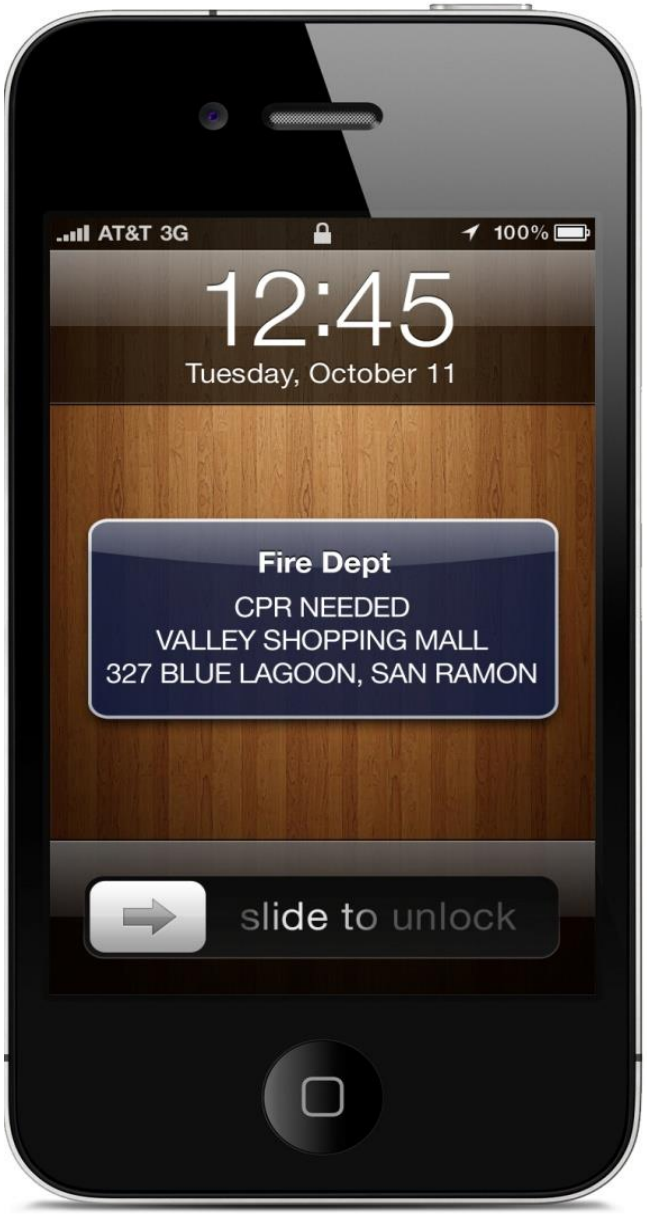
- Improve the frequency of bystander CPR by increasing awareness of cardiac events beyond the traditional “witnessed” area
- Improve awareness and speed of public access defibrillator (AED) deployment by providing precise location information of nearby devices in real-time and in context with the rescuers location

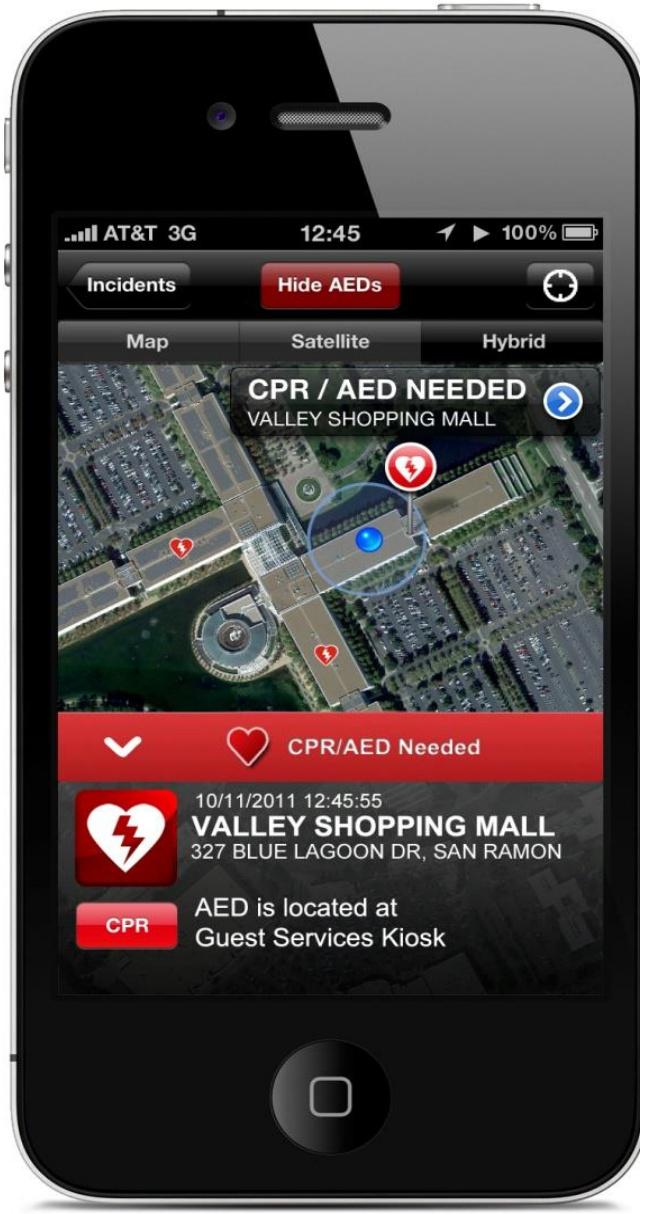
What does PulsePoint do?

- The PulsePoint mobile app alerts CPR-trained bystanders to someone nearby having a sudden cardiac arrest that may require CPR, so that CPR can begin immediately
- The app directs these citizen rescuers, with a live map, to the nearest AED

The PulsePoint App







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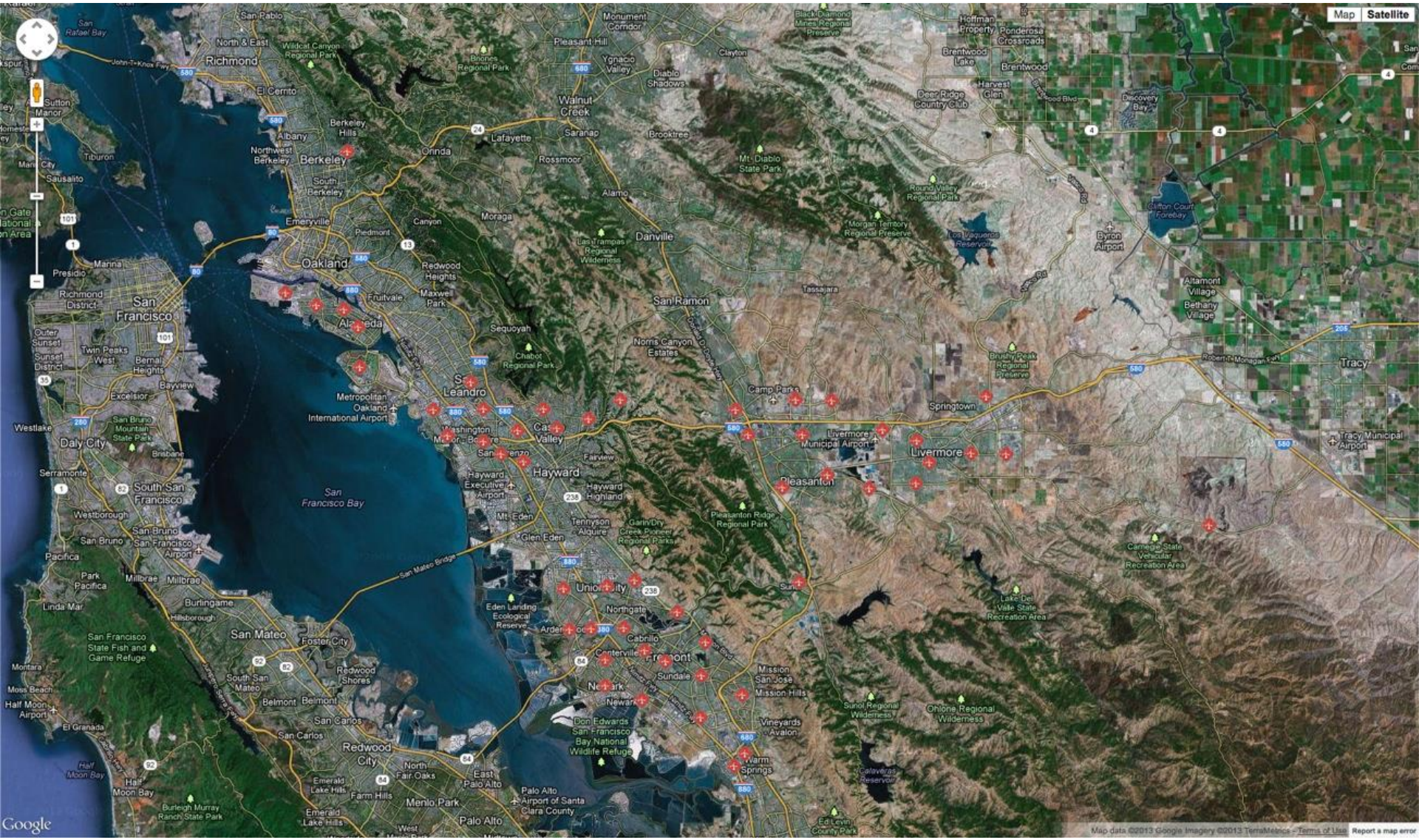

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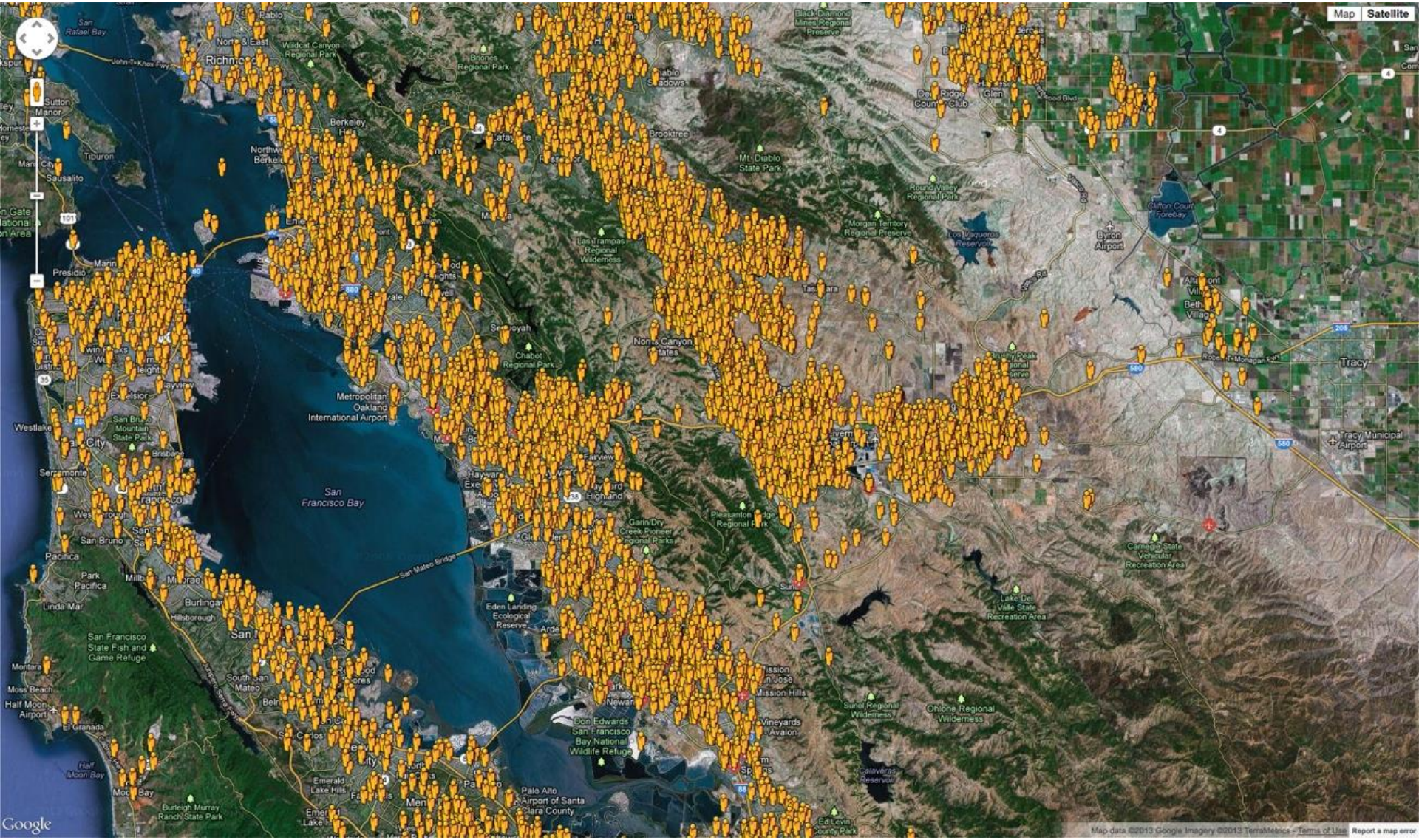

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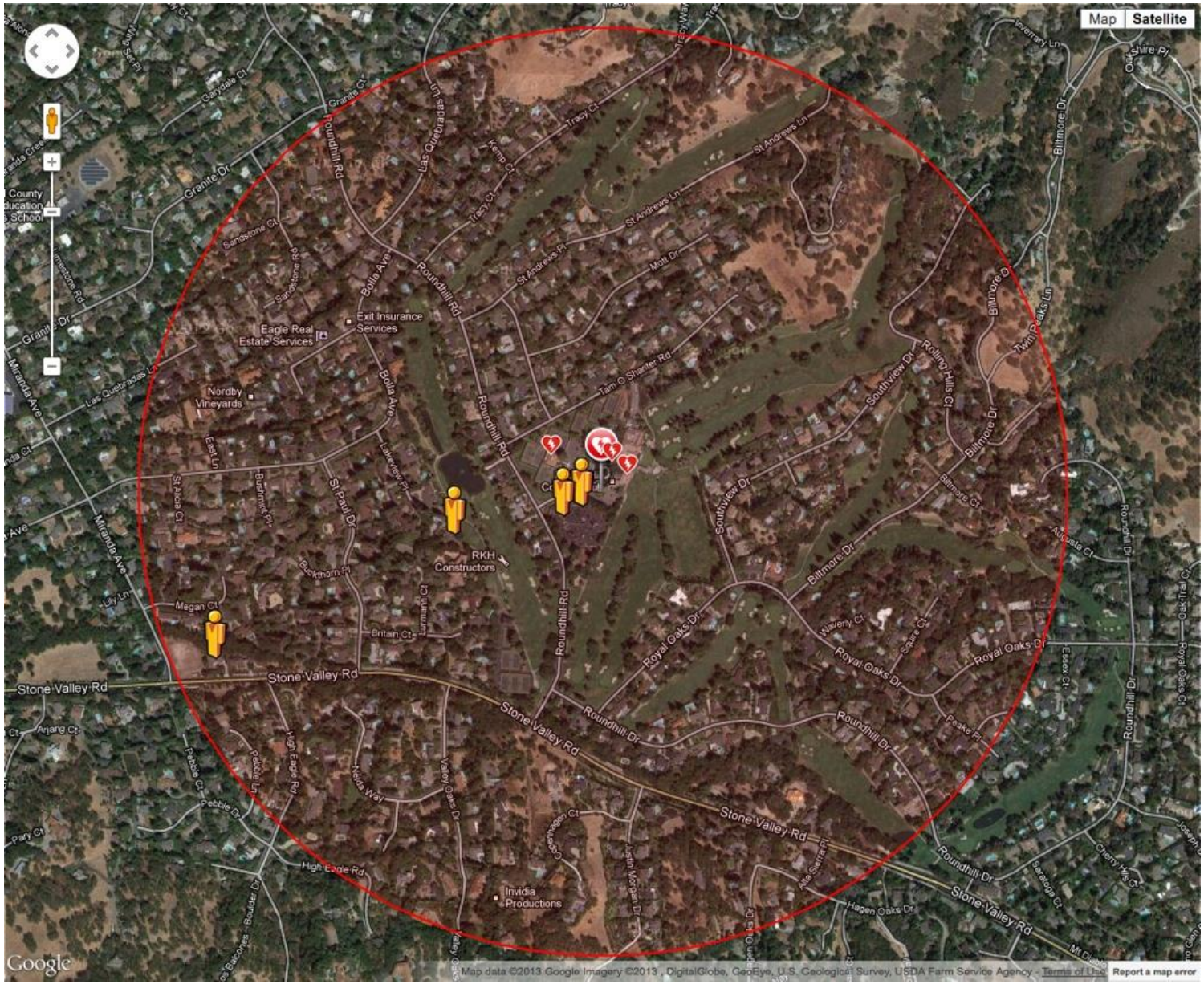

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Map
Satellite
Place: Round Hill Country Club - Lobby
Coordinates: 37.855707, -122.007717
Description: Main Floor (left wall at Reception
Roundhill Rd
3162
Roundhill Rd
Round Hill Country Club
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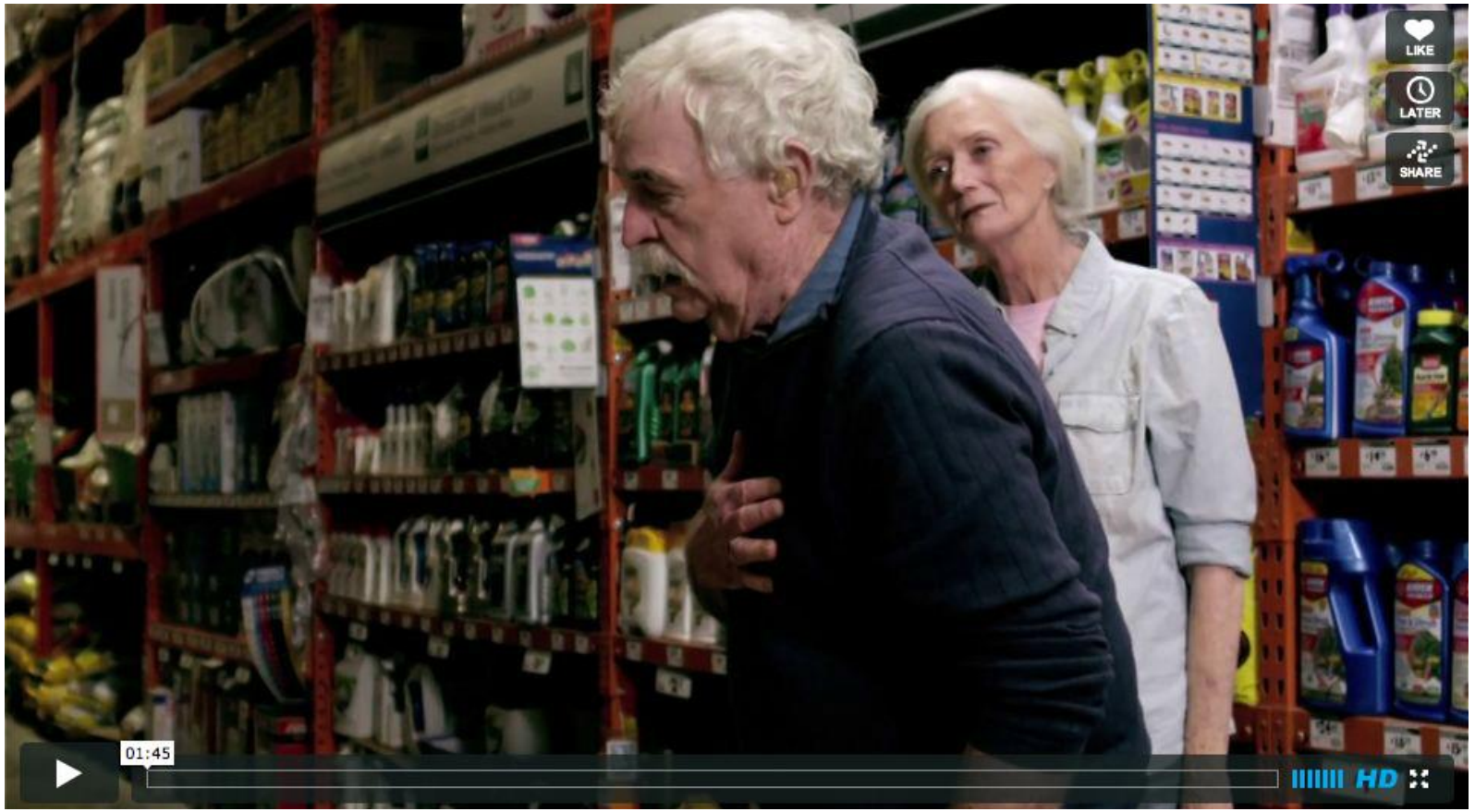
Public Service Announcement



Additional Information

- The app is available for download from the Apple App Store and Google Play
- Visit the website at PulsePoint.org
- Visit facebook.com/PulsePoint
- Follow @PulsePoint for general news and @1000livesaday for real-time activations

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