



## The City of Parma Ohio Fire Department

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## FOR IMMEDIATE RELEASE

### Media Release and Electronic Press Packet

NORTHEASTERN OHIO, June 19<sup>th</sup>. 2017 – The communities of Parma, Parma Heights, Brooklyn and Brook Park and their respective Fire and Emergency Medical Services (EMS), in conjunction with the University Hospitals EMS Training and Disaster Preparedness Institute Department will join the PulsePoint Foundation via the PulsePoint Respond app. This premier event will be held in conjunction with the nationally recognized Cardio Pulmonary Resuscitation (CPR) and Automated External Defibrillator (AED) Awareness week sponsored annually by the American Heart Association (AHA).

The PulsePoint initiative between the UH Parma Medical Center and the prehospital care providers under the umbrella organization known as the Parma Regional Dispatch Center. UH Parma Medical Center provided financial support to provide for and allow the launch of this innovative program which will allow for quicker initiation of the Chain of Survival for someone experiencing a cardiac arrest. University Hospitals Parma Medical Center is committed to building lifesaving communities consistent with their mission to Heal, to Teach and to Discover.

**There will be a press conference with a light luncheon and press corps reception to be held on June 29<sup>th</sup>. 2017 beginning at 10:30 am at Parma Fire Station One (1) located at 5625 Pearl Road in the City of Parma. Representatives for each community mentioned will be on hand for personal interviews if requested.**

The collective fire departments, operating under the umbrella organization known as the Parma Regional Dispatch Center (PRDC), and the assistance of the UH EMS Training and Disaster Preparedness Institute will present the value of this life saving program to the community and will offer insight to the value of early CPR and the application of AED's in a cardiac emergency. The latest AHA guidelines state that such community programs could increase bystander CPR to the roughly 326,000 cardiac arrests that happen outside the hospital each year.

Speakers and EMS professionals will detail the benefits of the mobile PulsePoint app, which alerts CPR-trained citizens of cardiac events in their vicinity so they may administer aid and, in conjunction with TAC Computers Inc., notify users of the closest available Automated External Defibrillator (AED). Early application of bystander CPR and rapid defibrillation from an AED are the key to most successful resuscitative efforts.

The PulsePoint app provides this crucial link in the survival chain and is not limited to emergency responders or those with official CPR certification, as it can be used by anyone who has been trained in CPR by providing the users with an active display of all local AEDs. The free PulsePoint app is available for iPhone and Android and can be downloaded from the iTunes Store and Google Play.

*“The Parma Fire Department is excited and proud to provide this technology to our collective communities and I know I speak for my fellow Fire Chiefs when I say that we are thankful for our partners of the University Hospital EMS Training and Disaster Preparedness Institute for providing the funding for this innovative program”* said Chief Michael Lasky of the Parma Fire Department.

*“Though a few cities and prehospital systems currently employ this technology throughout northeast Ohio it is only through the collaboration of the cities of Parma, Parma Heights, Brooklyn and Brookpark, under the Parma Regional Dispatch Center, and through the generosity of the UH EMS Training and Disaster Preparedness Institute that we are able to offer it to such a wide ranging community base. We make the safety and welfare of citizens our highest priority.”* said Mayor Tim DeGeeter of Parma.

*“The project expands PulsePoint coverage in a large geographical area within northeastern Ohio and could impact the lives of roughly 130,000 to 200,000 citizens on a daily basis”* said Dan Ellenberger Director of the University Hospital EMS Institute.

### **About The Parma Regional Approach**

The Parma Regional Dispatch Center is a geographical and regional mission to share valuable resources. The PRDC is the primary PSAP for a vast and diverse citizenry serving the communities of Parma, Parma Heights, Brooklyn and Brookpark. The innovative approach to “service sharing” was made possible through the proactivity and forethought of the area Mayors, Fire and Police Chiefs throughout these communities.

### **About University Hospital and the EMS Training and Disaster Preparedness Institute**

Today, University Hospitals is one of the nation’s leading health care systems, providing high-quality, patient-centered medical care at locations throughout Northeast Ohio. Committed to advanced care and advanced caring, University Hospitals offers the region’s largest network of primary care physicians, outpatient centers and hospitals. The System also includes a network of specialty care physicians, skilled nursing, elder health, rehabilitation and home care services, managed care and insurance programs, occupational health & wellness, and the most comprehensive behavioral health services in the region.

Since 1983, The EMS Education Department at UH Parma Medical Center has produced professionally trained, high-caliber Paramedics and EMT-Basics. In partnership with communities throughout northeast Ohio the Institute provides medical direction, training with innovative and cutting edge pre-hospital solutions. University Hospitals of Cleveland have been a leader in the fields of prehospital and definitive medical care throughout Northeast Ohio.

U.H. has expanded their expertise through partnership with the providers of prehospital emergency care by offering state of the art training, education and innovative solutions to the myriad of life and death situations found in the emergency prehospital setting.

#### **About the PulsePoint Foundation**

PulsePoint is a 501(c)(3) non-profit foundation based in the San Francisco Bay Area. Through the use of location-aware mobile devices, PulsePoint is building applications that work with local public safety agencies to improve communications with citizens, empowering them to help reduce the millions of annual deaths from sudden cardiac arrest (SCA). Deployment of the PulsePoint app can significantly strengthen the “chain of survival” by improving bystander response to cardiac arrest victims and increasing the chance that lifesaving steps will be taken prior to the arrival of emergency medical services (EMS). PulsePoint is built and maintained by volunteer engineers at Workday and distributed by our marketing and implementation partner Physio-Control, Inc. CTIA Wireless Foundation is a key sponsor and advocate of PulsePoint, providing industry and financial support. Learn more at [www.pulsepoint.org](http://www.pulsepoint.org) or join the conversation at Facebook and Twitter. The free app is available for download on iTunes and Google Play. (we will include links)

#### **About Sudden Cardiac Arrest**

Although a heart attack can lead to sudden cardiac arrest (SCA), the two are not the same. SCA is when the heart malfunctions and suddenly stops beating unexpectedly, whereas a heart attack is when blood flow to the heart is blocked, but the heart continues to beat. Each year, more than 420,000 out-of-hospital cardiac arrests occur, making it the leading cause of death in the United States. Survival rates nationally for SCA are less than eight percent, but delivery of CPR can sustain life until paramedics arrive by maintaining vital blood flow to the heart and brain. However, only about a third of SCA victims receive bystander CPR. Without CPR, brain damage or death can occur in minutes. The average EMS response time is nine minutes, even in urban settings; after 10 minutes there is little chance of successful resuscitation. The American Heart Association estimates that effective bystander CPR, provided immediately after SCA, can double or triple a person’s chance of survival.

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