

# RICHARD PRICE

- » President, PulsePoint Foundation
- » Ret. Fire Chief of San Ramon Valley Fire Protection District
- » Tenet Hospital Governing Board Member (SRRMC)



# WANTED BY THE FBI

BANK ROBBERY

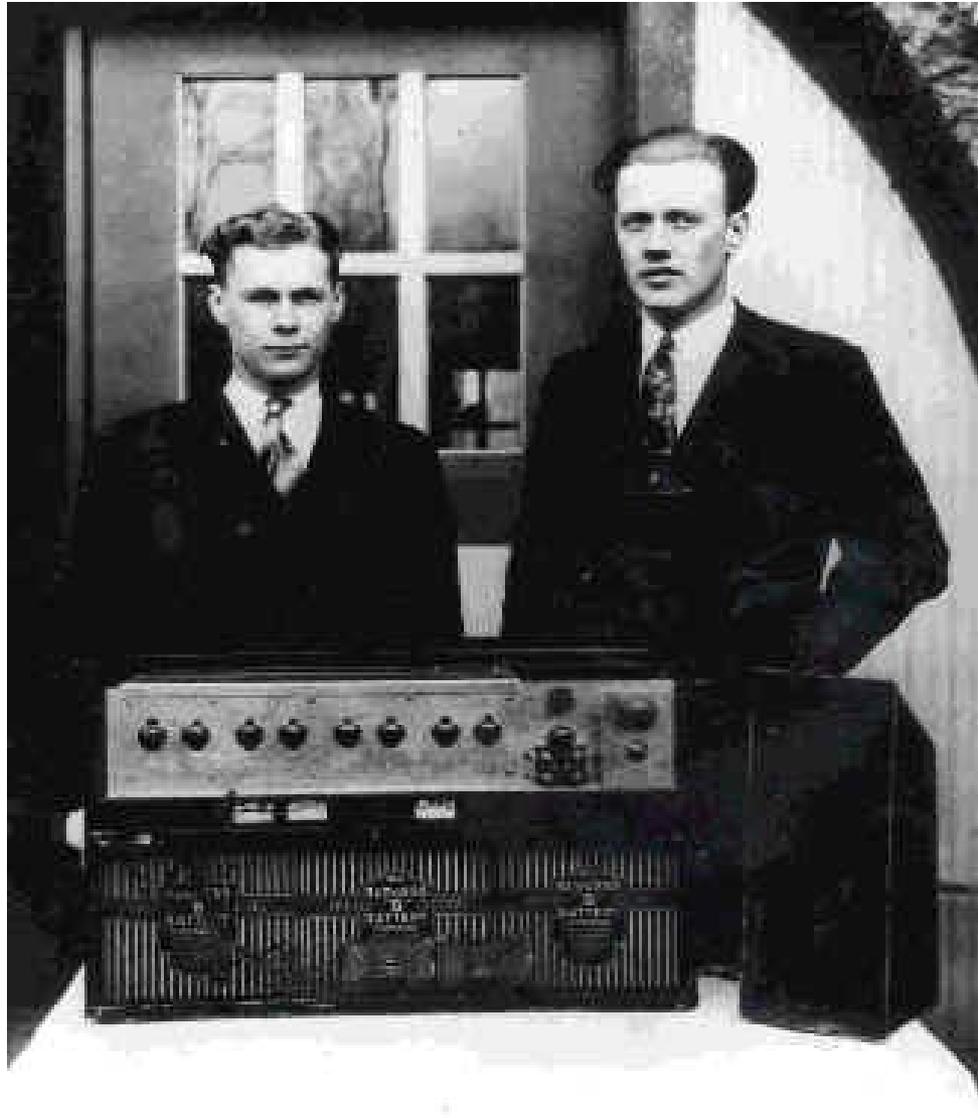
UNLAWFUL FLIGHT TO AVOID CONFINEMENT - ARMED ROBBERY

Photograph taken October 24, 1945

Photograph taken April 3, 1945



**WILLIAM FRANCIS SUTTON,**



# RADIO DISPATCHED



1928-2014 =  
**86** years





2007: iOS 1—The iPhone is born

2008: iOS 2—3<sup>rd</sup>-Party Apps

2009: iOS 3—Push Notifications

2010: iOS 4—Multi-Tasking

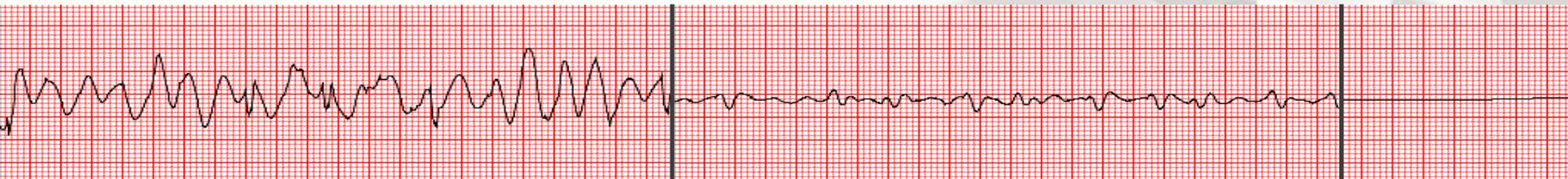
**2011: PulsePoint Released**



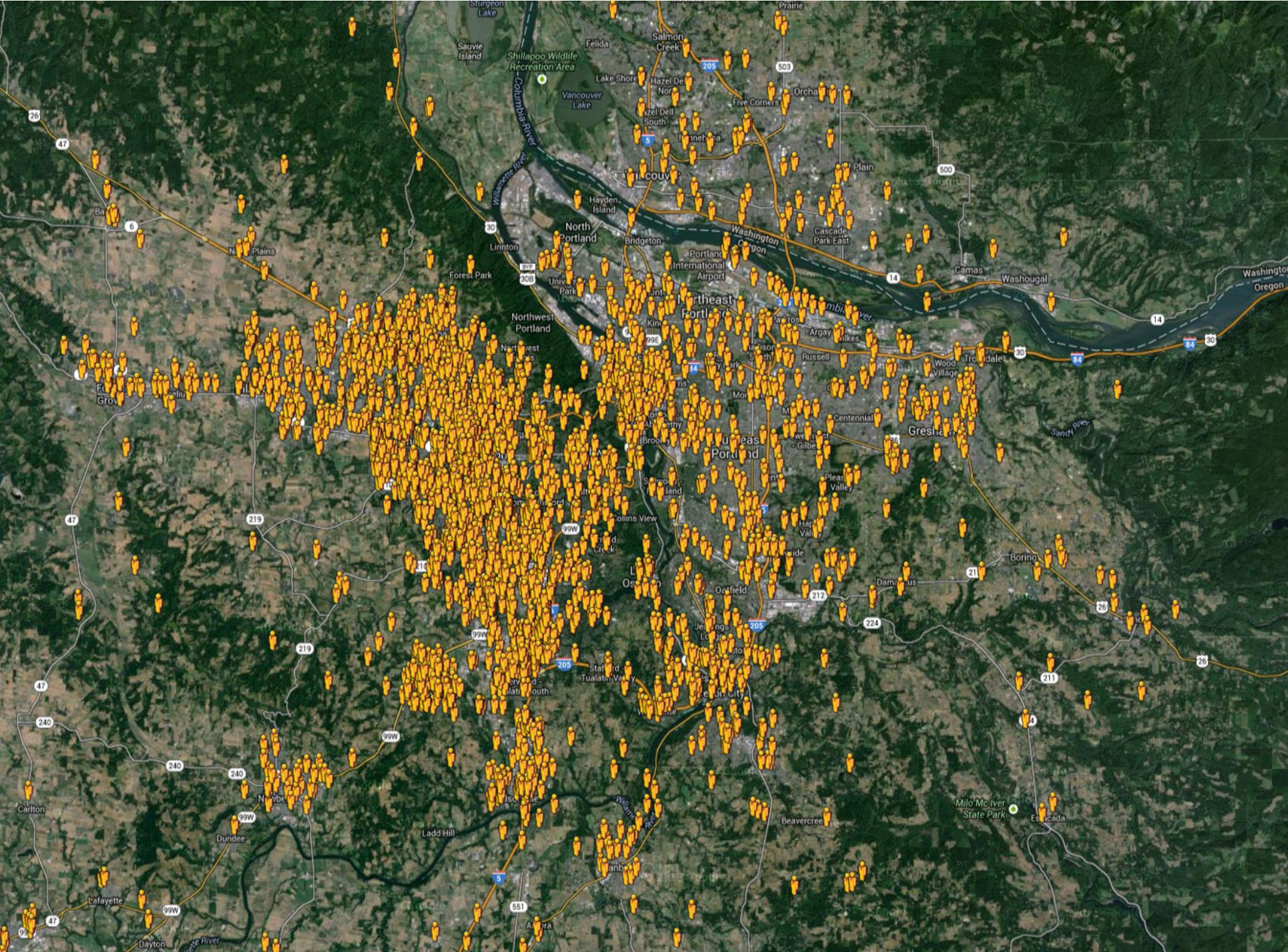
# CUMULATIVE RESPONSE TIMELINE

Response time is the biggest challenge we face with sudden cardiac arrest

## PulsePoint



Effective bystander response is crucial to improving out-of-hospital cardiac arrest survival









# CASE HIGHLIGHTS

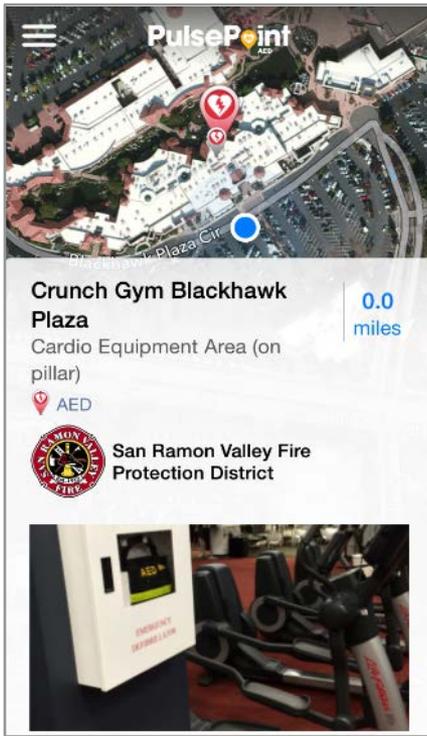
## PulsePoint



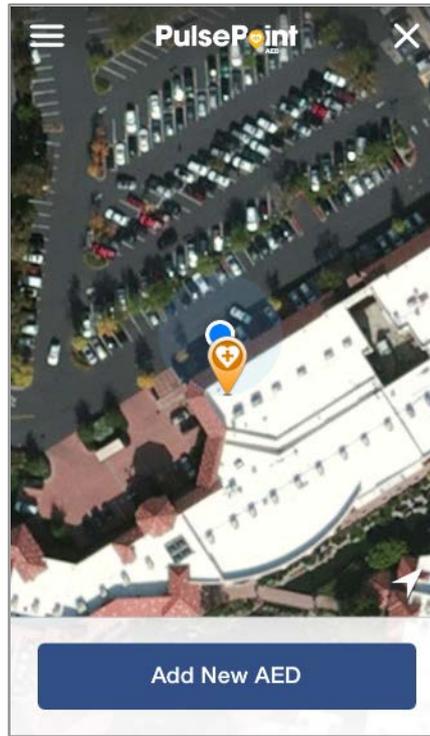
No bystander CPR without PulsePoint

Same event at same gym one year earlier—  
now completely different outcome

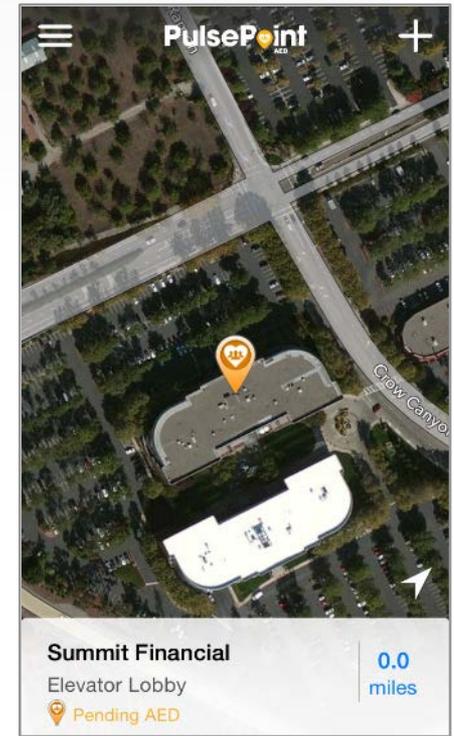
PulsePoint has the ability to mobilize  
rescuers—strengthen and augment an  
existing chain of survival and increase the  
likelihood able/willing citizens can save lives



Complete AED management  
via dedicated mobile app

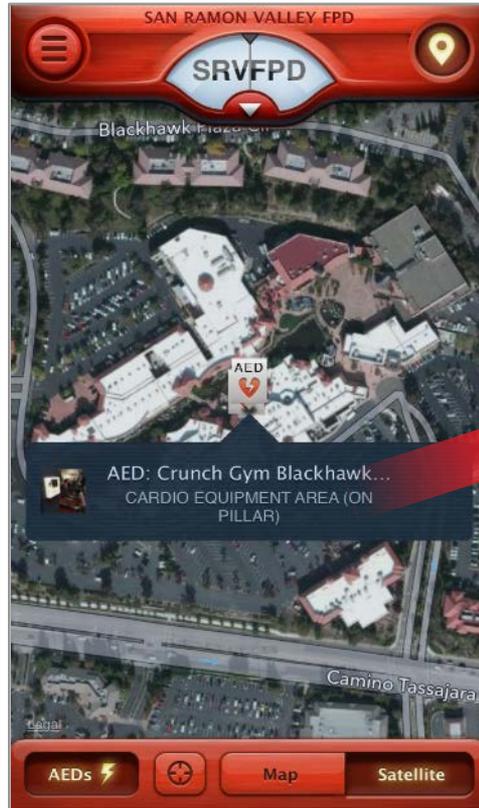


PulsePoint users can help  
build and maintain your  
AED registry



Crowd-sourced information  
verified by local agency

# PUBLIC AED LOCATIONS



# DEPLOYMENT AND USE

## PulsePoint



App coverage in 600+ communities across 18 states



145,000+ users, adding 200+ users/per day



More than 7,500 citizen responders activated to 2,400 cardiac arrest incidents to date



Responders shared between systems



**PulsePoint**  
RESPOND



**PulsePoint**  
AED

# CONCLUSION

## PulsePoint



Improve cardiac arrest survival rate through improved bystander performance

- CPR initiated more often, sooner, and of higher quality; greater use of public AEDs



Community involvement in maintaining registry helps build much-needed AED mindfulness and location awareness

# ADDITIONAL INFORMATION

- » The apps are available for download from the Apple App Store and Google Play
- » Visit the website at [PulsePoint.org](http://PulsePoint.org)
- » Visit [Physio-Control.com/PulsePoint](http://Physio-Control.com/PulsePoint)
- » Visit [facebook.com/PulsePoint](https://facebook.com/PulsePoint)
- » Follow @PulsePoint for general news and @1000livesaday for real-time activations
- » **[richard.price@pulsepoint.org](mailto:richard.price@pulsepoint.org)**