

LGFCU Excellence in Innovation Award Project Evaluation

Project ID	PIP-8
Title of Program	EMS Medical ID Campaign
Program Category	Public Information and Participation
Submission Date	5/26/2017 10:21:17 AM
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Implementation Date	3/7/2016
FLSA Designation	Exempt
Project Team Members	EMS Staff: Kerry Giles, Director Terry Baynard, Operations Manager Amanda Shires, Community Paramedic Crystal Suttle, Supervisor Kaleb Johnson, Supervisor Jennifer Mooney, Supervisor Phillip Hill, Supervisor Tammy McCrory, Training Officer

Description of Productivity Improvement

This program focuses on productivity of EMS personnel on scene of an emergency. It created a public awareness campaign to help citizens and emergency personnel quickly access a patient's medical information during an emergency. The County is responsible for providing emergency services 24 hours a day, 7 days a week, and 365 days a year. The public awareness campaign could make seconds count when paramedics arrive on scene of an emergency. Paramedics must be able to know what medications patients are currently taking in order to better provide medical assistance. Many times a patient is unconscious or in the moment cannot remember their medications or dosage.

We were able to utilize a child's testimonial from our community to highlight this important issue. During the emergency with her mother, productivity was increased to the point of saving the mother's life because the child was able to quickly inform the paramedics what her mother was

allergic to, and her medical history. In those seconds, the paramedics were able to quickly administer the correct medications and treatments that resulted in a positive outcome for the patient.

The campaign is very adaptable to any community and has the ability to grow within the state. This program is quick to implement and an easy way to inform the public which may result in saving lives. Seconds count in an emergency and getting a patient's medical history, as quickly as possible, allows emergency responders to provide medical care sooner.

Description of why this project was initiated

On February 26, 2016, the EMS Director came across a function on the iPhone that showed how to register your medical history onto your iPhone. It also allowed someone to access that information even if the iPhone was locked. Upon this discovery, an email was then sent to the EMS administrative staff, the Sheriff, the 911 Center Director, the County Manager and the Fire Marshal:

"Were you aware that the latest iPhone update includes access to an individual's medical information even when their phone is locked? This can be a huge help to medical responders in the field, when the patient is not alert but has an iPhone. I've attached some simple instructions in case you are not familiar with it. I would like to recommend we do a countywide Public Awareness Campaign on this, much like we did for the 911/Cell Phone campaign. I think it is important that medical responders know that this resource is available, and that citizens take the time to fill in their information on their phones. Let me know your thoughts."📧

EMS then posted the same information on their EMS Facebook page. Within a short period of time, a citizen responded with: "Last May our 6yr old had to show the paramedics all of my allergies with my asthma. They were thrilled to know she knew exactly how to do this! She even advised you don't need a password to get to my info! You can access thru the lock screen by pressing emergency!"📧

EMS followed up with the citizen asking for their assistance with the campaign. "We are working on a public awareness campaign. Would you be willing to let us share your story in your own words and possibly use a photo of your daughter? I think she could have a huge impact on our community."📧

Upon receiving approval from the citizen, EMS developed a public awareness poster and flyer highlighting Peyton the local child, and her efforts to save her mom's life.

The development timeline is as follows:

- February 26, 2016 - EMS informs key county departments of this project/concept. This is the start to the initial stages of the public awareness campaign
- February 26, 2016 "" EMS posts the medical ID information on department's Facebook page and gets approval from a citizen to use their daughter's testimonial and picture on the campaign posters.
- March 1, 2016 "" a county employee develops a flyer and poster to be used for distribution
- March 7, 2016 "" the flyer is distributed electronically to all local schools, Isothermal Community College, Rutherford Regional Health system, all county government employees, all town managers, the local chamber of commerce, and media contacts.
- March 8, 2016 flyers were sent home with all elementary age students. Posters were hung at public places such as the community college, government offices, small businesses, restaurants, medical offices / hospital, post offices, etc.

-April 4, 2016 "" County staff present the new campaign at the County Commissioner's Meeting.
-April 11, 2016 "" presentation to the Rutherfordton Kiwanis Club on the Medical ID information
-April 13, 2016 "" presentation to the Pilots Club of Rutherford County on the Medical ID information
-June 3, 2016 "" presentation by the Community Paramedic at the Senior Center on the Medical ID information

The realization that this could impact and benefit all emergency personnel as well as our citizens prompted EMS to build this Public Awareness Campaign. This campaign has also been disseminated to all public safety agencies so personnel are also aware of the capabilities on the iPhone.

Quantifiable results (sustainability, cost savings, cost avoidance and/or a higher level of service).

Indication of what resources were used and what was done with any accrued time savings

There was a quick desire to roll out the Public Awareness Campaign as soon as possible. Key objectives were to create an information piece that was clear and concise and could be distributed easily. EMS staff brainstormed ways to inform the public through different partnerships, contacts and social media.

Distribution of the flyer included:

- oSchools (public, charter, private)
- oRutherford County government employees
- oCity managers and their employees
- oRutherford County Chamber of Commerce
- oRutherford Regional Healthcare System
- oIsothermal Community College
- oMedia Contacts (regional and local newspapers, radio and television)
- oLibraries "" 10 throughout the county
- oPost Offices
- oCounty departmental Facebook pages
- oCommunity Health Council members
- oWCAB local radio
- oEmail distribution through Sheriff's law enforcement network
- oSeveral speaking engagements at local civic clubs
- oPurchase of domain name: www.emsmedicalid.com in order to explain to citizens how to set up the Medical ID information on their cell phone.
- oParticipation and approval by the citizen who first identified the issue on February 5, 2014

The time frame for the development and implementation of the public awareness campaign was one month. The month was spent developing and implement the program through distribution of flyers and contacting media outlets. The program is very sustainable due to no ongoing costs and the ability to continue circulating content through social media.

Cost was only \$500 to implement this campaign. Cost was solely for the printing of posters and flyers for distribution. Graphic design was done in house. Rutherford County is more than willing to share their marketing materials so that other counties can duplicate this effort.

The key success of this program in meeting its objectives has been widespread distribution of the flyer and poster. This has been measured by the number of organizations that have partnered with Rutherford County government on this endeavor.

Other descriptive information

A link to the marketing flyer and EMS' Facebook page:
<https://www.facebook.com/RCEMS/photos/a.410043145782658.1073741828.410025039117802/895939970526304/?type=3&theater>

It is important to note that this is not a one-time event. While the initial launch only spans a few months, the information will continue to be pushed on an ongoing basis. County Facebook pages will update information, repost data, and keep citizens informed on this issue.