

Turning Everyday Citizens into Life Saving Heroes

(*ANCHOR LEAD***)**

Each year nearly 350-thousand Americans suffer cardiac arrest. When a person goes into cardiac arrest, their heart suddenly stop beating, they lose consciousness, and will die without immediate treatment.

Now a simple phone app – is improving survival odds for victims of cardiac arrest.

(*PKG***)**

(*TRT 1:58***)**

Survival rates for someone who experiences an out of hospital cardiac arrest are low – hovering around 12%.

Medical professionals and first responders are working to increase that survival rate, and are looking to the public to help reach that goal.

Bystanders can be critical in saving a person’s life by performing hands-only CPR – pushing hard and fast on the center of a person’s chest at 100 beats per minute.

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Dr. Kurt Bloomstrand, Medical Director, EMS, OSF HealthCare

“We know that we can get an ambulance to you hopefully within eight minutes, but every minute that goes by, your chance of survival decreases by 10%, so by the time eight minutes get to you, your chance of survival is only 20%. So we really need to make an impact in those first eight to ten minutes until an ambulance or professional gets to you.” (:22)

Now first responders are empowering everyday citizens to step up and save a life with the help of a smart phone, and an app called PulsePoint.

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Nathan Gorman, EMS Training Coordinator, OSF HealthCare

“Essentially any time someone calls 911 and they need CPR, it goes into the app and the app will alert anyone that’s within a quarter mile of that incident to tell them that CPR is needed and we can get the public to that scene, usually before fire and EMS gets there, because those first couple minutes are crucial.” (:17)

After a successful launch of PulsePoint in Peoria and Champaign Counties, OSF HealthCare just launched the service in Vermilion County. Since the app first launched nationwide in 2011, nearly 750,000 sudden cardiac arrest events have been communicated to the app’s 1.9 million registered users.

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Nathan Gorman, EMS Training Coordinator, OSF HealthCare

“CPR is needed everywhere, and when people sign up for the app, if we can get people there, that’s what’s going to save lives.” (:07)

For more information about PulsePoint, visit pulsepoint.org. The app is available on Apple iOS or Android.

To learn more about CPR training near you, visit osfhealthcare.org/EMS.

Libby Allison reporting.