

## **Legislature Report - King County Cardiac Arrest Application Pilot Project**

*ESSB 6052 section 143 (7) (2015-17 Operating Budget) appropriated \$130,000 of the enhanced 911 account—state appropriation for the department to conduct a pilot program within King county to implement a mobile phone application that notifies persons trained in cardiopulmonary resuscitation of persons nearby who are having a cardiac emergency. The department may partner with the county, a city, a fire district, or a search and rescue organization for purposes of implementing the application and software-as-a-service in an existing computer-aided dispatch system. The department will report the results of the pilot program to the Legislature by December 1, 2016.*

### **Summary:**

This pilot project brought awareness to the PulsePoint applications and potential for further expansion of similar applications in the 911 system.

- The King County Medic One Foundation produced video ads that were shown on 47 theater screens in Seattle, reaching more than 158,629 viewers.
- PulsePoint CPR application followers increased by 58%, from 3,799 to 5,985 users.
- The Seattle Fire 9-1-1 used PulsePoint for cardiac arrest situations during the pilot project, which saved two lives by guiding users through CPR until medics arrived.
- The department lacks authority in current statute to require a Public Safety Answering Point (PSAP) to either participate in a E911 pilot project or to use a product within their center operations. All PSAPs are independently owned, and operated under local government control. The timing of the pilot project testing and reporting is directly related to the extensive, repetitive negotiations to find willing pilot project participants.

### **Discussion:**

Beginning in July 2015, the Military Department's State Enhanced 9-1-1 Coordination Office (SECO) began working with King County Officials to develop a pilot that would meet this initiative and adequately test whether full implementation moving forward is feasible. King County Emergency Medical Services (EMS) and the King County Medic One Foundation assisted to sponsor the pilot and determine the most effective way maximize the benefit of state funding for the cardiac emergency mobile phone application pilot project.

It was decided that state funding would be best used to create a public messaging campaign about the cardiac emergency application, as well as record and validate locations of Automatic Electronic Defibrillator (AED) devices throughout King County. Of the \$130,000 in state funding, the King County Medic One Foundation was awarded \$46,860 to lead the marketing campaign, while \$50,000 in state money went to the University of Washington Harborview School of Medicine to implement the registration and validation process of AEDs. The remaining \$33,140 was offered to King County EMS for upgrades to the Seattle/King County EMS Public Access Defibrillation registry, but was not executed.

In June, 2016, the Seattle Fire Department launched two new mobile applications – the PulsePoint Responder app and the PulsePoint AED finder app. The fire department volunteered its Public Safety Answering Point (PSAP) to provide the PSAP capability for the pilot test requirements.

With its state funding, the Medic One Foundation conducted electronic, direct mail, television, radio and print media campaigns to engage the community in downloading the Pulse Point Responder application

and to solicit the community’s help in locating AEDs using the PulsePoint AED finder application. Developers of PulsePoint Responder assisted the Medic One Foundation by producing video ads shown on 47 theater screens in Seattle that reached more than 158,629 viewers. Mobile campaign ads resulted in 60,995 views and an 81 percent viewer completion rate. The Medic One Foundation utilized \$44,589.14 of the \$46,860.00 initial award broken out as follows:

King County Medic One Foundation  
Contract # E16-058

<b>Description</b>	<b>Amount</b>
Indirect Costs Pulse Point Awareness Campaign	\$ 4,260.00
Keller Group-Advertising Consulting Services	\$ 5,000.00
NCM-Advertising Time 4 movie theaters	\$ 5,329.14
Vision Media-Mobile Geo-Fencing and Pre-Roll	\$10,000.00
Keller Group-PR Support-creation of:15 and :30 ads	\$ 5,000.00
Keller Group-PR Support-Strategy and promotion of AED Scavenger Hunt	\$ 5,000.00
Keller Group-PR Support-Pulse Point app, ‘save stories’, flash mob and news conference	\$ 5,000.00
Keller Group-Media Relations consulting services	\$ 5,000.00
<b>Total</b>	<b>\$44,589.14</b>

The UW Harborview School of Medicine portion of the pilot project, conducted in November 4, 2016—June 30, 2017, used school interns to provide outreach and training on how to use the PulsePoint applications. The UW performed data collection to validate the project and report AEDs located within Seattle and King County.

Data collection also validated a need for 634 AEDs for use throughout King County. UW Harborview utilized \$19,982.00 of the initial \$50,000.00 award.

UW Harborview School of Medicine  
Contract # E17-057

<b>Description</b>	<b>Amount</b>
Direct Costs	\$18,166.00
Salaries 5 interns at 3 months	\$15,162.00
Benefits	\$ 2,714.00
Parking and Mileage	\$ 288.00
Indirect Costs	\$ 1817.00
<b>Total</b>	<b>\$19,982.00</b>

Combined, these outreach efforts increased PulsePoint CPR application followers by 58 percent from 3,799 to 5,985.

King County Emergency Medical Services declined to participate in the cardiac emergency mobile phone application pilot project in King County when approached to upgrade the Seattle/KC EMS PAD interfaces to allow interface with the PulsePoint application.

During the pilot project Seattle Fire 9-1-1 utilized PulsePoint for cardiac arrest situations. On two occasions lives were saved by individuals using the PulsePoint text, responding and conducting CPR until medics arrived.

**Recommendations:**

The state of Washington is preparing to transition to a Next Generation Capable Emergency Services IP Network (ESINET) where many possibilities exist for the integration of different applications and features within the network. The Enhanced 9-1-1 Advisory Committee (911 AC) along with the State Enhanced 9-1-1 Coordination Office (SECO) will continue to research and study applications for possible interface with the new ESINET.

The Washington Military Department recommends the PulsePoint application be one of the applications considered by the 911 AC and SECO as they research, vet and decide which applications will be authorized to run over the new ESINET. It is important to know that each PSAP is independently operated and under the authority of the state or local government entity operating that activity. Decisions and funding over what applications will or will not be operated by that PSAP is determined by the specific local government owner and is not currently under state control.