



London, UK, September, 2023

## **FOR IMMEDIATE RELEASE**

### **Paramedics are clueless... about who you are**

Paramedics are, of course, not clueless, they are very highly trained and competent individuals who are the very opposite of clueless but some things are outside their control. In our quest to design and launch a next-level smart medical alert system called ICEPASS, we have confidentially consulted a number of experienced paramedics. What they reveal is fascinating - for example, they'll tell you that often they haven't got a clue who their patient is, especially if that patient is unconscious, alone, or confused. Even if they discover a name and address, they can be totally in the dark about what medical conditions a patient may have and what medications they might be taking.

Yes, paramedics may look through a patient's personal belongings, such as wallets or purses, for important information about the patient's medical history or identity. They may also look for wristbands, pendants, or other forms of identification that may indicate the patient has a medical condition or is on certain medications. This information can be critical in providing appropriate care and ensuring the patient receives the right treatment. Additionally, having a clear understanding of the patient's identity is important for ensuring they receive the correct medical treatment and follow-up care.

Some people store ICE information in their phones but paramedics tell us it is alarming just how many phones 'go missing' before they arrive at the incident, are out of battery or have no ICE information stored in their ICE app!

At the scene of a medical emergency paramedics have a lot to do. Their first job is to consider any potential hazards at the scene, assess the patient's condition and, if necessary, provide life-saving interventions such as CPR, advanced airway management, and administration of medications. It is really useful to have as much information as possible about the patient.

Gathering vital information about the patient is an important part of the job as they often need to communicate with hospital staff en route to the hospital to ensure the patient receives appropriate care as soon as they arrive. They may also need to provide ongoing medical treatment and monitoring during transport to the hospital.

The level of information they'd like to know includes:

- The obvious personal information - Patient's name, age, gender etc

- Chief complaint or symptoms the patient is experiencing.
- Medical history, including any pre-existing conditions and current medications.
- Allergies to medications or treatments.
- Vital signs such as blood pressure, pulse rate, and breathing rate.
- Level of consciousness and ability to respond.
- Any recent injuries or trauma.

ICEPASS Smart Medical Alerts have been designed with all this in mind. Where time is precious and information is key, all it takes is one tap of an NFC-enabled mobile device and the paramedic gains access to the patient's ICEPASS Profile where they can find details of medical conditions, medications, allergies and, uniquely, a secure method of contacting the patient's emergency contacts.

ICEPASS currently comes in two versions; the ICEPASS Card (for wallet or purse) and the Safety Helmet ICEPASS (affixes securely to safety helmets). In the event of a medical or other emergency, a first responder can access the user's emergency information by using an NFC-enabled mobile device to tap the ICEPASS and be connected to the user's ICEPASS Profile. To work, the user simply needs a data or Wi-Fi connection.

The user's ICEPASS Profile is not held on the ICEPASS, it is securely held on our servers. This means the user can log in using two factor authentication and edit their information at any time, for example, if their medication changes.

Once the first responder has accessed the user's ICEPASS, they can send an alert to the user's emergency contacts. The user's chosen emergency contacts will then receive an email which will show a map of where the ICEPASS was activated, the contact details of the first responder and any message entered by the first responder.

Setting up the ICEPASS is very easy and a one-time operation - the user can easily edit the information and add/delete as many ICEPASS devices as they wish. Once registered, the user needs to fill out their ICEPASS Profile, which is what others will see in the event of an emergency, so it is important to only put information on their profile that they would want to be found. One of the sections asks the user to enter the details of their emergency contact(s) and it is important to ensure that the user asks the permission of their chosen individuals that they agree to be emergency contacts.

Unlike most medical alerts, ICEPASS does not show any personal details of Emergency Contacts. We hold that information securely, and it is only used when alerts are sent to your Emergency Contacts once your ICEPASS is activated by a First Responder or activated by the ICEPASS Member themselves.

Technology Director at ICE TECH, Ed McColl, says about ICEPASS: "We looked closely at other forms of medical alert on the market and concluded that we could do it far better, more securely and much cheaper. Having consulted first responders, we learned the importance of what information to include and how it should be presented. We also learned how key it is to be able to contact their patient's emergency contacts. During beta testing we even had two real life

emergencies, luckily not life threatening and in both cases not too serious, but the system worked and the first responders were left impressed.”

“We are committed to providing users with a reliable, inexpensive and easy-to-use solution for emergency situations. We believe that our smart medical alerts will give users peace of mind, help first responders and could save lives.”

The ICEPASS Card and The Safety Helmet ICEPASS cost just £9.95 each including lifetime access to the system.

For more information, please visit [www.icepass.co.uk](http://www.icepass.co.uk)

If you have questions or would like samples please contact: Alexa Smith, [hello@icepass.co.uk](mailto:hello@icepass.co.uk)

ICEPASS images and more information can be found at [icepass.co.uk/press](http://icepass.co.uk/press)

End