

# LOS ANGELES FIRE DEPARTMENT



BRIAN L. CUMMINGS  
FIRE CHIEF

November 16, 2012

BOARD OF FIRE COMMISSIONERS  
FILE NO. 12-202

TO: Board of Fire Commissioners

FROM: Brian L. Cummings, Fire Chief

SUBJECT: IMPLEMENTATION OF PULSEPOINT APPLICATION IN LOS ANGELES

FINAL ACTION:	<input type="checkbox"/> Approved	<input type="checkbox"/> Approved w/Corrections	<input type="checkbox"/> Withdrawn
	<input type="checkbox"/> Denied	<input type="checkbox"/> Received & Filed	<input type="checkbox"/> Other

**Recommendation:** That the Board:

1. Approve the implementation for the PulsePoint Application for the City of Los Angeles.

**Summary:**

"PulsePoint" is a free or charge smart device application (App). It is available for CPR trained citizens to subscribe to. This App is "location aware" and will track the users location provided they are within a coverage area. The App notifies subscribers of nearby cardiac emergencies occurring in public areas that may require CPR. In addition, it also shows where the closest Public Access Defibrillator (PAD) is to their location. The goal of the App is to help support the Department to improve survival rates of sudden cardiac emergencies. The App will be integrated with the Department's Dispatch Center and will activate simultaneously with the dispatch of Department Fire and EMS resources. The App also has provisions to notify users of other incident types and volunteer needs at an incident. With a strong commitment and coordinated effort from Department staff, it is anticipated that the App could be made available to the Los Angeles area public within 90 days after approval.

**Findings:**

PulsePoint is an enterprise-class, software-as-a-service (SaaS) pre-arrival solution designed to support the Department's efforts to improve cardiac arrest survival rates through improved bystander performance and active citizenship. When adopted, the App will empower everyday citizens to provide life saving assistance to victims of Sudden Cardiac Arrest (SCA).

Development of the App began in June of 2009 as a partnership between the San Ramon Valley Fire Protection District (SRVFPD) and the College of Informatics at Northern Kentucky University. The PulsePoint Foundation is based in the San Francisco Bay Area and its purpose is to provide funding and support for the App, and enhance and expand the reach of the App across the country. The PulsePoint Foundation serves to host the App server and the IT Technical support for the Department to get the App operational. Implementing the App in Los Angeles will require Department's Dispatch staff to conduct technical meeting(s) to complete integration.

Strategically, for successful program implementation, the Community outreach portion is the most critical in encouraging citizen engagement through the App. It also has to be an ongoing priority of the program. Partnering with community leaders, other local agencies like the American Heart Association, and local media is paramount to the program's success. The Planning Section will work closely with the Community Liaison Office to structure a comprehensive marketing plan to ensure public awareness. As one option for outreach, the PulsePoint Foundation has already developed Public Service Announcement's (PSA) which the Department can utilize in movie theaters and other venues to raise local awareness.

As designed, the App empowers everyday citizens to provide life saving assistance to victims of SCA. App users who have indicated they are trained in CPR and willing to assist in case of an emergency can now be notified if someone nearby is having a cardiac emergency and may require CPR. Engagement by the user will positively influence the response timeline to intervene in SCA incidents.

If the cardiac emergency is in a public place, the App will alert trained citizens in the vicinity of the need for bystander CPR simultaneous with the dispatch of advanced medical care. The App also directs these citizen rescuers to the exact location of the closest PAD.

Notifications to subscribers are made simultaneously with the dispatch of paramedics to anyone within the area that is CPR-trained and has indicated their willingness and ability to assist during an SCA emergency. These notifications are only made if the victim is in a public place and only to potential rescuers that are in the immediate vicinity of the emergency. When notifications do occur they intend to target potential citizen rescuers that are primarily within walking distance of the event.

At the time of need, users that have opted-in receive a push notification accompanied by a distinctive alert tone. The notification is followed by a map display showing the dispatched location of the emergency along with the precise location of the citizen rescuer. Since the App requires a connection to the local public safety communications Fire center, it is only available where adopted and implemented by the local Fire/EMS agency.



In addition to life-saving CPR notifications, the App provides a complete virtual window into select emergency communication centers worldwide. Mobile users have real-time access to emergency activity as it's occurring in these communities. Advanced functions of the App allow users to choose to be notified of incidents by type when they are dispatched and listen in on live emergency radio traffic via the modern version of the traditional fire scanner. App users are able to view active incidents, including the current response status of dispatched units (enroute, on scene, etc.)

**Other Key Points of the App:**

- Reduces collapse-to-CPR times by increasing citizen awareness of cardiac events beyond a traditional "witnessed" area.
- Reduces collapse-to-defibrillation times by increasing awareness of PAD locations through real-time mapping of nearby devices.
- Subscribers of the App are protected under the Good Samaritan Act when they choose to engage to help at an incident.
- The App is not activated for residential addresses. This is a key component of the program to ensure Hospital Insurance Portability and Accountability Act (HIPAA) compliance is maintained.
- The App is provided free of charge to the public. The supporting IT infrastructure is also provided free of charge to public safety agencies desiring to offer the App in their community.

**Fiscal Impact:**

The PulsePoint Foundation supports the majority of the services and hardware needed to implement the App in the City of Los Angeles and the App itself is free to download to the citizen. There are advanced features for the application for which the Department may opt to activate, which would require the Department to fund. Research into the advanced features found that no more than \$25,000 on a one time cost basis would be required.

**Conclusion:**

Implementation of the App is consistent with the Department's strategic vision of using new technologies to improve our service, engaging community as life safety partners, and creating strengthening partnership relationships that advance the health and welfare of the citizens of Los Angeles.

Board Report prepared by the Planning Section.

Attachment

# LOS ANGELES FIRE DEPARTMENT



OFFICE OF THE  
FIRE CHIEF

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BRIAN L. CUMMINGS  
FIRE CHIEF

November 16, 2012

APPROVED

DEC 13 2012

Fire Chief

TO: Fire Chief, THROUGH CHANNELS  
FROM: Trevor Richmond, Commander, Planning Section  
SUBJECT: LAFD IMPLEMENTATION OF "PULSE POINT" MOBILE APPLICATION

## SUMMARY:

"Pulse Point," is a free smart device application (App). It is available for CPR trained citizens to subscribe to. This App is "location aware" and will track the users location provided they are within a coverage area. The application notifies subscribers of nearby cardiac emergencies occurring in public areas which may require CPR. In addition, it also shows where the closest Public Access Defibrillator (PAD) is to their location. The goal of the mobile application is to help support public safety agencies working to improve survival rates of sudden cardiac emergencies. The App is integrated with sponsoring public safety communication centers and is activated simultaneous with the dispatch of local Fire and EMS resources. The App has provisions to notify users of other incident types and volunteer needs at an incident. With a strong commitment and coordinated effort from Department staff, it is anticipated that the application could be made available to the Los Angeles Area public within a 90 days after approval.

## RECOMMENDATIONS:

To support a strategic implementation plan of the Pulse Point Application, it is respectfully recommended the following occur:

1. Approve the Planning Section to facilitate the implementation of the Pulse Point Application within the LAFD and the City of Los Angeles through coordination between Metropolitan Communications Center, Community Liaison Office, the EMS Division and the Pulse Point Foundation.
2. Approve funding in the amount not to exceed \$25,000 if necessary for IT hardware and software to integrate with the Pulse Point Foundation Application Servers and EPCR software modifications.
3. Approve Community Liaison Office to open discussions with Community Leaders, potential health/heart association partners and media sponsors to support Department outreach efforts with the Pulse Point Application.

COMPANY/STATION/UNIT COMMANDER	DATE	EMS BATTALION CAPTAIN	DATE	BATTALION COMMANDER	DATE	DIVISION COMMANDER	DATE
BUREAU COMMANDER	DATE	EMERGENCY OPERATIONS COMMANDER	DATE	ADMINISTRATIVE OPERATIONS COMMANDER	DATE		



4. Approve Metro Communications to conduct technical discussion with Pulse Point Foundation and provide necessary LAFD CAD data connection to integrate Pulse Point application with LAFD Dispatch.

**FINDINGS:**

The Pulse Point Application was developed by the San Ramon Valley Fire Department in Northern California and is currently supported by the Pulse Point Foundation, a 501c non-profit. The foundation is set up to help support the technical requirements and implementation of the application by Fire and EMS Department's across the State and Country with little start up cost.

Development of the Pulse Point App began in June of 2009 as a partnership between the San Ramon Valley Fire Protection District (SRVFPD) and the College of Informatics at Northern Kentucky University. The Pulse Point Foundation is based in the San Francisco Bay Area and its purpose is to provide funding and support for the application, enhance and expand the reach of the App across the country. The foundation serves to host the application server and the IT Technical support for sponsoring agencies to get the application operational. Implementing the application in the Los Angeles will require LAFD Dispatch staff to conduct technical meeting(s) to complete integration.

Strategically, for a successful program implementation, the Community outreach portion is the most critical in encouraging citizen engagement through the Pulse Point App. It also has to be an ongoing priority of the program. Partnering with Community Leaders, other local agencies like the American Heart Association and local media is paramount to the program's success. The Planning Section will work closely with the Community Liaison Office to structure a comprehensive marketing plan to ensure public awareness. As one option for outreach, the foundation has already developed Public Service Announcement's (PSA) which the Department can utilize in movie theaters and other venues to raise local awareness.

As designed, the Pulse Point App empowers everyday citizens to provide life-saving assistance to victims of Sudden Cardiac Arrest (SCA). App users who have indicated they are trained in cardiopulmonary resuscitation (CPR) and willing to assist in case of an emergency can now be notified if someone nearby is having a cardiac emergency and may require CPR.

If the cardiac emergency is in a public place, the location-aware application will alert trained citizens in the vicinity of the need for bystander CPR simultaneous with the dispatch of advanced medical care. The application also directs these citizen rescuers to the exact location of the closest publicly accessible Defibrillator (PAD).

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**CONCLUSION:**

Implementation of the Pulse Point mobile software application is consistent with the LAFD strategic vision of using new technologies to improve our service, engaging community as life safety partners, and creating strengthening partnership relationships that advance the health and welfare of the citizens of Los Angeles.



Trevor Richmond, Commander  
Planning Section