



UnityPoint Health
Meriter



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Local Hospitals, Emergency Responders Partnering to Save Lives in Dane County Through App

Healthcare Partners Hope to See 40,000 PulsePoint App Users by Year's End

MADISON, Wis. – Hospitals and emergency responders in Dane County are coming together to improve cardiac arrest survival rates in our communities. Effective February 1, UnityPoint Health – Meriter, UW Health, SSM Health, Dane County EMS, and the City of Madison Fire Department are jointly supporting PulsePoint, a mobile app aimed at increasing bystander CPR.

Connected with the Dane County Public Safety 911 Communications, the PulsePoint app alerts CPR-trained bystanders when a sudden cardiac arrest occurs in a safe public place nearby. Users will be able to quickly begin hands-only compressions in the critical moments before EMS arrives.

“We are thrilled to support the PulsePoint app so more people who suffer from a sudden cardiac arrest can receive the help they need even before EMS arrives on scene,” said Dane County Executive Joe Parisi. “Every moment counts in a medical emergency, and this app will help our friends and neighbors get the life-saving care they need even quicker.”

“We were thrilled to bring PulsePoint to Dane County several years ago, along with Madison Fire and Dane County EMS,” said Marilyn Rhodes, President of the UnityPoint Health - Meriter Foundation, which provided funding for the initial launch and promotion. “We’re so happy to bring in other community partners to help it grow even more.”

The app, first launched locally in 2015, already has 30,000 downloads in our community, and the coalition of health providers and responders hopes to add 10,000 more in 2019.

“Survival rates decrease by as much as 10 percent every minute a cardiac arrest victim waits for help,” said Dr. Josh Ross, Medical Director of University Hospital’s Emergency Department. “The

more people who can respond immediately in an emergency, the more survivors we will have in our community.”

PulsePoint is not limited to emergency responders or those with official CPR certification. It can be used by anyone who has been trained in CPR, even informally. The app also provides step-by-step instructions and locations of the nearest defibrillators. The user is not liable for choosing not to respond or if there is a poor outcome.

“In a cardiac emergency, every second counts so someone who is willing to step up to help can truly become a lifesaving hero,” says Damond Boatwright, SSM Health Regional President of Operations. “Our organizations are committed to providing more opportunities for CPR trainings so everyday citizens can become everyday heroes.”

The PulsePoint app will only alert users to cardiac arrest incidents in safe, public locations via the 911 Center. Madison firefighters and paramedics, however, have additionally been piloting the PulsePoint Verified Responder program since 2017, which allows Madison Fire Department personnel to also respond to emergencies in private residences.

“Our dedicated professionals have shown an unwavering commitment to serving our community, even off duty,” said Steven Davis, Madison Fire Chief. “We ask others in our community to join us in saving the lives of their friends and neighbors by downloading PulsePoint.”

PulsePoint is available for free for both Apple and Android devices. More information can be found at www.DanePulsePoint.com.

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