

October 1, 2016

Mayor Bill Clarkson
Councilmembers
San Ramon City Council
222 Camino Ramon
San Ramon, CA 94583

Replace with appropriate date and contact information for your community representatives.

RE: Consideration of the use of lifesaving PulsePoint app in our community

Dear Mayor Clarkson and San Ramon City Council,

Replace with appropriate community representatives names.

Out-of-hospital cardiac arrest is a leading cause of death in the United States, accounting for an estimated 424,000 deaths each year, more than 1,000 deaths per day. The American Heart Association estimates that effective bystander CPR, provided immediately after cardiac arrest, can double or triple a person's chance of survival. However, less than half of cardiac arrest victims receive bystander CPR or the use of an AED (automated external defibrillator).

The PulsePoint Foundation is committed to changing these statistics. Using the smartphones in our pockets, the 501(c)(3) non-profit PulsePoint Foundation provides two apps that work with our local public safety agencies to improve communications with our citizens and ultimately empower them to help during a cardiac emergency.

Under your leadership we have done a good job of training our citizens in CPR and in the proper use of an AED. We have also placed a significant number of AEDs throughout our community. But today receiving CPR still requires luck – someone trained in CPR being in the exact right place at the exact right time – essentially witnessing the collapse. But if our community was PulsePoint-connected our CPR-trained citizens and off-duty professionals would only need to be nearby – maybe on the floor above or in the business next door. We now have the ability to use technology to improve patient outcomes and save lives.

Let's bring PulsePoint to our community so our citizens, visitors and healthcare professionals can be notified if someone nearby is having a cardiac emergency. If the CPR needed event is in a public place, the app alerts trained citizens and off-duty professionals who are nearby simultaneous with the dispatch of our local paramedics and firefighters. The app also directs citizen rescuers to the exact location of the closest publicly accessible Automated External Defibrillator (AED).

Many cities throughout the United States have deployed PulsePoint (here is the mayor of Los Angeles announcing it to his city: <https://vimeo.com/124752178>).


The PulsePoint App is saving lives. Here are just a couple of examples from Good Morning America <https://vimeo.com/124780654> and World News Tonight <https://vimeo.com/115192332>).

You can learn more about PulsePoint at www.pulsepoint.org. I stand ready to help build consensus for PulsePoint in our community. It will take the support of our fire department, emergency communications center and likely others, but the effort will mean lives saved and a

unique partnership between our citizens and the city. Please let me know if we can work together to bring PulsePoint to our community. We need your support!

Sincerely,

/s/
Your name
Your address



Include your name, address and contact information.