

GoodSAM

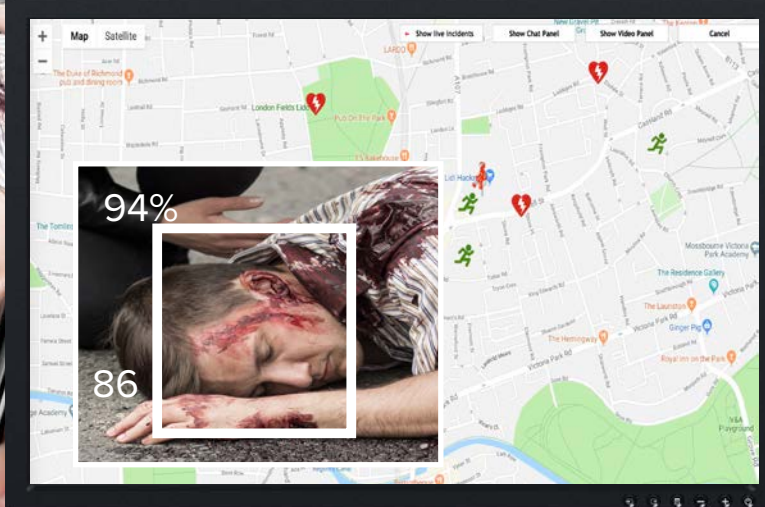
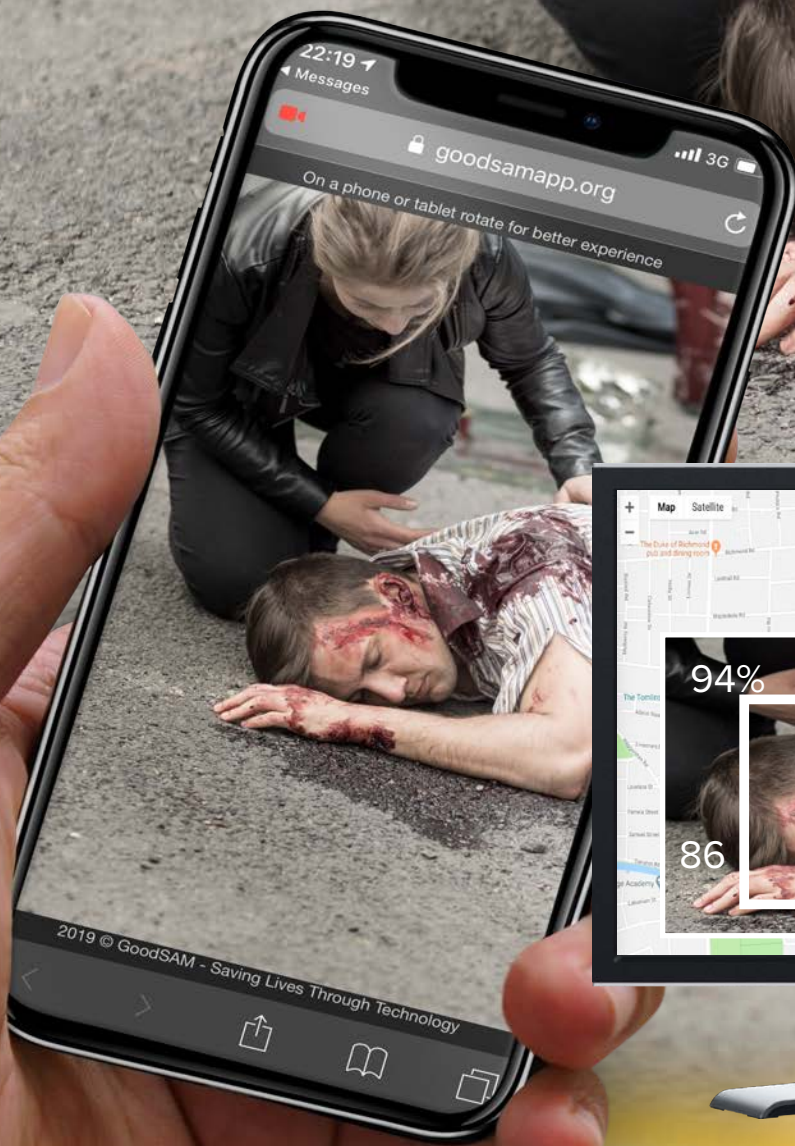
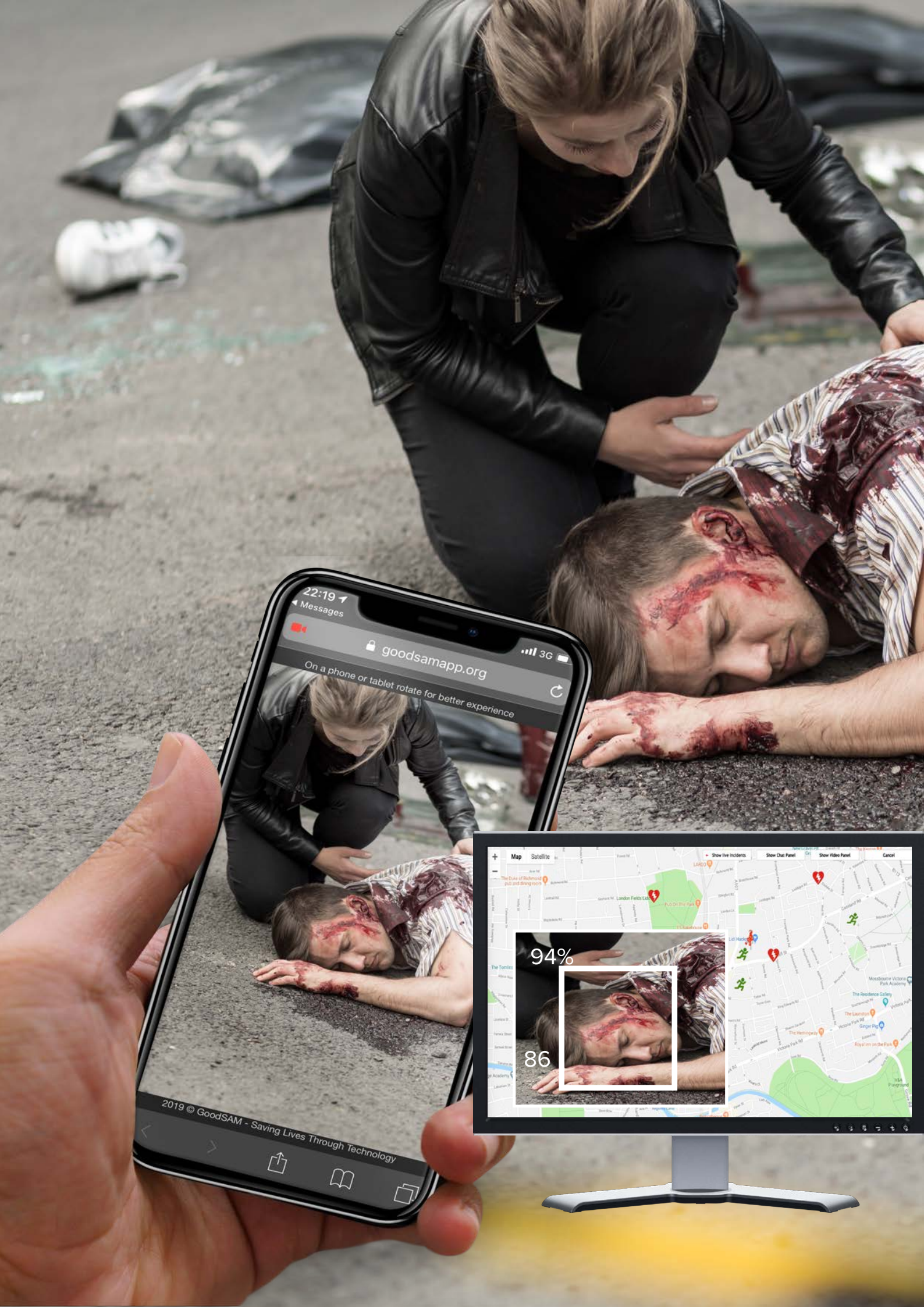
instant.help



Video, Location and Vital Signs



Working with **NHS**
Police and Fire Services



GoodSAM

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Saving Lives with Technology

GoodSAM's video solutions are rapidly deployable, do not need Apps to download, have advanced video storage and forwarding options and utilise some of the world's most advanced Artificial Intelligence .

GoodSAM's Video Platform can:

- **Open any mobile phone camera** without downloads / apps and instantly stream video
- **Take any video feed from any camera** - Drones/Body Cameras/CCTV/GoPro feeds - and give you **complete control** over how that video is forwarded (in real time), shared, stored and analysed.
- **Store video securely in cloud** (in country)
- **Store video locally** (via our API)
- Can **Apply Artificial Intelligence** to the video feed to analyse, for example, for Vital Signs such as heart rate and respiratory rate.

The GoodSAM video platform is built on the success of our alerting and dispatching system which is deployed around the world. The video solutions are now being used by Ambulance, Police and Fire Services to improve services to the public and to improve their efficiency .

Give us shout and we can demonstrate how GoodSAM can revolutionise your service.

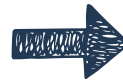
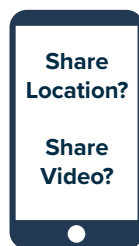


Using Artificial with Real Intelligence

How it works



Locate and open any mobile phone camera
in < 10 seconds - no App needed



Call Taker sends Text
to Emergency Caller

Emergency Caller
shares location/video

Video & location
streams to Call Taker

Video can then be



Viewed by Dispatcher / Control

with unlimited administrators and levels of access, this enables rapid advanced triage decisions.



Analysed by Artificial Intelligenc

for example by our Instant Vitals system to provide heart and respiratory rate



Shared / Forwarded

in a highly controlled manner to senior support, advanced services, or other services



Stored in Cloud

Fully GDPR / HIPPA compliant in country storage for 31 days, 1 year, 7 years or 100 years. Alternatively our API can enable storage on local servers



Not stored

No video is ever stored on the callers mobile phone and there is no requirement for any storage



Instant-On-Scene

The GoodSAM video platform has a multitude of uses across sectors.

The ability to “see” a situation as opposed to “hear” a description, often from a stressed caller, can dramatically alter resource deployment. It can also enable immediate management - from guiding someone to hold an airway open, to stopping the escalation of a violent incident if the aggressor knows they are being recorded.

Video can also be streamed with a single click from the GoodSAM App, or from CCTV, Drones, Body Cameras, Go-Pros or any device with an RTMP feed.

It was a key recommendation of the Grenfell Tower Fire Investigation that agencies should be able to share live video to aide decision making. The GoodSAM Video platform makes this real.

Artificial Intelligence - Instant Vital

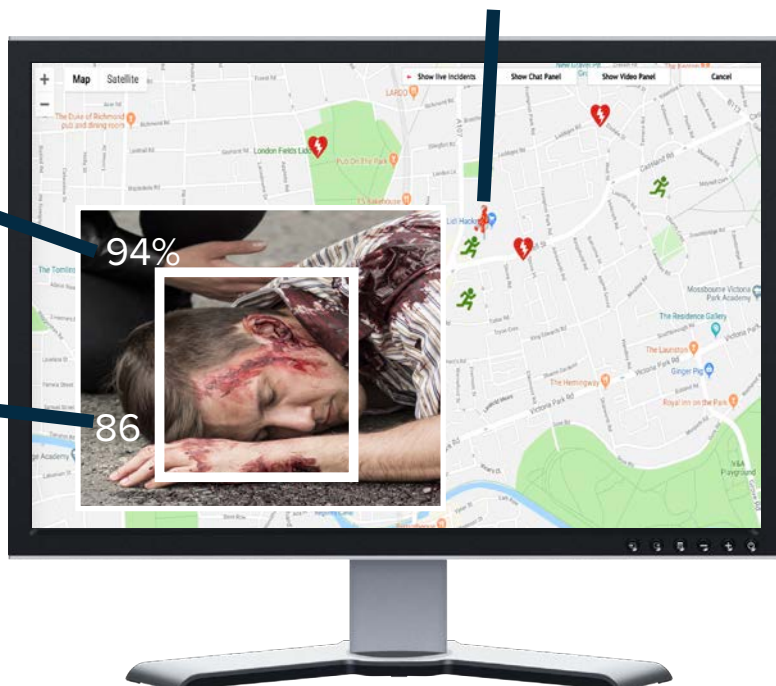
We have developed (and patented) the most advanced Artificial Intelligence system for server side analysis of Vital Signs. This means any video feed can be analysed for pulse and respiratory rate which is displayed to the dispatcher / administrator.

This is currently undergoing extensive testing for MHRA / FDA approval, with other parameters such as blood pressure coming online soon.

Instant Location

Percentage Accuracy

Pulse





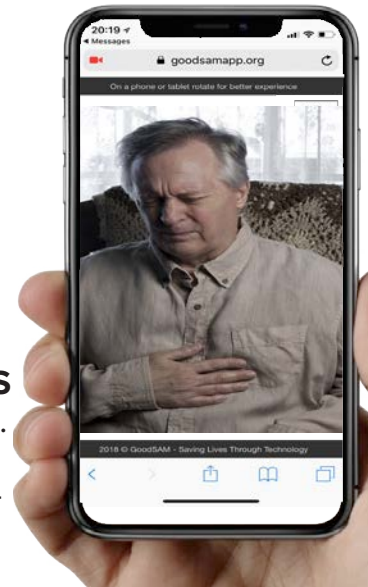
Better Triage and Resource Deployment

GoodSAM's Instant-On-Scene tool is revolutionising dispatch and many organisations' service delivery.

The Call Takers can open any callers smartphone camera and view their video feed without the need for any App (like Skype™ or Face-Time™). In an emergency you can't afford delays in downloading an app or registering. It's instant and additionally locates and tracks the caller.

Triage of patients is a vital part of allocating resources. Being able to see the **MECHANISM OF INJURY** and how **SICK A PATIENT LOOKS** adds considerably more to the voice description a lay caller can give.

GoodSAM's video triage system is used by air ambulance and ambulance services around the world.



**From critical illness to mental illness,
“Seeing” the patient can make all the difference**

Evidence of Benefit

Studies have shown that for air ambulance work, the use of GoodSAM's Instant-On-Scene video can alter dispatch decisions (either upgrading or downgrading resource deployment) between 1/4 and 1/3rd of calls^{1,2}.

Similarly, for standard emergency calls (999, 911, 112, 000), being able to see the patient has been shown to change the dispatchers situational awareness in half of calls, upgrading the responses to a higher priority in 10% and downgrading the response in 19%. In over 90% of calls GoodSAM video is considered to be useful. (n = 579)³.

This has huge potential, not just to improve patient care but also to improve resource utilisation and efficiency.

The video can be forwarded internally to a senior, or externally to get specialist advice. Or it can be shared with other agencies. You have complete control and a trackable record of who has accessed the video.

¹ Live video footage from scene to aid helicopter emergency medical service dispatch: a feasibility study. Avest et al Scandinavian Journal of Trauma, Resuscitation and Emergency Medicine, (2019) 27:55

²London Air Ambulance preliminary results EMS 2020

³Copenhagen EMS Video Streaming for emergency calls in Out-of-hospital Cardiac Arrest. Presented by Freddy Lippert NAEMSP San Diego, Jan 2020.



Kent, Surrey and Sussex Air Ambulance utilising Instant-On-Scene prior to dispatch to see the scene / patients they are en route too.

Care Before You Get There

Because the scene can be assessed, safety advice can be given immediately to the caller. Advice road safety, switching off electrical equipment etc can be given confidently.

Then the dispatcher, through the hands of the caller, can manage the patient, for example, opening the obstructed airway or applying pressure to a bleeding wound. This especially true when arrival of paramedic response may be held back for example in a terrorist incident.

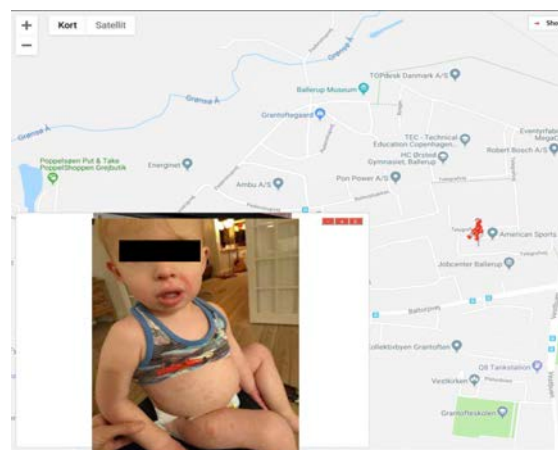
Using the GoodSAM Instant-On-Scene video system has been shown to improve the quality of bystander resuscitation, improving CPR performance (position, rate, depth) in 70% of cases³.

Less Urgent Calls / Remote Advice

Being able to see also enhances care in less urgent cases, such as a child with a rash. In such cases, the video can be forwarded, in real time, to get a specialist opinion that may negate not only hospital admission, but ambulance dispatch.

Patients in Isolation

With the advent of Coronavirus, there are potentially thousands of patients who will need to be observed at home. GoodSAM's video system is ideal for this, minimising infection of others.



Child with rash being managed remotely without the need for Ambulance dispatch



Better Assessment of Call Urgency

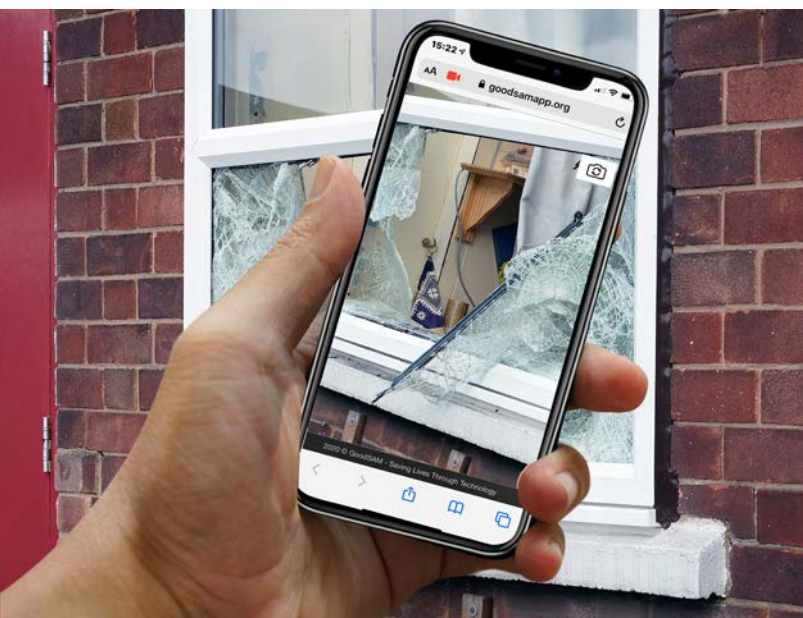
As with the multiple different conditions that video is useful for in the healthcare sector, there are many different types of uses within the police and security sectors.

The platform is now being used with Police forces across the UK to both locate the caller and assess / see the incident.

Video can be used to better assess the urgency of the response as well as gather evidence. The urgency of the response as assessed by a simple telephone call can be confounded by the capacity of the caller or a caller exaggerating severity to get a faster response. Video enables direct assessment. The constant updating of the caller's location means the caller can be tracked, for example if moving along county lines.

This means better resource deployment decisions can be made. Is another agency more appropriate?

Gathering of Evidence



The instant recording of video increases quality and quantity of evidence for investigations. It can also support victims of crime and assist in victimless prosecutions.

Better evidence will increase the number of early guilty pleas and provide cost and time efficiency savings as well as increased public confidence.

By recording evidence, especially of low acuity crimes, it may negate the need for officers to have to travel to the scene, saving time and money.

Because the video is live streamed and stored immediately, unlike video footage submitted from the public, there is no question of its authenticity as it could not have been edited.

The video is automatically date and time stamped and because the video is live streamed, if the phone is then disposed of, evidence is still retained. It can also negate the need to seize the phone since the evidence from it has already been stored.



Better Assessment, Better Evidence and Increased Officer Safe

Sharing

Video can be forwarded in real time, or after the event to specific officers for further investigation. This is done in a secure, recorded, auditable and time limited fashion.



Other Devices

GoodSAM can handle feed from any device with an RMTTP output. This includes body cameras, drones, CCTV cameras and GoPros for example attached to dogs.

The simultaneous gathering of multiple video feeds and sharing with other agencies provides greater awareness of the situation, a more coordinated response and more in depth understanding for future incidents.



GoodSAM

Fire and Rescue



Assessment of Fire and Resource Needs



For a lay person, describing a fire can be difficult. A small fire to one person, huge to another. Assessing other factors, for example the nature of the fire, the materials alight and the likely rapidity of its spread requires expert eyes.

GoodSAM's Instant-On-Scene enables eyes on within seconds of the emergency call. Rapid deployment of the correct response, together with any specialist teams can then occur.

The ability to instantly locate can also save vital seconds, especially in rural areas where an address might not be available. The recording of video can be useful for later fire investigation purposes



Drone Filming

The aerial assessment of the scene, be it fire or major incident is now a vital part of incident planning. The GoodSAM video platform can handle all forms of video feed including thermal imaging giving you the ability to securely share live and stored video with other agencies.



Other Sectors

There are many other sectors where urgent help is needed and the ability to instantly see the situation can make considerable differences



For example, with motor vehicle breakdown, GoodSAM enables you to instantly see the dashboard and if need be under the bonnet to give remote advice and guidance.



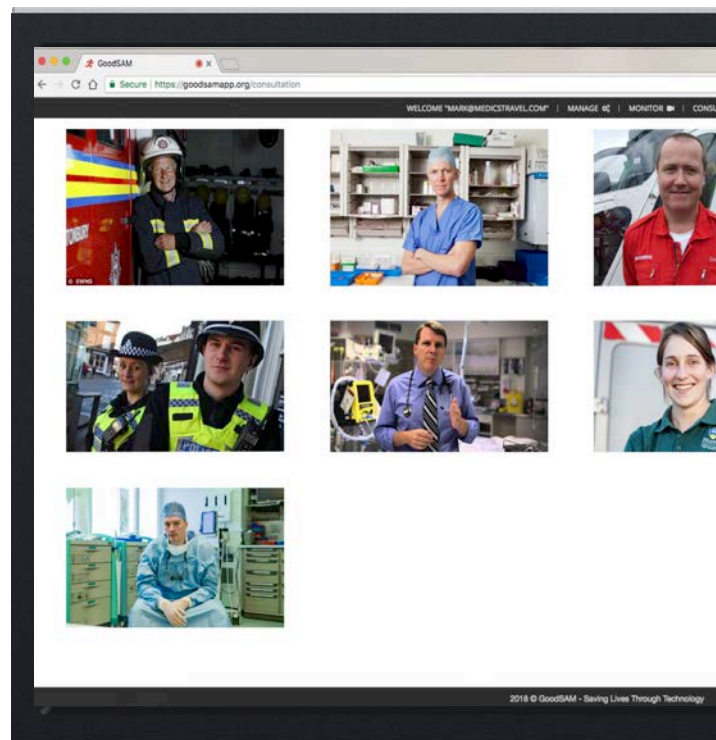
Similarly, on construction sites and in remote industrial locations, the GoodSAM instant -on-scene tool enables the organisations managers and first aiders to get immediate eyes on

Consultations and Multi-Viewing

The GoodSAM platform also enables multiple phone cameras to be opened simultaneously. This enables multidisciplinary team meetings and cross service debriefing / collaboration

To enable this, simply create a room, text the link to all the mobile phone numbers/ email addresses of those you wish to invite and at the specified time they all simply click the link and everyone can see and talk to each other.

There is no need to download any apps or register! It just works!



GoodSAM

Technical details



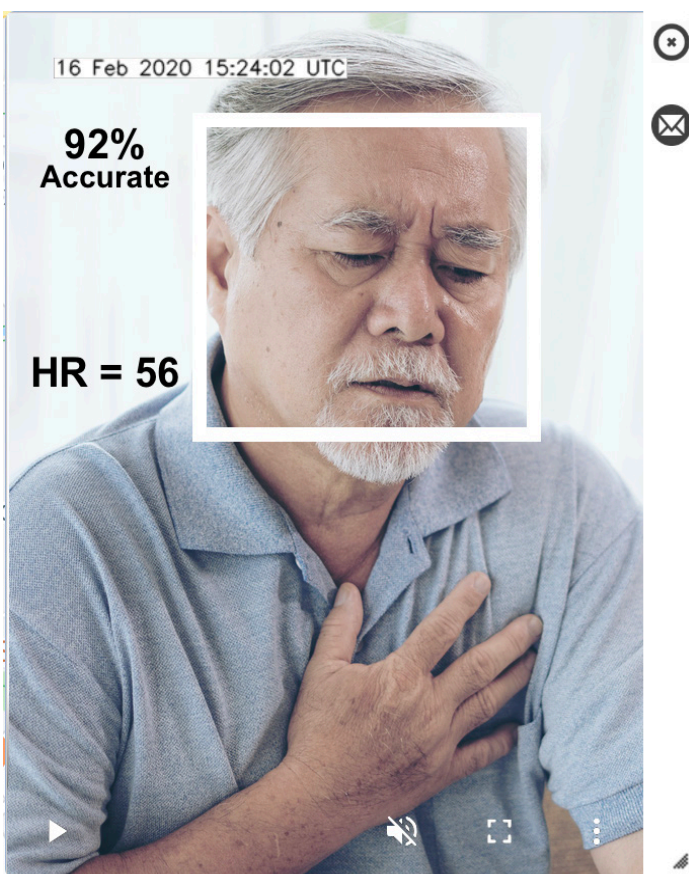
Security

Security and governance are at the heart of everything we do.

All data is AES 256 encrypted and fully GDPR and HIPAA compliant. We are ICO registered and have ISO 9001 and ISO 27001 certifications. We utilise TLS 1.2 to provide Grade A security.



Video Forwarding

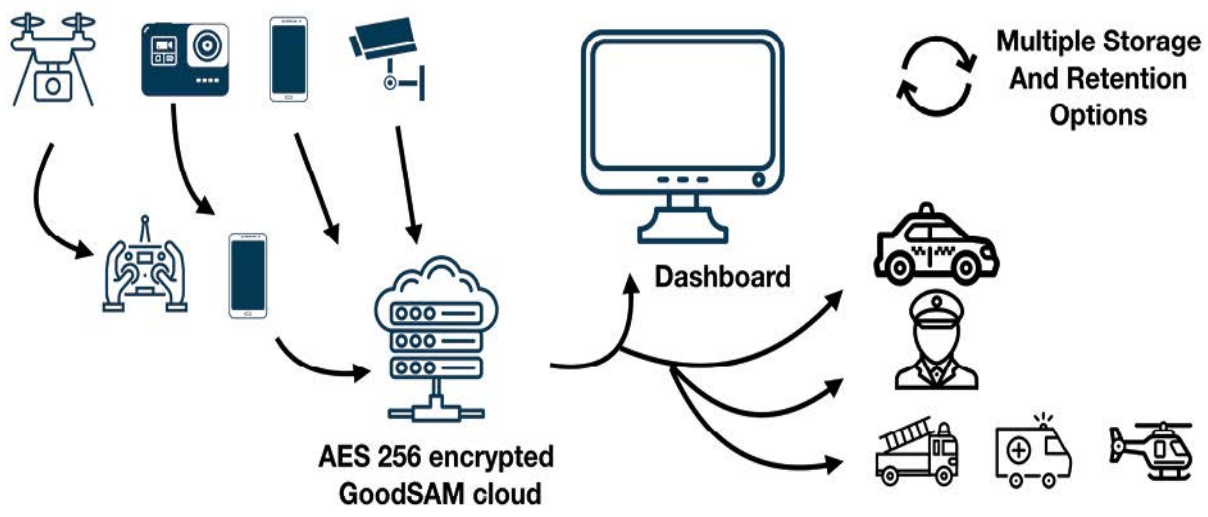


Video can be forwarded from the dispatcher / operator in a highly controlled and auditable manner.

If the video is live streaming, this is sent. If it has finished and has been recorded, then a loop of video plays.

This can be sent directly to an email address or mobile phone number. The recipient clicks the link and automatically views the video. Again, no App is required to be able to watch this. A time can be set after which the video can no longer be viewed. It cannot be downloaded.

A certificate of details of those who have viewed the video can be requested for each video.



Video can be forwarded to one individual or multiple both within and outside of the service.

Video Storage

There are multiple video storage options. Firstly, nothing is ever stored on the callers mobile phone.

Service video storage options comprise:

- No storage
- Cloud Storage - this can be in country. Standard storage utilises AWS Cloud and retention of video data can be set to: 7 days, 31 days, 1 year, 7 years or 100 years.
- Local Server Storage - utilising our API, video can be pulled as soon as completed onto a local in house server. This can, for example, be tagged with the patient's record number. With this system, no cloud storage occurs.

Video is routinely stored as Webm files and can be playable back directly through the browser. All storage is AES 256 encrypted.

GoodSAM Partners



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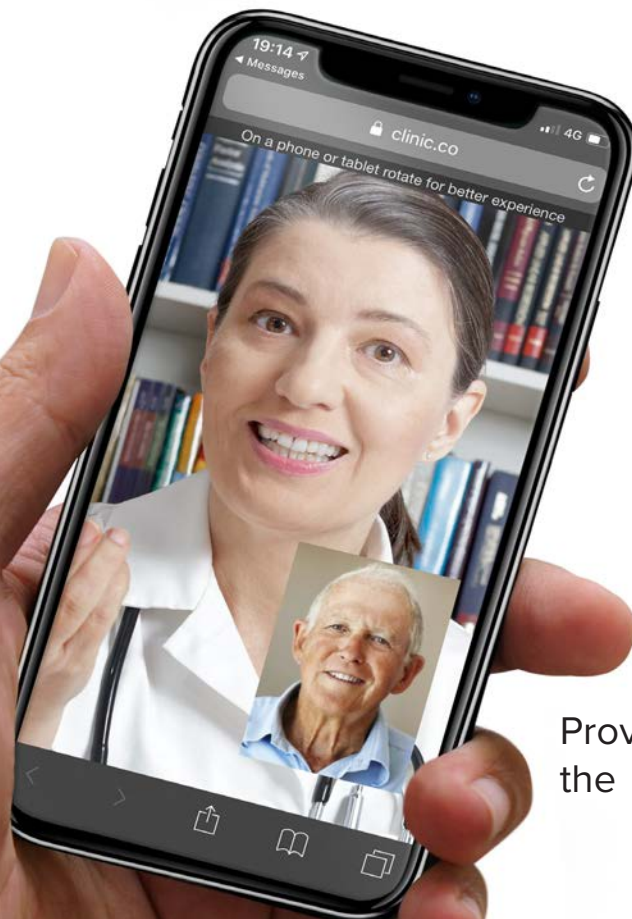


The Online Clinic

The GoodSAM Tech Stack is also behind Clinic.co, a revolutionary telemedicine platform that believes everyone should be able to access the best healthcare.

The doctor or nurse simply sends out a text at the time of the appointment, the patient clicks a link at that time and, without the need for any Apps or downloads, the video and audio start to stream.

For more information or to register, visit www.clinic.co



Providing services to
the



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Get in touch!



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