

Case Study - Tramigo for Medical Rescue Services.

Lifeline Rescue Inc.



T22

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Philippines

Tramigo case file:

Tracking medical rescue and emergency response services with Tramigo T22.

Date: June 2009
Country: Philippines
City: Manila

Lifeline Rescue Inc. is the top private medical rescue service with 82,000 members, covering approximately 815,000 people in the capital and surrounding cities of the Philippines.

With over 11,000 lives saved in the last 12 years, Lifelines' motto "We Save Lives" comes true through dedication to finding the best possible ways to get their ambulances on site as quickly as possible. Tracking and coordinating their with Tramigo T22 is one of these ways.

The nerve center of lifeline is the 24-hour dispatch center known as the "Red Room". In addition to receiving incoming calls and dispatching the nearest ambulance to the scene, the Red Room guides ambulances through the often sticky traffic by giving them alternate routes.

Because lives are at risk, knowing where the ambulances are at all times is critical.

"When we started out, we were doing this via radio and fingers planted on a large map on the wall." says Michael Deakin, General Manager of Lifeline Rescue while gesturing towards a large illuminated map covering the entire wall. "But now that we have more vehicles, clients and area to cover, we needed a more advanced way of locating our ambulances."



One of the the lifesaving ambulances, tracked by Tramigo.



Accurate information, including audio records are crucial when lives are on the line. Tramigo helps Lifeline keep on track.

For Lifeline, knowing where the ambulances are is only half of the story: The location of the client in need of medical attention is just as important.

"Another big problem we had in the past was that the people calling us were not able to tell where we are needed. The caller might be in a state of shock

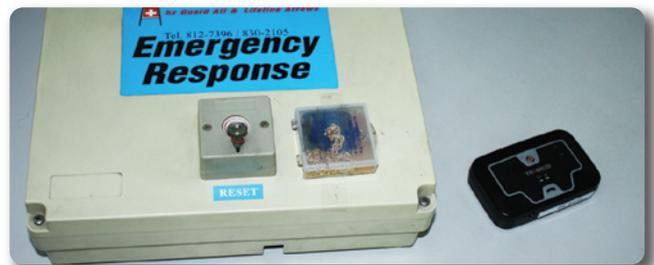


The map covering the wall (on the left) now is used very rarely: M1 Fleet guides ambulances from one emergency to the next.

and not very coherent over the phone or the caller is a bystander who is not familiar with the neighbourhood. We even have had cases where the security guard of a building cannot recall where they are calling from because they are panicking.” -notes Mr. Deakin.

Legal issues provide a third key reason to install a tracking system into medical rescue vehicles: Because people tend to take things very seriously when lives are on the line, being able to provide undebatable proof of your actions during emergency situations is crucial.

Tramigo now works for us as a “one-for-all” solution: The same M1 Fleet computer that gets incoming SOS alerts from clients also sees the locations of all our rescue vehicles.” Tramigo has now replaced most of the older system fixed SOS buttons Lifeline installs at corporate lobbies and the houses of elderly clients as well as added a totally new market for them: “We’ve been getting inquiries on whether we could link client vehicles direct to our control center with an SOS button, especially from customers that have their drivers taking the kids to school and back. Our old SOS button was hardwired over landlines and could not really do that, but now with Tramigo, we are ready to explore this wanted addition to our services.



Tramigo T22 is replacing the old and bulky landline based SOS buttons installed at client locations. “Paying monthly fees for a system that hopefully is never used is a big burden and the GSM network is at least as reliable as phone lines, which are sometimes out during tropical storms that injure people as well.”

“Our strategy is to provide accurate information to our clients and only promise what we can deliver. We’ve always provided our clients with a detailed report of the dispatch, transit, landing and delivery times. Now we can provide an even more accurate history by giving them the full trip reports with timestamps, speeds and accurate locations all the way from dispatch to the hospital.” A few larger clients have Lifeline ambulances on 24/7 duty also have direct control to track “their” ambulance -A key selling point in a market where many companies try to cover too much area with too few vehicles. “By giving them (clients) the possibility to double check that we are providing the service they pay for we don’t really have to do much sweet-talking.” Mr. Deaking points out.

The Tramigo T22 units installed to our ambulances also have automotive remote microphones that allow the control center to listen in to what is happening at the back of the ambulance. “Most trips are not acute, but in cases where the injuries are bad we have to start medical treatment already in the ambulance. When this happens, we open an audio channel to the Red Room that records everything that happens so that we don’t have to rely on memory alone when reciting to the hospital the history of treatments already administered.”



With the busy schedule of a business owner, Michael Deakin uses M1 Move Smartphone software to check his fleet anytime, anywhere.



Mr. Deakin and Tramigo T22.



All the T22 units also come with handsfree sets to provide a GSM backup for the ambulances two way radio system.

Before choosing Tramigo, Lifeline looked at several systems, including a portable satellite tracking system and a server based tracking solution. The problem with all of them was that at some point, they were going to ask for monthly fees without really providing us with anything in return. "We almost signed up for the satellite based solution until I read the fine print: After the first "free" year the subscription would bounce to over \$ 1000 annually per unit -whether it was used or not."

"One of the main reasons why we took Tramigo is because the costs are manageable and it is easy to use even by our veterans that have been with us for over 10 years." Additionally, Tramigo T22 is flexible enough to function even in special cases like airborne rescue. "We sometimes have to pick up clients too far away to send an ambulance, once even all the way from Hong Kong. We have one T22 unit in portable use for when our medical staff board a helicopter so they never really go off the grid."

Key Selling Points for the Emergency Rescue Channel:

- **Manageable costs:** No monthly fees.
- **Superior control over the fleet:** Accurate locations, speeds and headings for all vehicles.
- **New clients:** T22 & Personal assistance button can be installed into corporate lobbies & moving vehicles, feeding instant and accurate SOS alerts direct to the rescue service.
- **Proof of service:** Trip reports provide detailed logs and response time data for customer and internal use. (Usage monitoring.) Large clients with fully contracted vehicles can get direct access.

For more about Lifeline Rescue Inc, visit www.lifeline.com.ph for more about Tramigo T22 and other Tramigo products, visit www.tramigo.com