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St. John Ambulance New Zealand – Smart Tech

GoodSAM — A Smart Phone Application to Crowdsource CPR in New Zealand

BRIEF BACKGROUND

In 2017, New Zealand had a population of 3.8 million adults and 3.8 million smart phones users. This one-to-one ratio meant there was essentially 100% coverage of the adult population with smartphone technology. Until the launch of the GoodSAM application in April 2018, this population of mobile phone users was a largely untapped source for potential community responders.

GoodSAM is a smartphone application that was developed in the United Kingdom to alert enrolled responders to a cardiac arrest that is occurring nearby (<https://www.goodsamapp.org>). Using integration with the ambulance service computer aided dispatch and GoodSAM responders' mobile phone location data, New Zealand GoodSAM responders are triggered to cardiac arrests within one kilometer of their current location.

STEPS TAKEN

In other countries using GoodSAM, a responder's competency in CPR and AED use was verified prior to enrollment with a qualification provider-approved training certificate. However, such certificates are costly, and communities with the highest incidence of cardiac arrest are often the poorest. To eliminate this hurdle, GoodSAM responders in New Zealand are verified and enrolled as responders if they have formal identification (driver's license or passport), as opposed to a certified qualification in resuscitation. Responders self-report their ability to perform CPR and use an AED. It's assumed that such responders have completed informal training, such as free community awareness training.

CHALLENGES

Of the more than 12,000 notifications issued via the GoodSAM app, only 17% were accepted by responders. The majority of notifications (57%) went unseen. It is likely that the large number of missed/unseen notifications occurred because there was initially no ability to override a phone's silent mode. This issue was recently resolved, so organizers anticipate an increased uptake in notification acceptances.

RESULTS

In the year since its launch, over 4,000 GoodSAM responders enrolled in the program. There were more than 5,000 alerts to unique GoodSAM events, with each event notifying up to three responders. There have been more than 12,000 notifications sent to responders, the equivalent to 37 notifications per day.

OUTLOOK

As more responders enroll, the likelihood of having a community responder in the vicinity of a cardiac arrest will increase. The goal is to continue to campaign for increased community responder enrollment in New Zealand.

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