



Connecting Your Key Health Information to Healthcare Professionals at the Time of an Emergency

Service can reduce the risks of medical errors by providing emergency responders with information that can impact diagnosis and treatment decisions

According to a study released by the Centers for Disease Control (CDC) in 2008, emergency room visits are on the rise and the number of emergency rooms and resources to support patient care is decreasing. The CDC reports 119 million Americans visit emergency departments annually – a 36 percent increase since 1996. And, during the same time period, the number of hospital emergency departments decreased by almost five percent.

This stress on the country's emergency care system means that Americans need to do more to protect themselves by having -- at their fingertips -- the vital health information healthcare professionals need to make timely, accurate diagnosis and treatment decisions at the point-of-emergency care.

Today, there is a solution. MyVitalData™ is a unique service that securely connects patient health information to a network of emergency departments, hospitals and first responders to help inform fast and accurate treatment decisions. Information is delivered via MyVitalData's secure online Emergency Communication Gateway™ -- enabling real-time delivery of members' essential data to authorized and authenticated healthcare and emergency professionals.

“Immediate access to patient data including health history, allergies, medications and emergency contact information could prove to be lifesaving in the event of an emergency situation,” said Thomas Horan, Ph.D., executive director of the Claremont Information and Technology Institute. “With the injured party's expedited health history on hand, first responders can act quickly without taking life-staking minutes to ask the patient, family member, or bystander personal health questions.”

With the MyVitalData card, this expedited patient information is accessible only to authorized healthcare professionals through a simple phone call or mouse click on the secure MyVitalData emergency professional Web site.

The security and confidentiality of member health information is critical. MyVitalData takes extra steps to authenticate every query through its Provider Authentication Process™ -- ensuring only approved healthcare and emergency professionals receive patient information. MyVitalData meets all government privacy guidelines and has added an additional layer of security by providing a verifying email letting members know when and where their records were accessed.

Flexibility and self-direction are also key MyVitalData components that enable members to select the information they want made available in an emergency situation. In addition,

during an emergency, an alerting feature automatically notifies, via e-mail or cell phone text message, the members' pre-determined contact lists (family, physician, friends, etc.) about when and where members are receiving emergency care.

Enrollment in MyVitalData is easy and can be done in a few minutes on the MyVitalData Web site. New members will be prompted to enter their vital health information, such as allergies, current medications, chronic and/or other medical conditions, and emergency contact information.

Upon completing the enrollment process, MyVitalData members will immediately be able to print out a temporary ID card. And, within a few business days they'll receive a New Member Packet containing their permanent ID card for their wallet or purse, along with decals and magnets that can be placed on cars, home windows or refrigerators – places emergency professionals are trained to look for patient information in an emergency.

To learn more about MyVitalData or to become a member, go to www.myvitaldata.com or call 1-888-MVD-DATA (683-3282).

