

# WHY MOBILIZE?

Severe bleeding can become fatal in 3-5 minutes<sup>1</sup> and airway complications can cause hypoxic brain death in as little as six minutes.<sup>2</sup> That's why it is critical that ordinary citizens be prepared to deal with unexpected medical emergencies while they wait for professional first responders.



**9-15 MINUTES**

AVERAGE EMS RESPONSE TIME<sup>6</sup>



**TIME TO FATALITY**

**3-5 MINUTES** | SEVERE BLEEDING

**6 MINUTES** | AIRWAY ISSUES

## TRAUMA IS THE #1 CAUSE OF DEATH FOR AGES 1-46

According to the National Trauma Institute, trauma is the leading cause of death for those between the ages of 1 and 46, accounting for 30% of all lives lost in the U.S.<sup>3</sup>

**30,000 PREVENTABLE TRAUMATIC DEATHS**

The American College of Surgeons estimates that 30,000 traumatic deaths could be prevented each year with increased access to trauma care.<sup>4</sup>



## Empowering Bystanders to Help Save Lives

Accidents, medical emergencies, and acts of violence can occur without notice. Treatment in the first few minutes has a significant impact on patient outcomes. Ensuring bystanders have access to medical supplies and instructions on how to provide care can help save lives.

The Mobilize Rescue System was designed to cover the most critical emergencies – such as severe bleeding, airway complications, and traumatic injuries. Each kit contains a comprehensive set of modern medical supplies and an integrated instructional app, which used together enable bystanders to quickly assess, manage, and treat victims while EMS is on the way.

“the fate of the wounded rests with the one who applies the first dressing”

Dr. Nicolas Senn, President,  
American Medical Assn., 1897-1898

**ZOLL**<sup>®</sup>

## TRAINING FADES QUICKLY

**ONLY  
33%**

**RETAIN TRAINING AFTER  
THREE MONTHS**

**ONLY  
10%**

**PASSED A SKILLS EXAM  
AFTER 12 MONTHS**

In a survey of CPR studies, investigators found that 67% of participants failed a practical skills exam 90 days after taking an instructor-led CPR/AED class, and that 90% failed the practical skills exam 12 months after the class.<sup>5</sup>

## Real-Time Instructions at Your Finger Tips

Training can often be forgotten in the chaos of a medical emergency. The Mobilize Rescue app included with each system provides real-time, step-by-step instructions that enable rescuers to immediately help a victim regardless of their level of training.

The supplies in the system are conveniently labeled and organized to match the instructions in the Mobilize Rescue app. Simple interactive prompts, written instructions, and visual cues guide rescuers to use the medical supplies to provide care during a medical emergency.

## Prepared for the Unexpected

Preparing for cardiac emergencies, traumatic injuries, acts of violence, and life-threatening medical issues is key for safety leaders across all industries. Mobilize Rescue Systems offer the peace of mind that comes with knowing you are prepared and ready to manage a wide range of critical medical emergencies. Mobilize Rescue Systems empower bystanders to help save lives.



## TREATMENT CAPABILITIES

With the supplies and app in the Mobilize Rescue System, organizations can efficiently and effectively prepare to manage:

SEVERE BLEEDING	IMPALED OBJECTS	BURNS
UNCONSCIOUSNESS	AMPUTATIONS	FRACTURES & SPRAINS
TROUBLE BREATHING	ALLERGIC REACTIONS	DIABETIC PROBLEMS
OPIATE OVERDOSES	CONFUSION	CHEST PAIN
HYPOTHERMIA	STINGS	CPR INSTRUCTION
SEIZURES	TRAPPED LIMBS	AED APPLICATION
CHOKING	PAIN	

<sup>1</sup><https://www.dhs.gov/stopthebleed>

<sup>2</sup><https://medlineplus.gov/ency/article/001435.htm>

<sup>3</sup><https://www.nattrauma.org/what-is-trauma/trauma-statistics-facts/>

<sup>4</sup><http://nationalacademies.org/hmd/Activities/HealthServices/LearningTraumaSystems/National-Trauma-Care-System>

<sup>5</sup><http://www.aedchallenge.com/articles/cprskilldecline.php>

<sup>6</sup>Journal of Emergency Medical Services. (2005.) Response Times: Myths, Measurement and Management. Retrieved from: <https://www.jems.com/articles/2005/08/response-times-myths44-measure.html>