



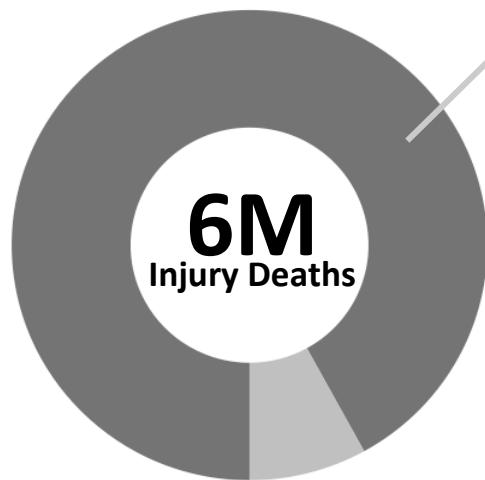
**criticallink**  
connecting people to save lives



# CriticalLink- Like Uber for saving lives

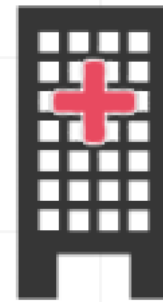


# Problem



**5.8 million** of the 6M injury deaths (92%) occur every year in places without access to emergency medical services (EMS).

**82%** of accident victims die before they get to a hospital, many of whom have survivable injuries.

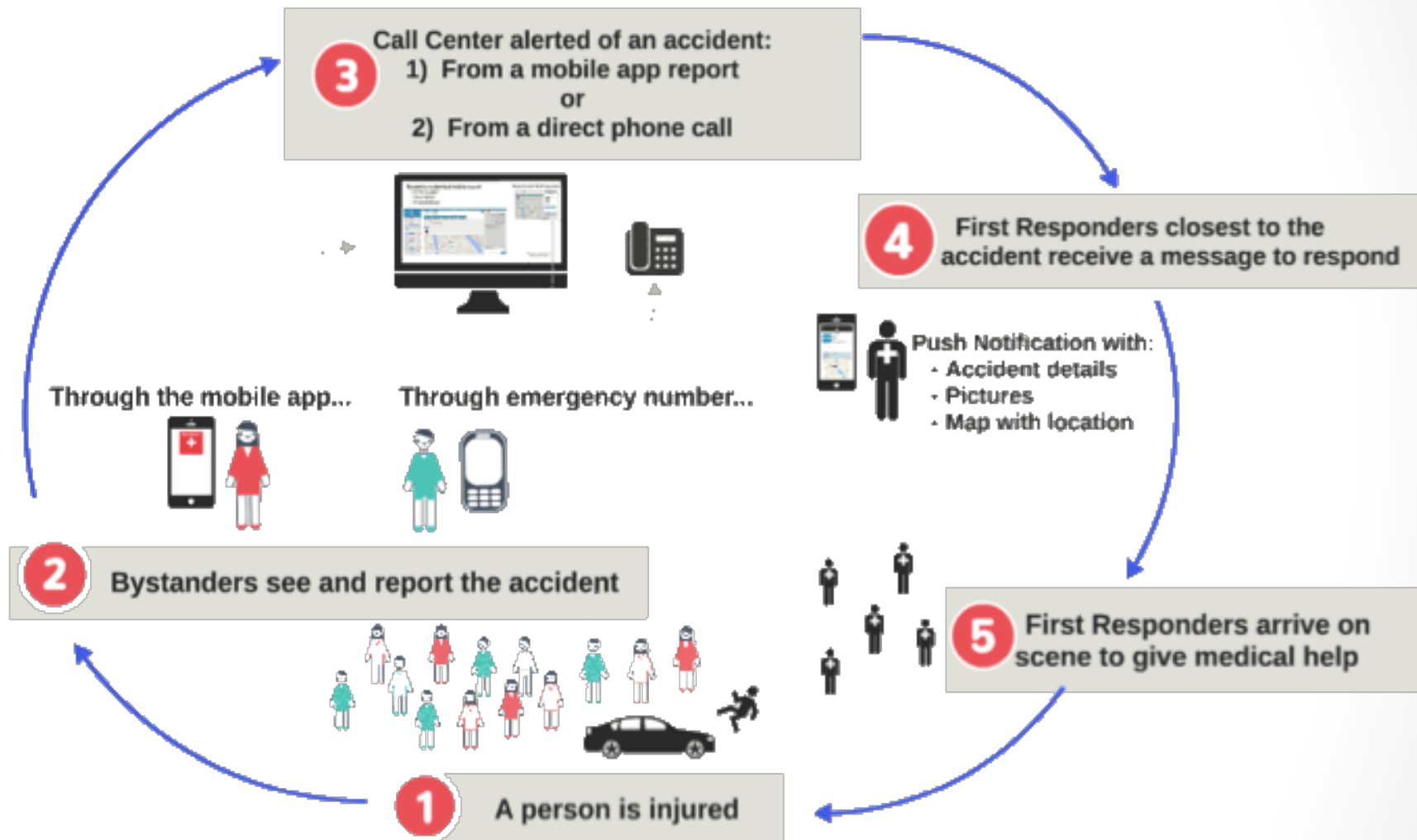


**2300** children die every day worldwide from preventable accidents and injuries (~1 million/year)

**2-3%** of the GDP of low and middle income countries is lost annually due to economic impact of road accidents and preventable injuries.



# Solution: CriticalLink



CriticalLink uses mobile technology to create a low-cost rapid response emergency medical system anywhere in the world





# CriticalLink App

The app (Android/iOS) has three user levels with varying features:

- **Users:**

- General User
- First Responder
- Team Leaders

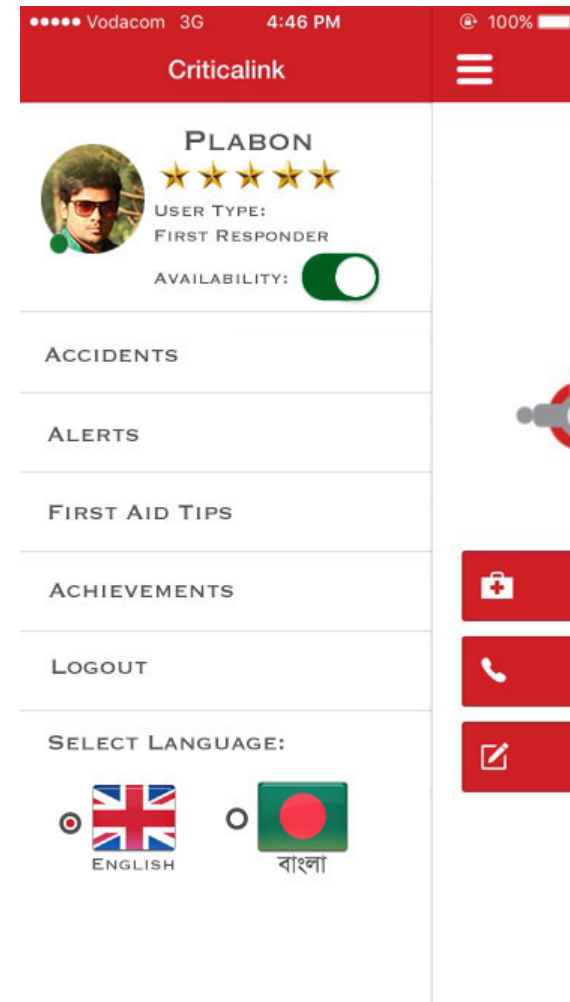
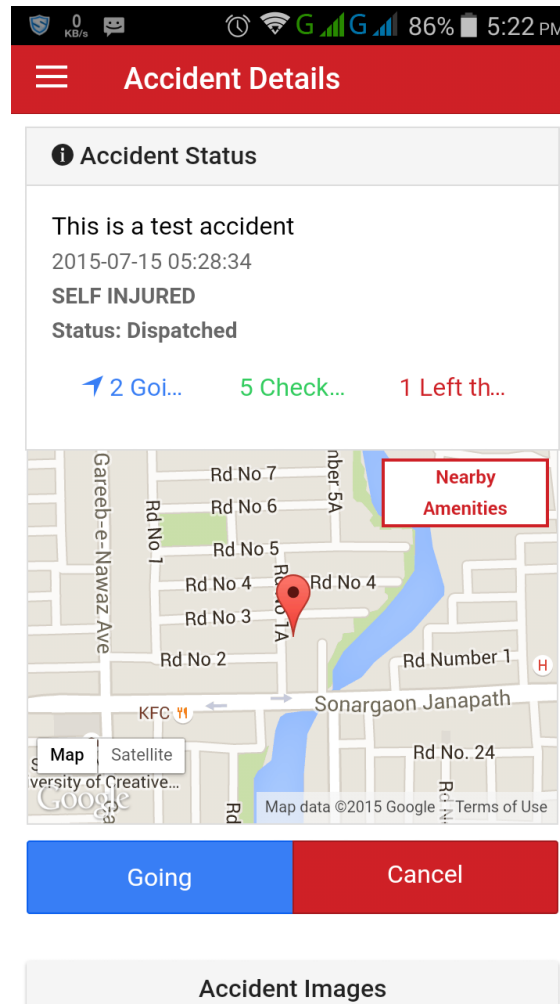
- **Report Accident:**

- Geo-Location
- Photo
- Near by hospitals

- **Dispatch:**

- Receive accident report through app and SMS
- Going, Check-in and Leave
- Submit Report

**First Aid Tips:**



# Founding Team



## **Jennifer Farrell**- Co-Founder & Executive Director

- Former volunteer EMT and attended Medical School (MD) in the US with a sub-internship in trauma surgery
- Trained First Responders in the US, South Africa, and Bangladesh
- US Fulbright Scholar, Albert Schweitzer Fellow, and Debakey Scholar in International Health
- 2015 White House Emerging Global Entrepreneur



## **Rahat Hossain**- Co-Founder, Program Director

- Volunteer firefighter and First Responder, participated in rescue of garment workers during Rana Plaza disaster in Bangladesh (April 2013).
- Co-founder of an educational NGO educating girl orphans in Dhaka, Bangladesh
- Studied business and finance (MBA) in Dhaka, Bangladesh
- US Embassy grantee for Disaster Response Training and SPARK\* fellow



# CriticaLink: Where there is no EMS

Case study: Bangladesh



# CriticalLink in Bangladesh

Launched: 2014

- # of First Responders trained in Bangladesh since 2014:
  - **>3000**
- # of patients treated in Bangladesh in last year:
  - **575**
- # of registered volunteers in the CriticalLink mobile app:
  - **1017**
- **# of app users: 3000 registered profiles**
- # of people covered by CriticalLink in Bangladesh:
  - 3.5-5 Million people in Dhaka
- Launched in South Africa with Ministry of Health in 2016  
**Immediately connected 5000 community responders**





# CriticalLink: Making EMS Better

## Case Study: South Africa



# CriticalLink in South Africa

Launched 2016

- South Africa's 10177: Over 1200 calls a day
  - 70 Ambulances
  - Response times 2-6 hours
- CriticalLink app connects 5000 Volunteers to Government EMS
  - Improves Response Time
  - Accurate Location
- Two-way communication gets information back to dispatch
  - Ambulances go where they are needed most
  - Patient's needs communicated to dispatch

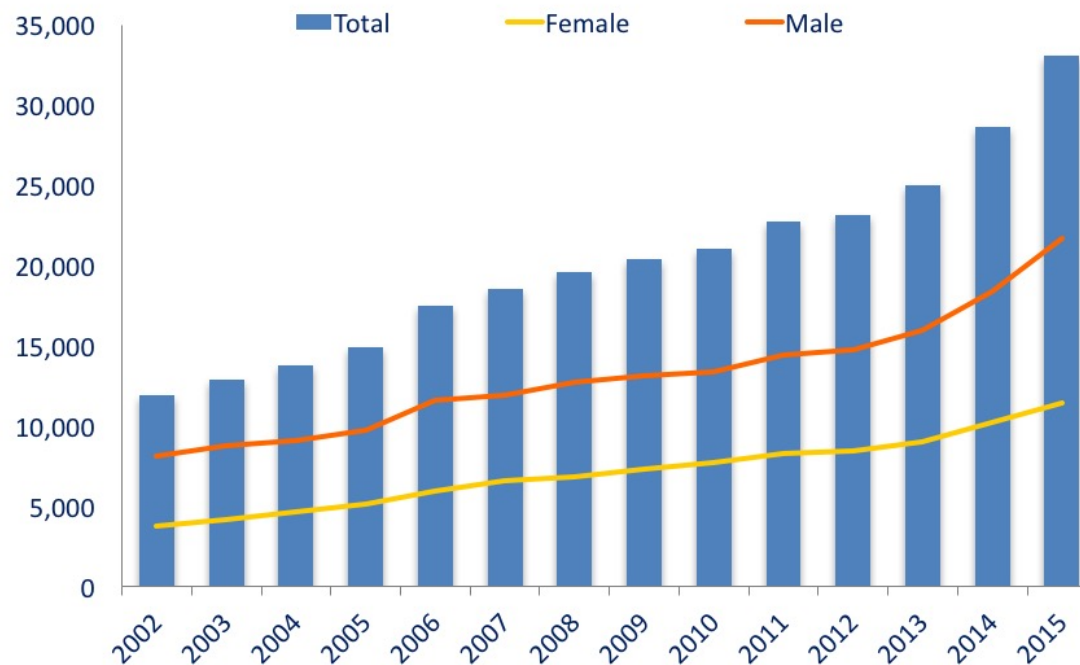


# CriticalLink: Solving New Problems

## Case Study: USA- Opiate Crisis



### National Overdose Deaths Number of Deaths from Opioid Drugs



Source: National Center for Health Statistics, CDC Wonder



# CriticalLink in the USA

Coming Soon- 2017

- USA in the middle of an Opioid Crisis
  - >50,000 deaths expected in 2017
  - More deaths than guns, car accidents, or falls
- Naloxone (NARCAN) is an antidote that can reverse opiate overdoses
  - ANYONE can buy and carry Naloxone: drug users, friends/family, community volunteers, police, EMS
- CriticalLink app will alert community members carrying Naloxone if someone nearby needs help
  - Drug users and bystanders can request help without involving police
  - Using GPS, bystanders with Naloxone can respond within minutes
  - Mapping data from the app can be used to map “bad batches” and help target prevention and outreach efforts





# CriticalLink: A tool for Disasters

## Coming in 2017



# Milestones

- 2014 & 2015:
  - Launched CriticalLink App in Bangladesh in 2014
  - Trained over 2000 First Responders covering 3.5M people in Dhaka
  - In 2015 treated 550 people in Dhaka
  - Winner of the National App Award (Bangladesh)
  - Winner of the UN World Summit Award in Health
- Launched CriticalLink App in South Africa with the Ministry of Health in 2016
  - Connects the Government system with community responders
  - Allows reporting through the mobile app for greater location precision
  - Reduces response time by alerting volunteer First Responders nearby

## Goals:

- Expand coverage to other cities in Bangladesh
- Launch additional countries in 2017 (Nepal, USA, Haiti)



# Why are we unique?

- No other emergency services in Dhaka or 85% of the world
  - Filling a gap in low and middle income countries
- Other “emergency” apps designed to work in developed countries with functional EMS systems
  - CriticalLink: Low data, ability to integrate feature phones/SMS/USSD
  - Flexible to connect community organizations, government systems, private ambulances
- The ONLY app designed to work in disasters
- App features ability to incentivize and reward volunteers
- **Low cost/high-impact**



# Media and SDGs

