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***Jersey City to Launch Community Focused 911 Responder Service
To Expand Existing EMS; First in the USA Modeled after Israel***

Jersey City will be Fastest Response Time in Country; Goal of sub 2 minute response

JERSEY CITY – Today, **Mayor Steven M. Fulop**, **United Hatzalah** and the **Jersey City Medical Center-Barnabas Health** are partnering to launch the first of its kind in the country of a mobile app based community response system for ambulatory calls. The program, known as Community Based Emergency Care (CBEC), is modeled after the highly successful Israeli community-based emergency care program United Hatzalah, which is described

here: https://www.ted.com/talks/eli_beer_the_fastest_ambulance_a_motorcycle?language=en.

Initially, Jersey City will target 100 volunteers to launch the program. The volunteers will complete a course on basic emergency response provided by Barnabas; the volunteers will be outfitted with emergency response equipment, and will have a mobile app linked into the city’s EMS 911 system.

“The idea is simple and it leverages technology. As an example, if a 911 call comes into a high-rise building for a heart attack victim on the 10th floor, why should we not try to bridge the response time to provide help if we know there is a doctor or someone who can help on the 5th floor? Rather than waiting for the ambulance to arrive and the doctor hearing the sirens, we will notify certified personnel, provide them with a real-time GPS locator so they can bridge the response time until an ambulance arrives. This system will be the first to leverage the community working with technology,” said **Mayor Fulop**.

Jersey City’s CBEC program will be funded completely through philanthropic donations raised by a group of United Hatzalah contributors and others (organized under United Rescue to deploy the model around the United States and the rest of the world). It will come at no cost to the taxpayer or the Jersey City Medical Center.

“We have seen how effective this program is in Israel and we are excited to be the first city in the United States to launch such an innovative, life-saving program,” said **Mayor Fulop**. “When every second matters, we want to deliver the fastest, best medical service to our residents so we can save more lives. Using this technology and effective system, we can reach more people in critical life or death situations.”

The difference between life and death for someone suffering from a heart attack, stroke, choking, drowning or other accident is often determined by how quickly help arrives. Now (anywhere outside of Israel), a child could be choking in her apartment -- while someone who could save her life might be, unaware, relaxing in his home a block away.

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An office worker could be suffering from a heart attack -- while someone who could save his life might be, unaware, in a meeting a floor below. This lack of information exchange, Mayor Fulop, the leadership of Jersey City Medical Center and United Rescue believe, should no longer be the difference between life and death. The goal of the CBEC program is to ensure that there is always a cadre of trained and equipped volunteers, who can be instantly located and dispatched from the 911 operator and on any scene in the city immediately.

“We are constantly working to enhance public safety, whether that means hiring more police officers and firefighters or redeploying personnel to the areas they are needed, and this is the next step in that process,” said **Mayor Fulop**. “We are adding another layer to our public safety network to ensure residents are provided the highest level of service and at no cost to the taxpayers.”

In an emergency, residents will simply continue to call 911, where dispatchers will immediately deploy both an ambulance and a CBEC. The United Rescue technology uses a GPS-enabled mobile app to track and deploy the nearest volunteer responders who are able to quickly navigate through dense urban areas on ambucycles or on foot -- whichever is fastest.

CBEC volunteers begin treatment in order to stabilize a patient’s condition until the JCMC EMS arrive on the scene, with an objective of reaching patients within 150 seconds from the time of the emergency call to treatment. The national standard for ambulance response times is eight minutes and 59 seconds; the Jersey City Medical Center ambulance response time is approximately six minutes.

“Jersey City Medical Center looks forward to working closely with the City of Jersey City to ensure that residents have the quickest possible response time in medical emergencies,” said **Joseph F. Scott, FACHE – President and CEO, Jersey City Medical Center—Barnabas Health**. “We are always exploring new methods and technologies to guarantee we are on the cutting edge of technology.”

All of the United Rescue volunteers will either live or work in Jersey City, increasing the benefits of being part of the Jersey City community. The City and the JCMC anticipate training volunteer medics by mid-February with the ability to deploy by July 1. The long-term objective of the program is to have a cadre of 250+ trained volunteers throughout Jersey City, enabling victims of trauma anywhere to be treated within moments.

“Because of the leadership of Mayor Fulop and the Jersey City Medical Center EMS, Jersey City is poised to become the first city in the United States to deploy a system of community-based emergency caregivers that will enable residents and visitors who suffer from trauma to be treated on the right side of the moments that separate life from death, ” said Mark Gerson, **Chairman of United Hatzalah**.

As in Israel, the program aims to include volunteers from all sectors of Jersey City’s diverse community. Anyone who is interested in becoming a Jersey City Community Based Emergency Caregiver can register at the program’s website at <http://www.unitedrescue.us>.

Volunteers will undergo a 60-hour training course, receive CBEC app and medical equipment, and will be a vital part of the local emergency responder community, helping saving the lives of neighbors in times of need.

The United Hatzalah program was established in 2006 in Israel and currently fields more than 2,500 trained volunteers who respond to more than 200,000 emergency calls annually.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at [201-547-4836](tel:201-547-4836) or [201-376-0699](tel:201-376-0699). ///