

# When in an emergency and can't speak for yourself

Making sure you get help when seconds count. Here's why:

**Planning type:** Emergency Planning  
**Database form:** myICE form

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## **Firstly, lets explain what ICE is and how it came about.**

In Case of Emergency (ICE) is a digital service that enables first responders such as paramedics, firefighters and police officers, as well as hospital personnel, to contact the next of kin of the owner of a mobile phone to obtain important medical or support information.

The programme was conceived in 2004 by Bob Brotchie, a British paramedic, and ICE was subsequently promoted by Bob in May 2005.

It encourages people to enter emergency contacts in their mobile phone address book under the name ICE. Alternatively, a person can list multiple emergency contacts as 'ICE1', 'ICE2' etc. The popularity of the programme has spread across Europe and Australia, and it has started to grow into North America.

**When interviewed on the BBC Radio 4 Today programme on the 12 July 2005, Brotchie said:**

*'I was reflecting on some difficult calls I've attended, where people were unable to speak to me through their injury or illness and we were unable to find out who they were. I discovered that many people, obviously, carry mobile phones and we were using them to discover who they were. It occurred to me that if we had a uniform approach to searching inside a mobile phone for an emergency contact then that would make it easier for everyone'.*

Brotchie also urged mobile phone manufacturers to support the campaign by adding an ICE heading to phone number lists of all new mobile phones.

With this additional medical information, first responders can access this from the patient's phone in the event of an emergency. In the event of a major trauma, it is critical to have this information within the golden hour which can increase the chances of survival."

**The areas of concern as stated by the Wikipedia article comes down to the following:**

1. The unreliability of mobile phones acknowledging the chances of hardware damage as well as software limitations and hindrances.
2. Medical service personnel on site normally do not have the time to contact relatives. Information stored in a phone is thus useless for medical care prior to hospital care.
3. Contacting relatives of a serious injured person is a sensitive task that is not carried out by telephone in the first place.
4. ICE contacts should not be used as a primary source of identification.

**Area of concern: 1.**

Wikipedia published an article stating the problem area of relying on only ICE contact entries for the First Responder to have 'possible' access to, depending on if the cellphone device is password locked, switched off or no longer works.

1. Myprotector offers strategic solutions to Cell phone hardware and software issues.

Our solutions are managed digitally on cloud-based technology and via the [www.myice.co.za](http://www.myice.co.za) website which is the gateway site that links unique database templates to our 24/7 Call Centre where our professional Case Manager manages the demands of whatever the call requires. myICE also allows the First Responder to use their own or any other phone to access clients' critical information via our site. The technology is accessed by entering the myICE website portal and placing a unique code, found at the scene to gain our clients details (e.g. photo, medical history, medical aid details, drug interaction information, doctor details and identifying markings etc).

This approach overrides issues of 'locked phones' 'non-operational phone devices' and provides the First Responder with the information and support they need in such critical times.

## Area of concern: 2

How does Myprotector fulfil the supporting need of not only medical identification of the client but also the interaction that would need to happen on behalf of the client when/if he or she can't communicate for themselves?

2. The Medical response personnel have high-pressure jobs and within that is the strict protocol they need to follow. Myprotector recognises the further need to support them in the vital role they play in the lives of our clients due to an unforeseen accident. Myprotector supports myICE services via a 24/7 Call Centre and case manager linked to the technology platform. In the first instance the platform allows the First Responder to simply put a code into the link and instantly gets the information about the client they will need, thus freeing up the First Responder to deal with the task at hand.

The core purpose of our 24/7 Call centre and Case Managers is to handle these critical and crucial events efficiently and effectively, speaking for our clients when they can't, thus lowering the chances of further delays and frustrations at such life and death times.

## Area of concern: 3

Relaying medical tragedies to family members is a very delicate situation to handle, should anything happen to me, how do you pre-prepare me as how to have this conversation with my family and loved ones?

- When a person signs up with Myprotector myICE service, they follow a guided process of documenting all their Financial and Heritage planning with regards to winding up ones deceased estate, additional to this we have product add-on options, myICE being one of them. This is where the client having gone through our guided process and selected a 'nominated person' to notified family and loved ones about the event and prepares their loved ones for that highly sensitive call they will one day receive from one of our professional Case Managers.



**Report an Emergency**

**Important Numbers**  
 The National Emergency Response - 9911  
 Call phone Emergency Call - 112

**Report Received**  
 We will contact the family with your message.  
 A message will automatically forwarded to a (P)U List where the emergency instructions are.  
 If you need to enquire about 'myICE', please

**Member Details**

Name: John  
 Surname: Doe

Emergency Contact: Example:  
 Emergency Number: Example:

**Photos**



**Identifying Marks**  
 Example: Oblong birthmark on my left leg and birthmark on right hip.

**Medical Details**

**Medical Aid** Example: Discovery Health Medical Aid  
**Medical Aid Number** Example: 3412344321

**Doctor** Example: Dr Greame Anderson  
**Doctor Contact Number** Example: 0761234567

**Blood Type** B-  
**Special Medication** Example: Insulin

**Allergies** Example: Penicillin  
**Medical History** Example: Heart attack at 45 but no problems at this time.

**Organ Donor** Yes

#### **Area of concern: 4**

As highlighted by the Wikipedia article, what are Myprotectors myICE identifications that make you different from other medical templates?

4. As we mentioned earlier having ICE contacts on your phone is a great initiative but should not be the sole means of identification. Myprotector uses a combination of identifying solutions to ensure its clients have as many ways as is practical and effective to be identified and rolls out a solution that helps First Responders.

**Phase 1:** We have incorporated myICE tags with simple 3-step instructions for the First Responder.

**Phase 2:** Our Myprotector emergency profile is drawn up and accessed by the First Responder through the [www.myice.co.za](http://www.myice.co.za) website, where they will have access to your identification profile and your medical details. This is where completing your guided myPlanner templates is vital.

**Phase 3:** Our 24/7 Call Centre and Case Manager will professionally assist according to the situation at hand.



**Action required:** It's very important that you assess whether or not your family will benefit from having a first responder service linked to them. As subscribers, you will receive your myICE codes and should you require additional codes, you can purchase them via your 'my Services' link on your LegalTech.

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