Executive Summary

Vitals™ Aware Services

Vitals™ Aware Services is the first and only company to have created a technology platform designed to facilitate real-time information sharing between vulnerable individuals, first responders, health care providers, and educators.

Vitals™ is a proven service that helps individuals with various conditions and disabilities achieve the level of safety and independence they desire when out in the community and beyond by acting as a living, breathing medical ID that is delivered in real-time to authorized first responders. Vitals™ technology enables safer interactions, enhances communication and understanding, and it increases safety and awareness to all who use it.

The Problem

- 1 in 5 US adults will experience a mental health crisis.
- Crisis intervention training is helpful but may only go so far as every individual communicates differently and has different specialized needs.
- Mental health calls to law enforcement have more than doubled since 2011.
- 100M+ people in the US are living with a mental health disorder or some form of condition.
- 1 in 10 response calls involve someone in a mental health crisis.

Who can be a part of the Vitals™ network?

Users

Usability: Individuals, parents, guardians and/or caregivers create and manage a personalized profile of critical information, including but not limited to: primary and secondary conditions, behavior triggers, de-escalation techniques, medication and more. Information is managed and updated via the Vitals™ app.

Each profile is paired to a small Bluetooth device called a *Vitals™ Beacon*. The devices hold no data and act as a signal transmitter for nearby authorized first responders. All data and information are stored in our highly secure, private cloud network. Additional safety features are included within the Vitals™ App.

- Individuals with invisible conditions and disabilities (mental health, developmental, behavioral and intellectual, anxiety, allergies, diabetes, dementia, etc.)
- Senior citizens
- Parents and guardians
- Caregivers

Learn more: www.thevitalsapp.com/learn-more

First Responders

Usability: First responders (Public safety, EMS and Fire) have a tough job. With little to no information about the people they are helping, specifically those with invisible conditions and disabilities, they are left guessing and trying to apply only what they've learned in training sessions. Training may only go so far as everyone has different conditions, different needs, different triggers and different forms of communication . The Vitals™ app, given to authorized first responders , allows them to better understand the individuals they encounter with personalized critical information that is voluntarily provided by the individual, a parent or guardian or caregiver. The Vitals™ technology is only visible when you need it and disappears when you don't. When first responders come within approximately 80 feet of the Bluetooth device, they receive the most updated information about the individual. When they leave the 80 feet, the information goes away. Vitals™ allows first responders to stay focused on their main job, to help keep people safe – eliminating the amount of guesswork.

- Law enforcement
- Fire departments
- Emergency response
- School resource officers
- Government entities

Learn more: www.thevitalsapp.com/learn-more-firstresponder

Educators and Providers

Usability: In many instances, educators and health care providers are the first people to arrive on scene. We see a huge value in providing professionals, with the information they need to better serve, care for, protect and understand the individuals they work with, which is why we developed a program specifically designed for them. The program consists of the standard Vitals™ functionality with one key difference. Educators and providers using the program may only see profiles that are within their network (i.e. school administrators and educators only have visibility into their student's profiles).

Learn more: www.thevitalsapp.com/network

- Health care providers
- Schools and colleges
- Special education programs
- Non-profits
- Advocacy groups
- Corporations

Partners:
- Autism Society of Minnesota
- PACER Center
- Arc Minnesota
- Wellness in the Woods
- Project Lifesaver International
- FIRST Resource Center WNC
- Minnesota Independence College and Community
- The Sanneh Foundation

Service Provider Partners:
- Hammer Residences
- Opal Services
- Lutheran Social Services
- Fraser

Quick Facts:
- Launched Sept 1st, 2017 in St. Paul, Minnesota
- Built first app of its kind compatible in both iOS and Android devices
- Listed in Minneinno's top 19 startups to watch in 2019
- Listed in Twin Cities Business Journal - Tech 20: Innovations that should be on your radar
- Ignited 100+ communities across the US
- Registered over 2,500 first responders and service providers
- Activated 70+ public safety agencies, service providers and schools in Minnesota, Ohio, Massachusetts and California.

Helpful Links

Dakota County PSA about the Vitals™ App
https://www.youtube.com/watch?v=etRv1bCbiBU

Vitals™ Story | Katelyn's and the Dakota County Sheriff use the Vitals™ App to avert a moment of crises
https://youtu.be/8xJxI7tKhhA

Vitals™ Stories of Hope | Maria and Marcus' Story
https://www.youtube.com/watch?v=Fgn5viU-31E&feature=youtu.be

Vitals™ in Folsom, California
https://www.abc10.com/article/news/local/folsom-orangevale/folsom-police-launch-new-app-to-help-officers-interact-with-people-with-cognitive-disabilities/103-79dc70cb-b97b-4c19-9f12-2c872cea2d2b?fbclid=IwAR3ju5j6Pjm2PlYp0tciG6bEJRgY57A6rsKeI2JrcG_rZ4yhByEaJ0o1aG4

Vitals In Schools
https://www.buncombeschools.org/departments/communications/news_feeds_and_stories/top_stories/vitals_app_increases_school_safety

Informational Vitals™ Videos for Community

Vitals Promotional Video

 Vitals™ - Technology for social good

Vitals Case Study with Hammer Residences