QUICK EMS RESPONSE TIMES FOR ISRAEL’S 1.5 MILLION SCHOOLCHILDREN

The Organization
Natali Seculife is a leading provider of emergency medical services, telemedicine, and aid services to Israel’s senior citizens, public schools and cardiac patients. The company provides a variety of services to its 100,000 subscribers, including emergency call centers, panic buttons, intensive care units, doctors’ house calls, private ambulances, telemedicine and more. In the education sector, Natali Seculife was responsible for responding to medical emergencies in all of Israel’s 4,200 public schools and 7,000 pre-schools, as well as for managing a school nursing program that administers immunizations and conducts developmental checkups for schoolchildren around the country.

The Situation
In 2008, due in part to its successful home responding and telemedicine businesses, the Ministry of Education in Israel selected Natali Seculife as the official provider of non-life-threatening emergency medical services for all of Israel’s schools and pre-schools, covering 1.5 million students throughout the country. Natali Seculife was awarded the project following a public tender, and had to adhere to strict requirements set forth by the Ministry of Education, such as maintaining an emergency response time of under 15 minutes.

The Challenge
Natali Seculife’s school EMS unit was responsible for responding to hundreds of calls each day related to non-life-threatening injuries and illnesses. One of the challenges the company faced was minimizing emergency response time and ensuring that a responding paramedic could reach a school within 15 minutes of receiving a call, as required by the Ministry of Education. The organization also needed a way to monitor the status of the response effort, as well as an affordable system that would

“With NowForce, we know where our resources are at all times. By optimizing the quality and speed of our incident response, we were able to provide the highest standard of care to Israel’s 1.5 million students, doing it all with a small but highly effective force of paramedics.”

Reuven Dichter
Director of Medical Services
not require significant investments in new hardware. Natali Seculife evaluated a number of computer aided dispatch (CAD) systems but none provided a solution to the “last-mile” problem of communicating with its responders once they were away from their vehicles and attending to their patients.

**The Solution**

After learning of NowForce’s emergency response platform and Software-as-a-Service (SaaS) model, Natali Seculife understood that this was the solution it had been seeking. NowForce worked with Natali Seculife to create an EMS dispatch environment that was operational within a week. Running on its paramedics’ existing GPS-enabled phones, the responders needed only to download NowForce’s Mobile Responder™ application and they were ready to answer any call.

Call-takers in the Natali Seculife school response command center received approximately 300 calls during school hours every day. Utilizing NowForce Dispatcher™, they were able to locate and dispatch the nearest, most available, qualified responder. Once identified, a situational overview and GIS-mapped route were sent to the responder’s phone, ensuring the quickest possible arrival. In the vast majority of cases, response times were well within the 15-minutes mandated by the Ministry of Education.

Natali Seculife found that another benefit of the NowForce system was the dynamic forms within the app, enabling the paramedics to immediately complete medical reports (on their phones) at the conclusion of an incident. For each event, the school and other relevant parties in the chain of medical care received a detailed incident report, ensuring 100% compliance with Natali Seculife’s reporting requirements. The reporting functions also helped the organization to optimize its response teams, enabling a relatively small number of responders – less than 80 per day – to cover all 4,200 schools and 7,000 pre-schools around the country.

**Benefits**

- Minimized response times by finding the closest available paramedics
- Optimized incident management in real time
- Helped improve response performance via post-incident reports and analysis
- Directed responders to the scene with turn-by-turn instructions and integrated navigation apps
- Cut down on noise from voice channels
- Enabled responders to create on-the-fly reports
- Ensured incident reports were received by all relevant parties