



TECH. PEOPLE. HEARTS.

## **WHITEPAPER:** **HOW TO SUCCESSFULLY IMPLEMENT A SYSTEM THAT ALERTS VOLUNTEER RESPONDERS**

Saving lives is a community's best investment, achieved by connecting existing resources and fostering a strong volunteer community supported by great technology. People are eager to help—your role is to facilitate that.

**Want to know how to make it happen?**



# Why alert volunteers to OHCA?



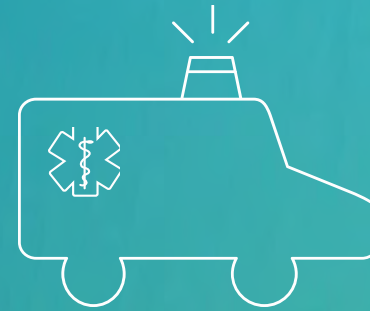
**The no 1 cause  
of death:**  
Cardiovascular  
disease



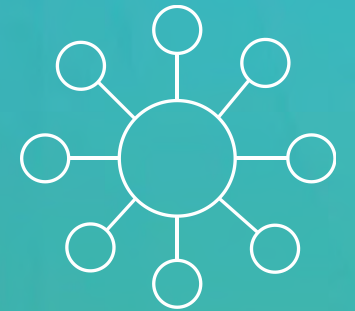
**300,000**  
individuals suffer  
OHCA every year  
in Europe



**Survival drastically  
decreases**  
when resuscitation  
starts beyond  
10 minutes



**Response time**  
is trending to increase,  
often close to 15 min  
(in Sweden)



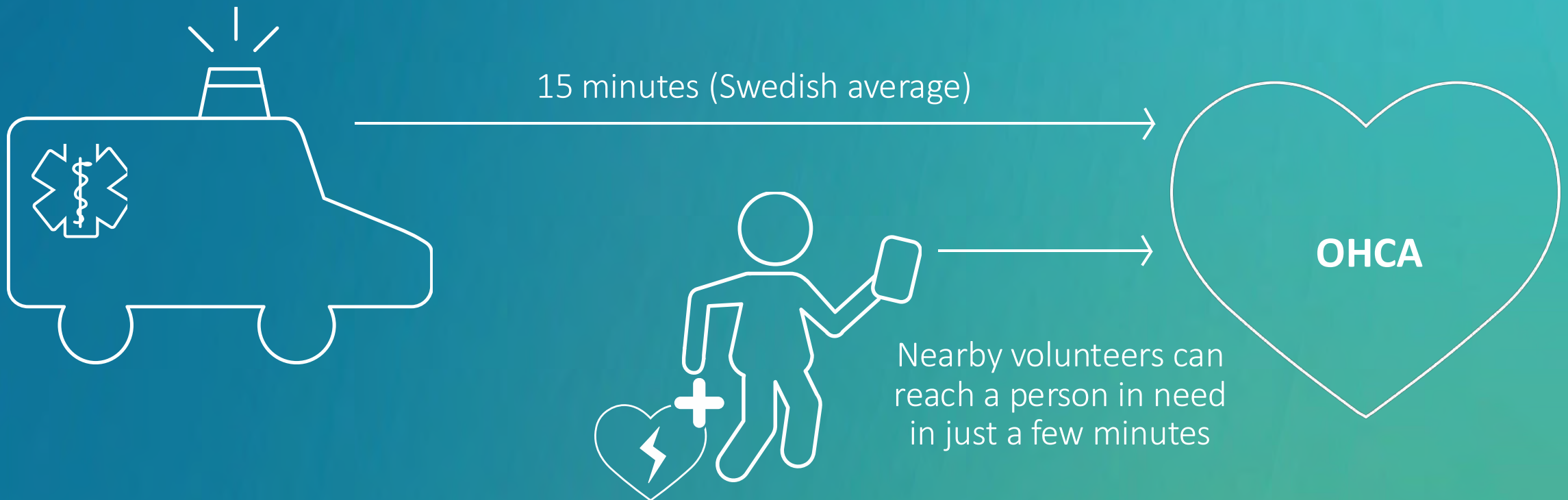
**Securing**  
and  
strengthening  
society





# What's the key to survival? Earlier CPR!

You can achieve this by alerting nearby volunteer responders.

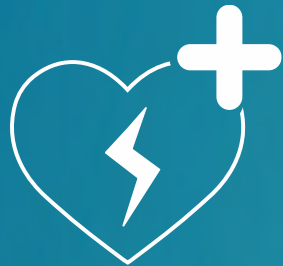




# Do you know you already have resources?



The availability of AEDs  
continue to increase



There are countless  
motivated people trained  
in CPR



Implement a solid system connecting your resources to get a cost-efficient life-saving solution



# Who are the volunteer responders?

## It's up to you!

The Hearrunner system adjusts to local laws and regulations and can alert any volunteer who is willing to help and has the permission to do so in your region or country.

Your approach could be to engage anybody with CPR skills, a specific group chosen by invites only or particular certificates etc.



## Everybody or a chosen few?





# How do you grow and support the volunteer community?



Keep in touch with the volunteers, be adequate, listen and answer support issues promptly



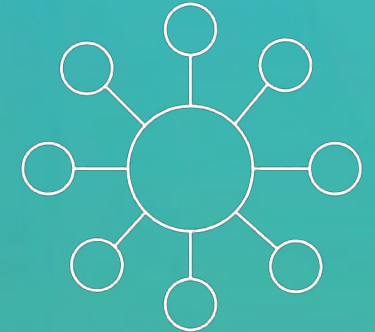
Success stories give publicity and interest, both in your channels and in the media



The publicity and interest feed the growth and strengthen the volunteer culture



Make CPR instructors and emergency dispatch centers your advocates, arrange seminars, etc



Corporates can engage in CSR projects and help grow the network





# What characterizes a great system?

## 9 success factors



### Future-proofed

- easily updated and expandable tech
- timeless design

### Educated dispatch centers

- know the purpose and benefits
- be advocates

### Medical oriented

- research friendly
- accessible data

### Easy implemented

- smooth and swift
- compatible with most EMS software

### Modular

- start small
- add additional modules later

### Culture creation

- engage with volunteers
- grow volunteer community

### Smart designed

- easy to use interface
- onboarding flow
- local adaptation

### Life-saving

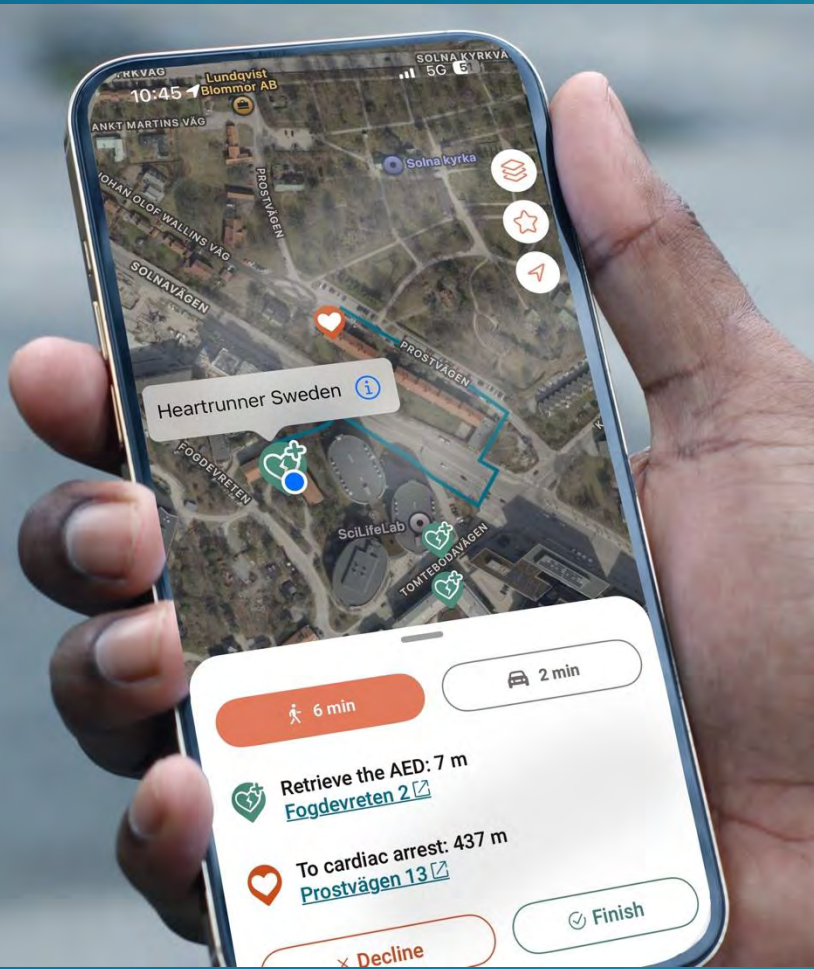
- scientifically proven
- every saved life saves society money

### Effective follow-up

- easy-to-read statistics
- monitor the actions



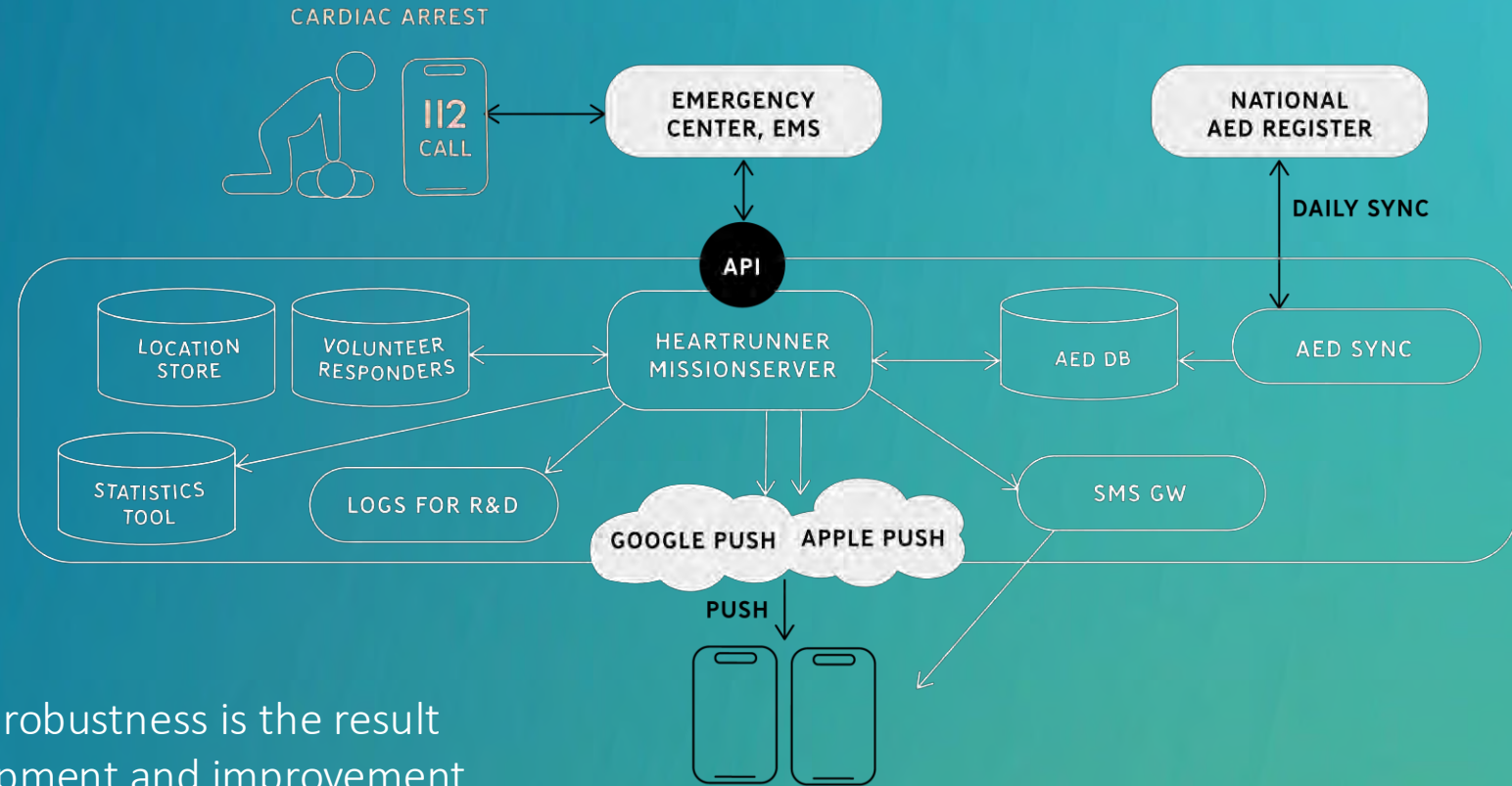
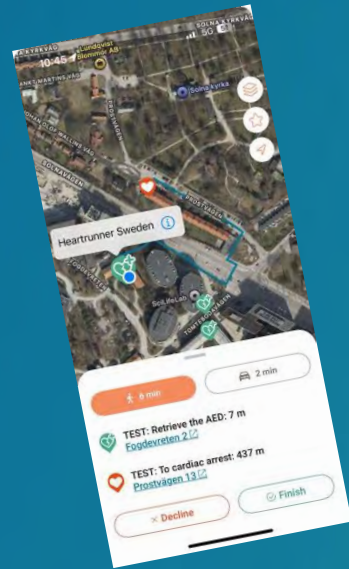
# How does it work?







# What's brewing under the hood?



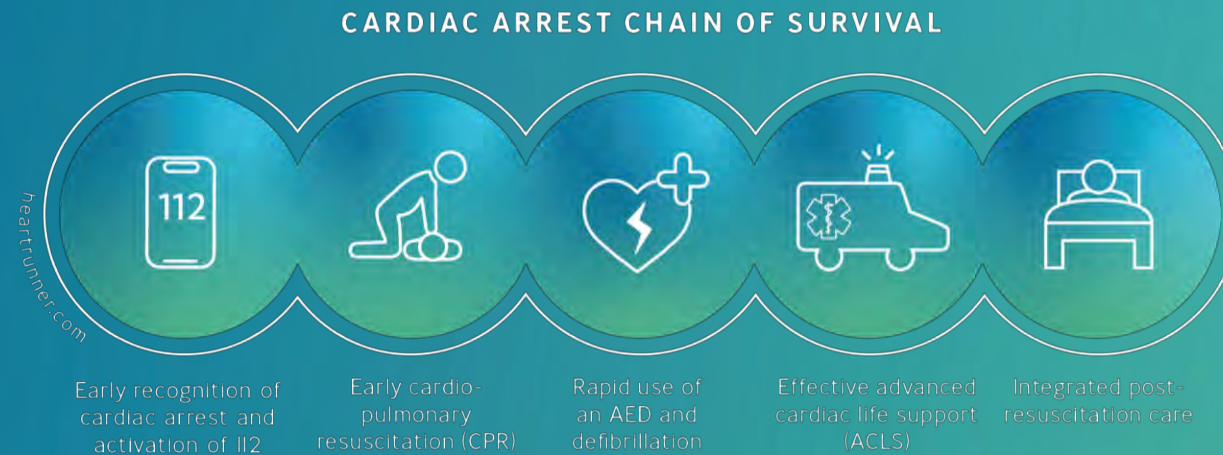
The Hearrunner system's robustness is the result of over 15 years of development and improvement. While the user experience in the app is intuitive, its capabilities operate efficiently behind the scenes.



# Do you agree on the chain of survival?

Society and science agree that early CPR saves lives—every minute counts. The European Resuscitation Council's (ERC) guidelines from 2021 recommend that every region and country implement a system that alerts volunteers to OHCA.

We are closely associated with the ERC and the Swedish Resuscitation Council.



Did you know the Hearrunner system is the most scientifically proven?



# Did you know Heartrunner started as a research project and shares data for scientific use?

Research on our system, along with others, shows:

**35%**

increase in  
bystander CPR when  
alerting volunteers

**22%**

increase in 30-day  
survival when  
volunteers arrive before  
ambulance

Bystander  
defibrillation tripled  
when volunteers were  
first on scene,  
from

**7% to 21%**

Early CPR increase  
chance of survival in  
OHCA by

**2–3 times**

Sources & related articles: *Mobile-Phone Dispatch of Laypersons for CPR in Out-of-Hospital Cardiac Arrest*, N Engl J Med June 11, 2015. *Dispatch of Volunteer Responders to Out-of-Hospital Cardiac Arrests*, JACC 2023 Jul (3) 200–210. *A Smartphone Application for Dispatch of Lay Responders to Out-of-Hospital Cardiac Arrests*, Resuscitation Journal, vol 126, P160–165, May 2018. *Smartphone Activation of Citizen Responders to Facilitate Defibrillation in Out-of-Hospital Cardiac Arrest*, Andelius, L, Malta Hansen, C, Lippert, F. et al. JACC. 2020 Jul, 76 (1) 43–53. *A Brisk Walk—Real-life Travelling Speed of Lay Responders in Out-of-Hospital Cardiac Arrest*, Elsevier Resuscitation 151, 2020, 197–264.





# How's it growing and going?

## Volunteer community growth



## Swedish survival rate in OHCA

The Swedish survival rate has increased by

**43%**

from 8,7% 2008 to 12,4% 2023



# How do you get started?

PRO TIP: From experience, we know that many stakeholders are involved, so starting on a small scale—such as a research or pilot project—could be a feasible approach.

## START-UP PHASE #1



- Onboard stakeholders
- Check laws and regulations
- Define volunteers
- Establish project management

## START-UP PHASE #2



- Tech development and implementation with EMS
- Local adaptation, i.e., language and visuals
- Assign support and communication managers

## PILOT PHASE



- Grow and engage the volunteer community
- Educate stakeholders, i.e., CPR trainers and emergency services
- Fine-tune based on user feedback, experience and data

## REGULAR OPERATION





# “We survived OHCA, thanks to volunteer responders”



**Gunilla** survived an OHCA after a bike tour with a friend

**Maja**, mother of three, survived an OHCA when chilling in her parent’s garden

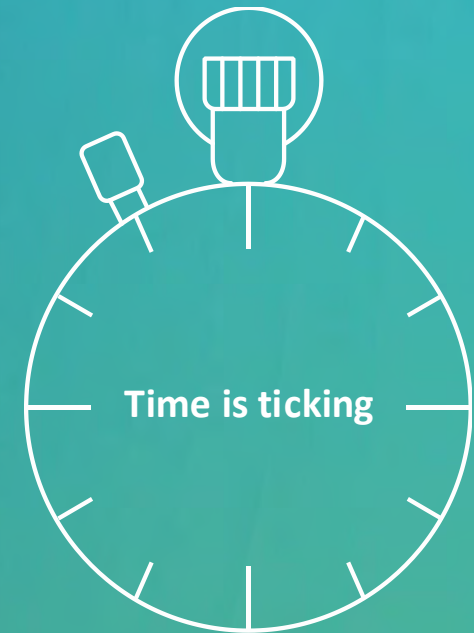
**Christer** survived an OHCA on his way home from work





# Have you heard that the Hearrunner system is perfect for any time-critical event?

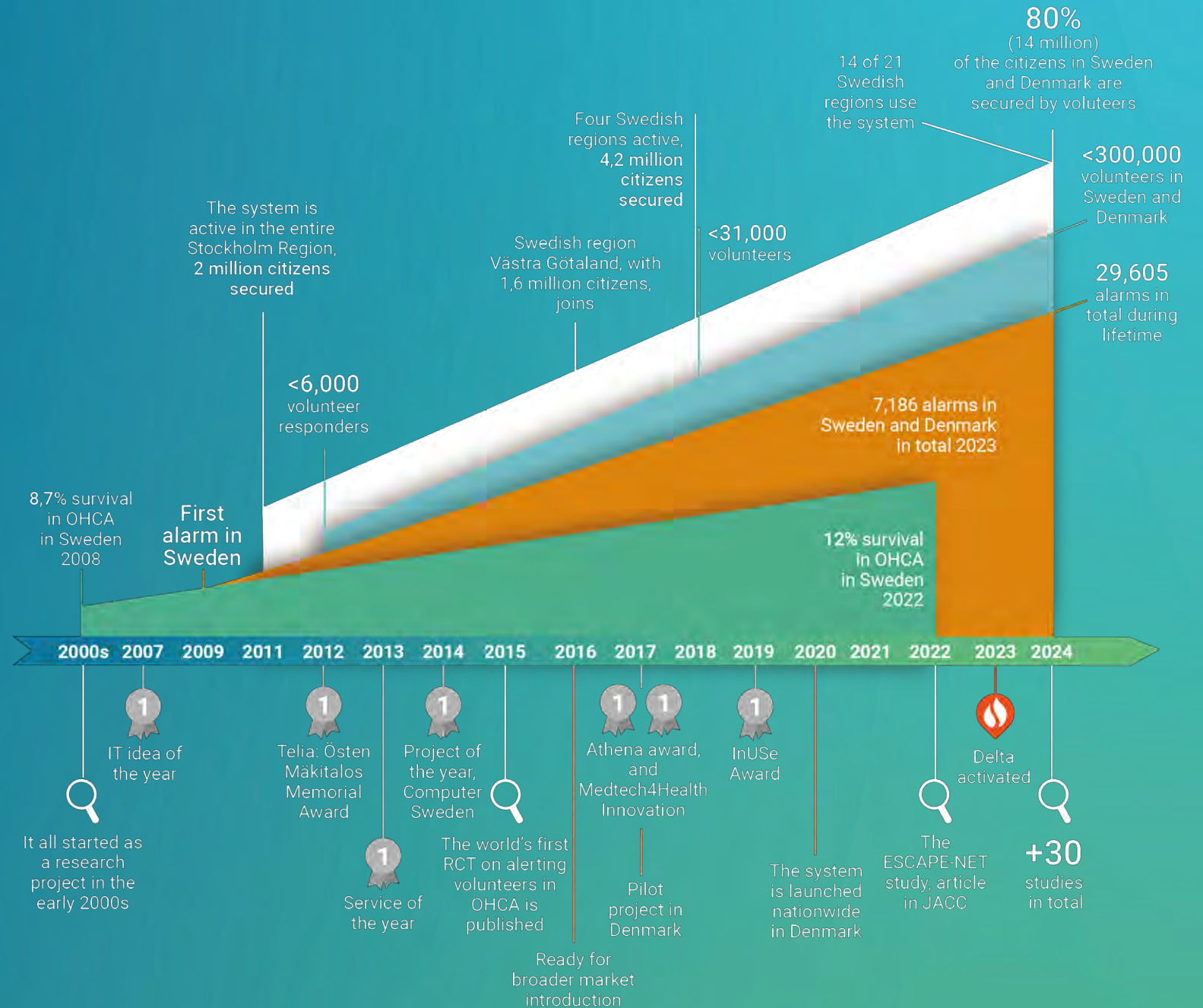
- "Every fire is small in the beginning."  
Volunteers are now alerted to fires after a successful pilot project in the Swedish region of Halland.
- We will also alert volunteers to time-critical events on or near waters in the coming year.
- Our technical platform can be used to manage any time-critical event where volunteers can make a difference.





# Why listen to our insights?

With over 15 years of experience, we bring proven expertise and reliability to the table.







# Heartrunner Sweden

## Founded by scientists. Run by passion for life.

We are dedicated to fellow humanity, research, and technology; we believe every human has the ability to engage and make a difference.

**David Fredman**, Heart of Operations, [david@heartrunner.com](mailto:david@heartrunner.com)

**Anika Vogel**, Account Manager, [anika@heartrunner.com](mailto:anika@heartrunner.com)

**Frida Lewné**, CEO, [frida@heartrunner.com](mailto:frida@heartrunner.com)

[heartrunner.com](http://heartrunner.com)