



TECH. PEOPLE. HEARTS.

WHITEPAPER:
**HOW TO SUCCESSFULLY IMPLEMENT A SYSTEM
THAT ALERTS PEOPLE IN TIME-CRITICAL
EMERGENCIES**

Saving lives and securing property 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?



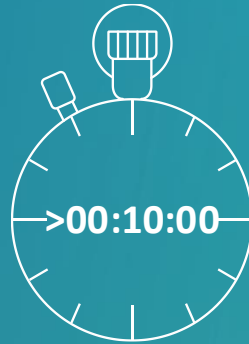
Why alert volunteers to OHCA?



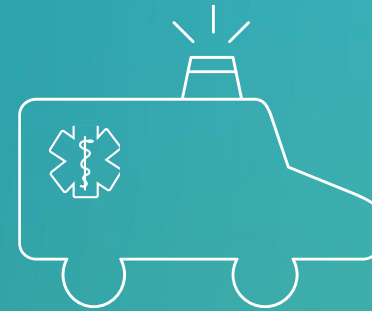
**The no 1 cause
of death:**
Cardiovascular
disease



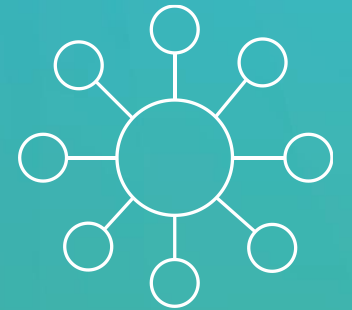
300,000
individuals suffer
OHCA every year
in Europe



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



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

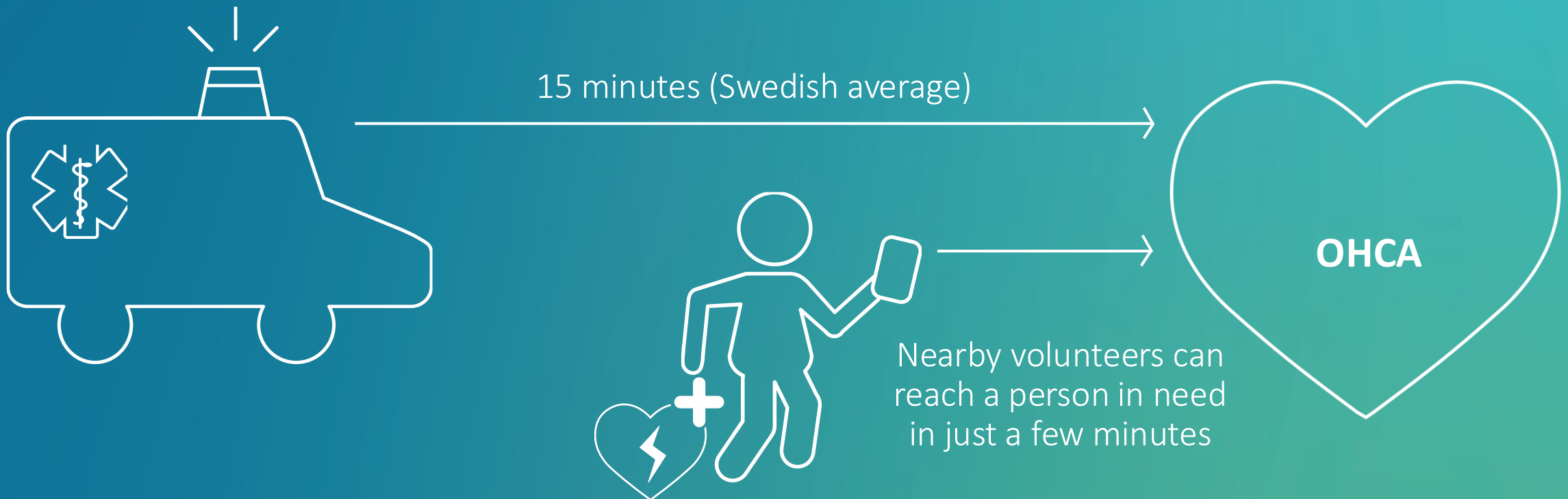


**Securing
and
strengthening
society**



What's the key to survival? Earlier CPR!

You can achieve this by alerting nearby volunteer responders.

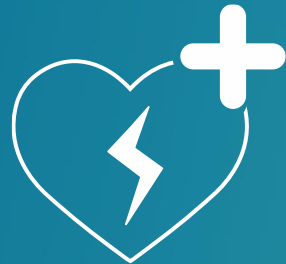




Do you know you already have resources?



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

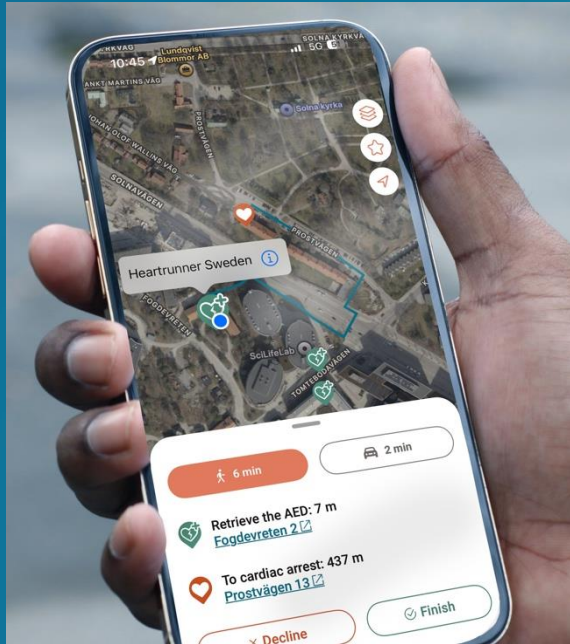


How does it work?

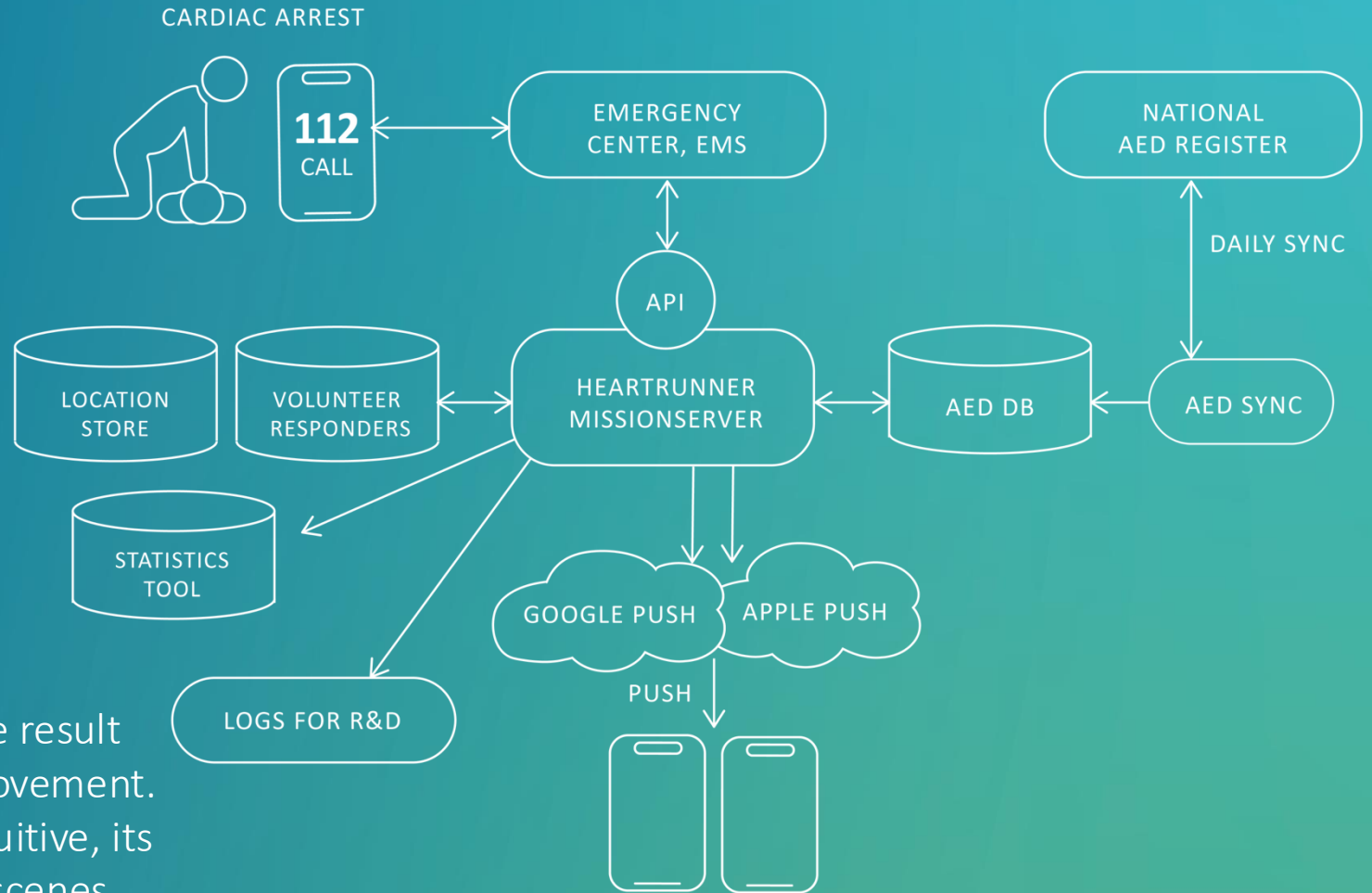




What's brewing under the hood?



The Heartrunner 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.

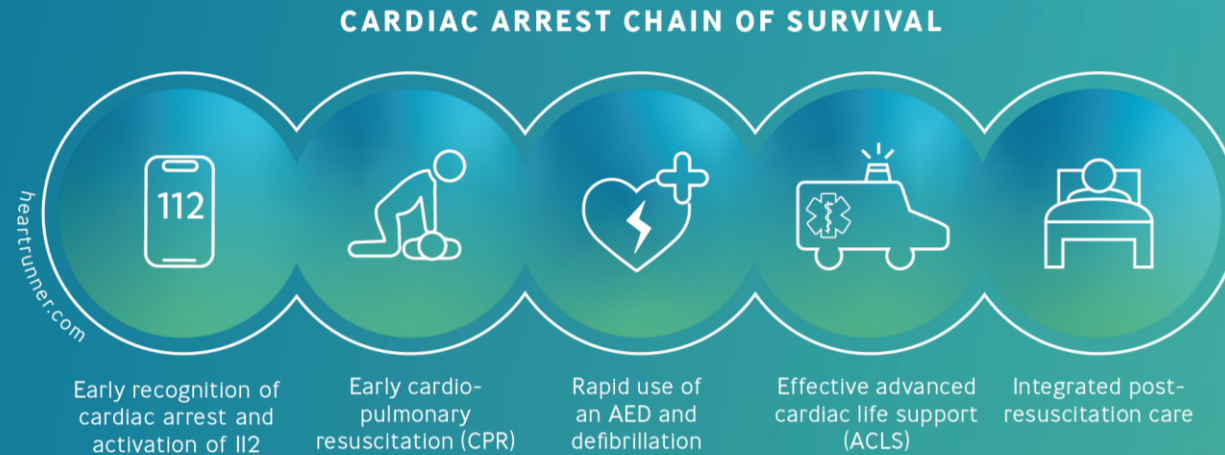




Do you agree on the chain of survival?

Society and science agree that early CPR saves lives—every minute counts. The European Resuscitation Council's (ERC) guidelines from 2025 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

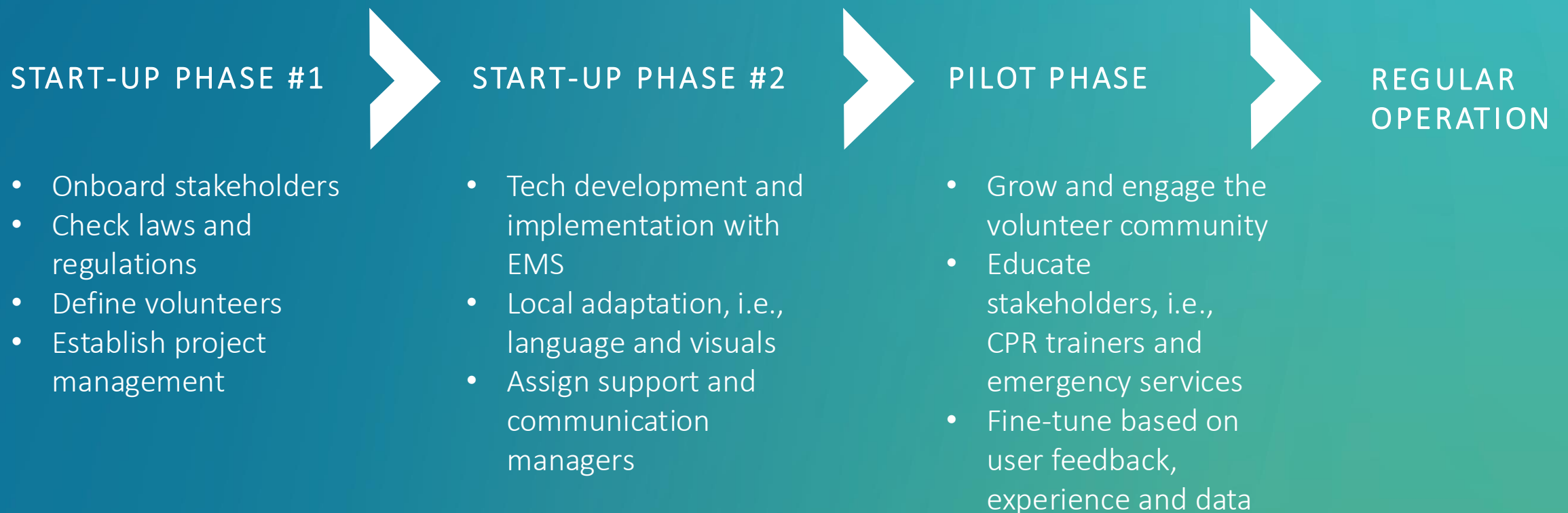
53%

from 8.7% 2008 to 13.3% 2024



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.





“We survived OHCA, thanks to volunteer responders”



Gunilla survived an OHCA after a bike tour with a friend

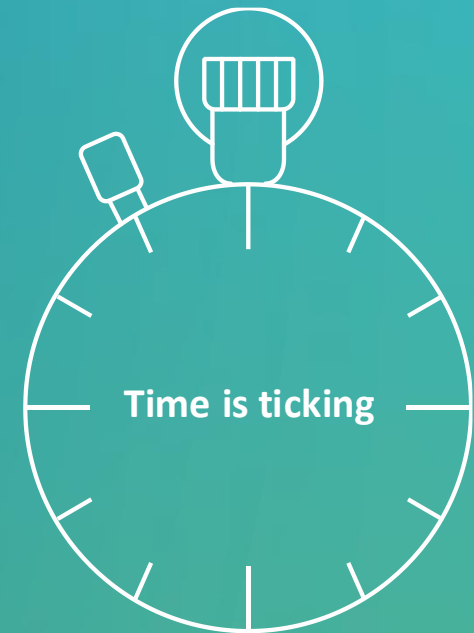
Maja, mother of three, survived an OHCA when chilling in her parent’s garden

Christer survived an OHCA on his way home from work



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

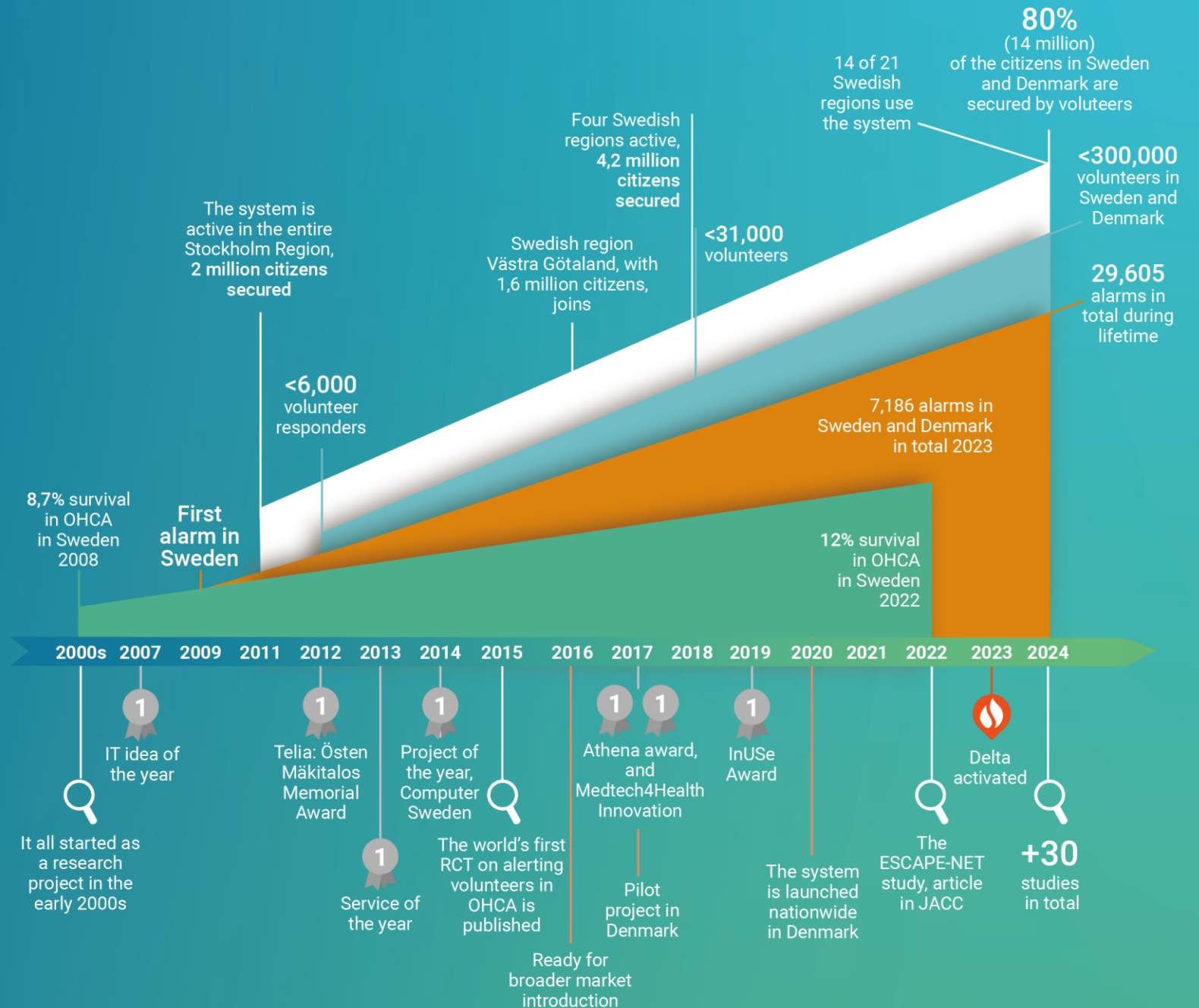
- "Every fire is small in the beginning."
Volunteers are now alerted to fires after a successful pilot project in the Swedish region of Halland.
- We will also alert volunteers to time-critical events on or near waters in the coming year.
- Our technical platform can be used to manage any time-critical 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, PhD, Heart of Operations, david@heartrunner.com

Anika Vogel, Account Manager, anika@heartrunner.com

heartrunner.com