



**BRAIN ANEURYSM
FOUNDATION**

Raising Awareness. Ending Fear.™

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Brain Aneurysm Foundation works with RapidSOS to provide free access to revolutionary app

(Hanover, MA—November 22, 2016) The Brain Aneurysm Foundation, the national voice of those living with or impacted by brain aneurysms, announced that it is working with [RapidSOS](#), an advanced emergency technology start-up company, to offer free access to the RapidSOS Haven app for one year, providing individuals with enhanced access to emergency services. The Haven app sends important data to 9-1-1 to aid in fast emergency response and better situational awareness for first responders.

The Brain Aneurysm Foundation was started in 1994 at Massachusetts General Hospital and is now based in Hanover, MA. Brain aneurysms, which affect 1 in 50 people leading to an estimated 30,000 ruptures annually, are a silent killer, providing little or no warning. This disease strikes indiscriminately. Communities of color have a higher risk of rupture, often causing death or cognitive disability. Women in general are at a greater risk to form a brain aneurysm than men.

“The Haven app is vital tool for anyone to be able to get medical help quickly and communicate important medical data directly to 9-1-1, especially for individuals at risk of brain aneurysms,” said Christine Buckley, executive director of the Foundation. “We all hope that our need for 9-1-1 is rare, but knowing that the Haven app will help you reach 9-1-1 quickly and reliably when we need it is an enormous comfort.”

RapidSOS is offering one year of free access to Haven to those associated with the Brain Aneurysm Foundation when they sign up here: rapidsos.com/referrals/bafound. The Haven app is available for iPhone and Android devices and works anywhere across the contiguous U.S. and Hawaii, with one touch emergency calling in more than 250 countries and jurisdictional territories. For more information about RapidSOS and the Haven app, visit www.rapidsos.com.

Working together, RapidSOS and the Brain Aneurysm Foundation will support those with brain aneurysms or those at risk, and their families, by providing peace of mind that emergency help is one touch away when they need it. With one tap on Haven, the app connects the user with the nearest dispatch center anywhere in the contiguous U.S., while providing a voice connection and a data pipeline to 9-1-1, to transmit:

- Precise location
- Type of emergency
- Relevant medical and demographic data
- Text messages: Haven speaks the text message if the dispatch center does not have the capability to receive texts. Currently works one-way (user to 9-1-1); two-way coming in future

Upon initial setup of the app, users conveniently enter medical conditions, allergies, and medications, so that life-saving information is communicated directly to 9-1-1 when a user initiates an alert. In addition, when the

call with 9-1-1 is over, Haven notifies emergency contacts, so that loved ones stay connected.

“Partnering with The Brain Aneurysm Foundation will help us reach an important community who live with far greater medical needs than most,” said RapidSOS co-founder and CEO Michael Martin. “Individuals at risk for brain aneurysms should have fast and simple access to help if they need it.”

The Haven app also includes access to RapidSOS’ Family Connect feature. For the first time, people can call 9-1-1 on behalf of a loved one, transmitting their loved one’s location and relevant data directly to the dispatch center closest to them. Additionally, Family Connect allows users to share their location with loved ones, see family members’ real-time locations without the distraction of a phone call or text, and easily ask family and friends for help. A user can choose who can see their location and when it is shared, ensuring privacy and control.

Brain aneurysms are weakened arterial walls that can rupture; causing bleeding that damages the brain. Each year, brain aneurysms cause nearly 500,000 deaths worldwide. Researchers estimate six million Americans have an unruptured brain aneurysm. The condition strikes: Women at three times the rate of men (a 3:2 ratio); African-Americans at twice the rate of whites (a ratio of 2.1:1); and, Hispanics at nearly twice the rate of whites (a ratio of 1.67:1).

How much of a need is there for RapidSOS’ Haven app?

- 240 million¹ 9-1-1 calls are made every year in the U.S.; more than 70 percent² are from mobile phones, which fail to provide exact location to emergency dispatchers
- Every 18 minutes a brain aneurysm ruptures³
- Haven represents a transformation in access to emergency services – from a phone call solely dependent on voice to a robust data connection for voice, text, medical/demographic data

ABOUT THE BRAIN ANEURYSM FOUNDATION

The Brain Aneurysm Foundation is the globally recognized leader in brain aneurysm awareness, education, support, advocacy and research funding. Now celebrating more than 20 years’ of service and led by Executive Director Christine Buckley, the Brain Aneurysm Foundation was established in 1994 at Massachusetts General Hospital in Boston, Massachusetts, with a mission to promote early detection of brain aneurysms by providing knowledge and raising awareness of the signs, symptoms and risk factors; work with the medical communities to provide support networks for patients and families; as well as to further research that will improve patient outcomes and save lives. **For more information about the Brain Aneurysm Foundation, visit www.bafound.org**

ABOUT RapidSOS

RapidSOS was formed in 2012 by a team of M.I.T., Harvard, and Stanford grad students who had personal experiences with the challenges of the existing emergency communication infrastructure. Working closely with the 9-1-1 community, tech and telecom companies, and leading investors, RapidSOS is developing technology to predict and preempt emergencies before they occur, dynamically warn people in harm’s way, and ensure that first responders are one touch away globally. Learn more at www.RapidSOS.com.

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¹ National Emergency Number Association. <http://www.nena.org/?page=911Statistics>

² National 911 Program. *Review of Nationwide 911 Data Collection*. <http://www.911.gov/pdf/current911datacollection-072613.pdf>

³ Brain Aneurysm Foundation. <http://www.bafound.org/>.