

## RapidSOS and United Spinal Association partner to deliver mobile safety and family connectivity

- 240 million<sup>1</sup> 9-1-1 calls are made every year in the U.S.; over 70%<sup>2</sup> are from mobile phones, which fail to provide exact location to emergency dispatchers
- There are approximately 17,000 new spinal cord injuries in the U.S. each year<sup>3</sup>
- Among the many spinal cord diseases, Multiple Sclerosis (MS) affects about 500,000 people in the U.S. and 1-2 out of 100,000 people develop Amyotrophic Lateral Sclerosis (ALS) each year<sup>4</sup>
- 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

### **FOR IMMEDIATE RELEASE - New York City (July 12, 2016).**

Today, United Spinal Association announced a partnership with [RapidSOS](#), an advanced emergency technology start-up revolutionizing personal safety and family connectivity. The partnership will offer free access to the RapidSOS Haven app for one year, providing individuals with enhanced access to emergency services. Haven sends important data to 9-1-1 to aid in fast emergency response and better situational awareness for first responders.

Working together, RapidSOS and United Spinal will support those with spinal cord injury or disease (SCI/D), and their loved ones, 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:

- GPS 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

When setting up the app, users conveniently enter all medical conditions, allergies, and medications, so that if an emergency occurs, life-saving information is communicated directly to 9-1-1. Additionally, after an alert has been triggered, Haven notifies emergency contacts, so that family and friends are informed.

“This partnership with United Spinal allows us to reach a community that can dramatically benefit from our technology,” said RapidSOS co-founder and CEO Michael Martin. “For those with spinal cord injury or disease, it is important to be able to reach emergency services whenever and wherever they need, and Haven provides just that.”

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

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

<sup>3</sup> United Spinal Association. <https://www.unitedspinal.org/about/what-is-spinal-cord-injurydisorder-scid/>

<sup>4</sup> United Spinal Association. <https://www.unitedspinal.org/about/what-is-spinal-cord-injurydisorder-scid/>

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.

"It is vital that people with spinal cord injury and disease can reach help as quickly as possible when needed," said Tom Scott, Chief Marketing Officer of United Spinal Association. "Being able to transmit important medical information with one touch through the Haven app can help those with SCI/D get appropriate care faster."

RapidSOS is offering one year of free access to Haven to those associated with United Spinal when they sign up here: <https://rapidsos.com/referrals/unitedspinal/>. 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 over 250 countries and jurisdictional territories. For more information about RapidSOS and the Haven app, visit [www.rapidsos.com](http://www.rapidsos.com).

### **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](http://www.RapidSOS.com)

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### **About United Spinal Association**

United Spinal is a national 501(c) (3) nonprofit membership organization celebrating its 70th Anniversary. Formed in 1946 by paralyzed veterans, United Spinal is dedicated to improving the quality of life for all Americans with spinal cord injuries and disorders (SCI/D), including multiple sclerosis, spina bifida, ALS and post-polio. It played a significant role in writing the Americans with Disabilities Act, and made important contributions to the Fair Housing Amendments Act and the Air Carrier Access Act. Membership is free and is open to all individuals with SCI/D. United Spinal was instrumental in getting New York City to create sidewalk curb ramps and accessible public transportation that has been used as a model for many United States cities.

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