



@tanyanewhouse1

## Paramedic use of Medical IDs: creating a self-sustaining network

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on behalf of Australian MedicAlert Foundation





## About MedicAlert

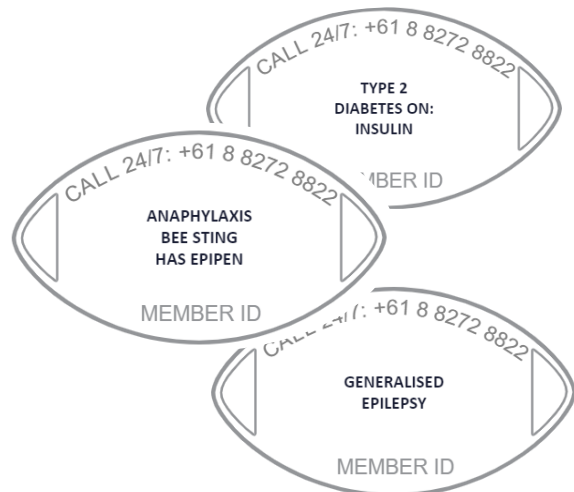
- A not for profit charity over 50 years old
- Why look for a MedicAlert ID?
  - Recommended by Resuscitation Council
  - Coroners' cases



**WHEN YOU CAN'T SPEAK.  
WE CAN.**



## Info contained on MedicAlert IDs



**MedicAlert** About Membership Resources Medical Professionals Shop

Hi, Freddy

**Freddy Sample**  
Client Number: 2222

Service Type: Annual  
Status: Active

Joined: Last Validated: 22/06/2023  
Expires: 28/02/2024

Profile Completion 100%

Personal Details Addresses Contacts Auto Renewal QR Codes Medical Information Documents Password

**Medications** Conditions Allergies Implants / Devices Medical Instructions Notes

Please include all medications you are currently taking, including recent vaccines, occasional medication (e.g. Asthma puffers, EpPen) and injectors (e.g. Prokin, iron infusions). Ensure related conditions are added to the Conditions tab.

It is important for our 24/7 Emergency Response Service to have a complete picture of medications in your system to provide to first responders in the event of an emergency.

**Search for Medications:**  
Start typing a medication...

Medication Name	Brand Name	Additional Info	Frequency	Actions
insulin aspart	Novorapid	Inject in belly	Regularly Carries	<a href="#">Add</a> <a href="#">Delete</a>
aspirin	Aspirin		Regularly Carries	<a href="#">Add</a> <a href="#">Delete</a>

[Need help?](#)



## That's the model; in practice...



- Allergies
- Medical conditions
- Implants
- Medical requirements
- Advanced care and action plans

### Advance Care Directive Form

By completing this Advance Care Directive you can choose to:

1. Appoint one or more Substitute Decision-Makers and/or
2. Write down your values and wishes to guide decisions about your future health care, and of life, living arrangements and other personal matters and/or
3. Write down health care you do not want in particular circumstances.

**Part 1**  
You must fill in this Part.

**Part 1a: Personal details**  
Name: Serena Primrose  
(Full name of person giving Advance Care Directive)  
Date of birth: 21 / 1 / 1952

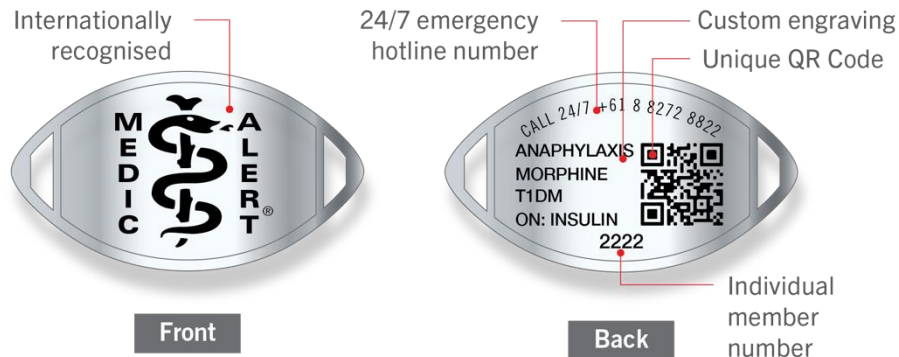
**Part 2a**  
Only fill in this Part if you want to appoint one or more Substitute Decision-Makers.

**Part 2a: Appointing a substitute decision-maker(s)**  
I appoint: Amelia Sherlock  
(Name of appointed Substitute Decision-Maker)  
P#: 8000 8000 Date of birth: 2 / 7 / 1968  
Amelia Sherlock  
(Name of appointed Substitute Decision-Maker)  
I am over 18 years old, and I understand and accept my role and the responsibilities of being a Substitute Decision-Maker as set out in the Substitute Decision-Maker Guidelines.  
Signed: A. Sherlock 21 / 7 / 2014  
(Signature of appointed Substitute Decision-Maker)  
AND  
I appoint: \_\_\_\_\_  
(Name of appointed Substitute Decision-Maker)  
P#: \_\_\_\_\_ Date of birth: \_\_\_\_\_  
(Name of appointed Substitute Decision-Maker)  
I am over 18 years old, and I understand and accept my role and the responsibilities of being a Substitute Decision-Maker as set out in the Substitute Decision-Maker Guidelines.  
If you did not fill in this section, →



## The challenge:

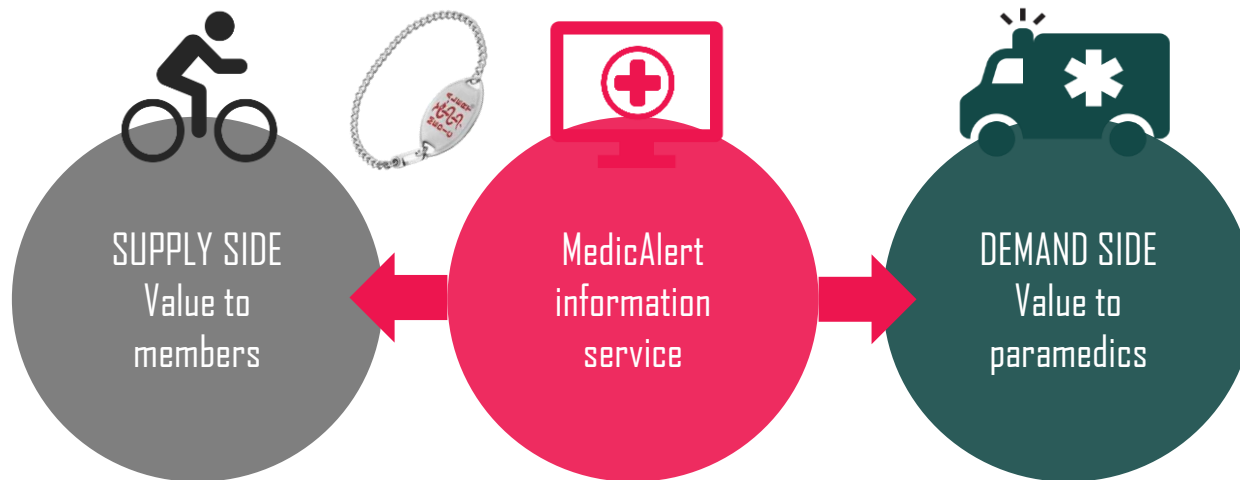
- How can MedicAlert provide trustworthy and easily accessible patient information at the point of care to better protect its clients?
- Approach: add QR code engravings







## About the MedicAlert network





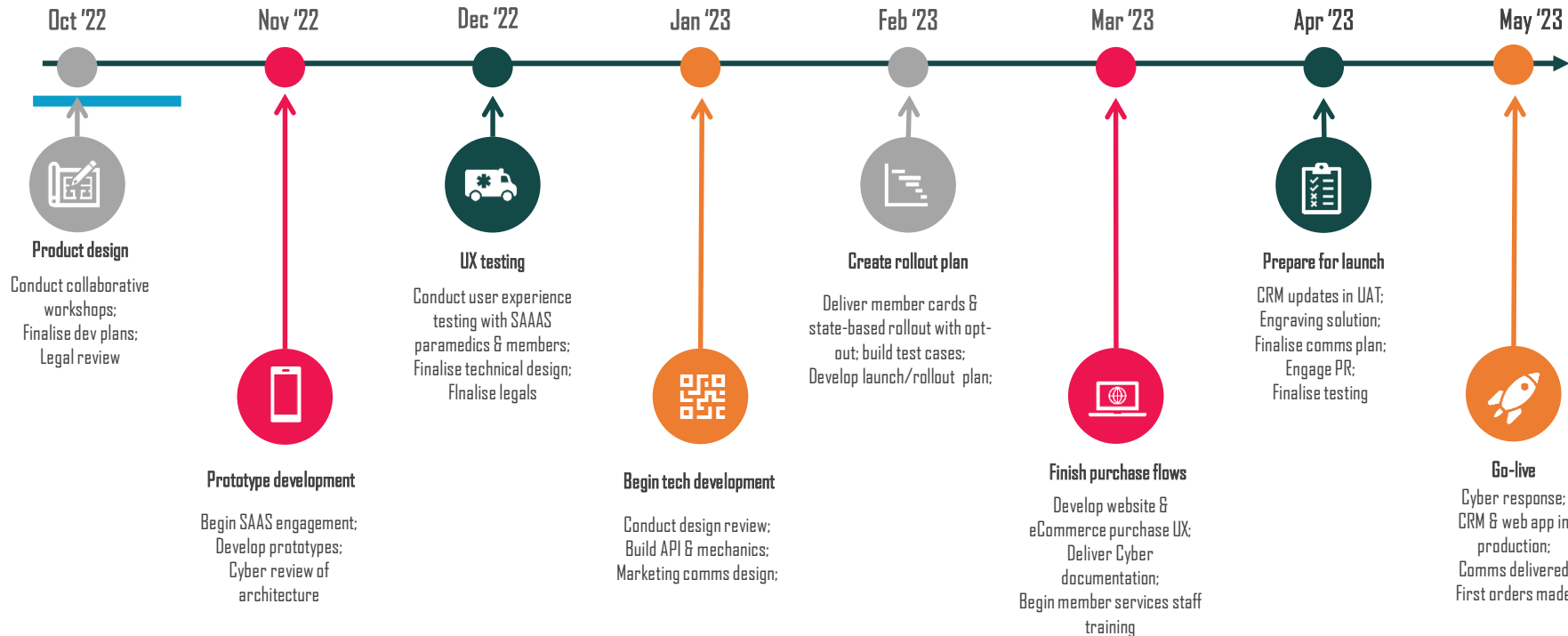
## CX objectives & approach

- Aim: to build trust and reduce friction to reinforce the network effect



# MEDINFO23

8 – 12 JULY 2023 | SYDNEY, AUSTRALIA





## User experience



Go ahead...

**MEMBERSHIP NO.:** 990725

**VALID TO:** 31.05.2099

### EMERGENCY INFORMATION:

**NAME:** William (Sample)

**AGE:** 11 Years

**ALERTS:** Emergency instructions present  
ANAPHYLAXIS: Walnut, Cashew nut,  
Pistachio nut

### SCAN FOR DETAILS

Including up to date list of medical  
information and emergency contacts



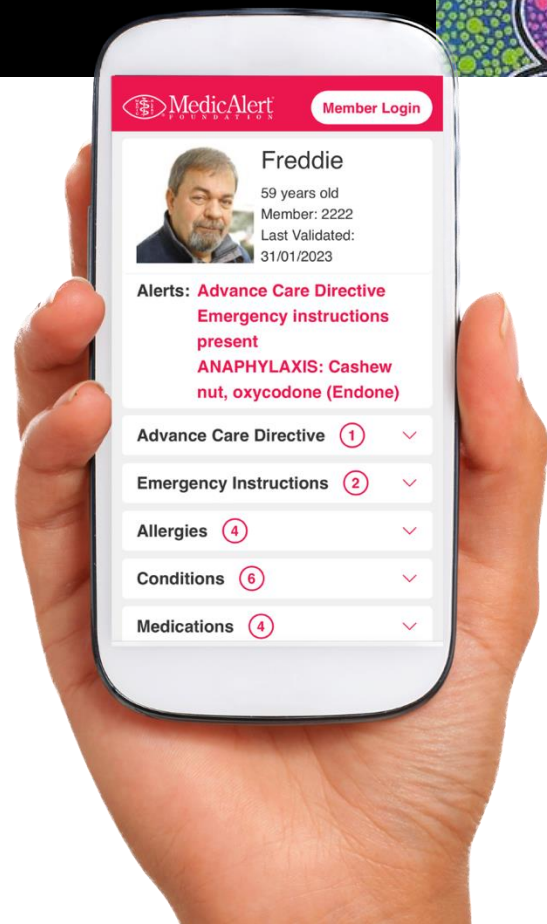
### CURRENT ID ENGRAVING:

SAMPLE  
TEXT

**Important:** Please dispose of this card securely  
when you receive a new card

## Objectives for paramedics

- UX designed to reduce friction
  - Obviousness
  - Fast access
  - Clean design
- UX designed to build trust
  - Information ordering
  - Relevancy
  - Confirming information





## Objectives for members

- UX designed to reduce friction
  - Purchase experience – defaults to 'on'
  - Contact centre conversations
- UX designed to build trust
  - Personal control
    - Scan your own record
    - Real time email/SMS notifications
    - Personal control over products
- UX designed to build trust
  - Respect for member privacy
    - Minimal personally ID data displayed
    - Power to cancel or pause QR codes able anytime
  - Communications
    - 'Designed with paramedics' messaging



## What happened?

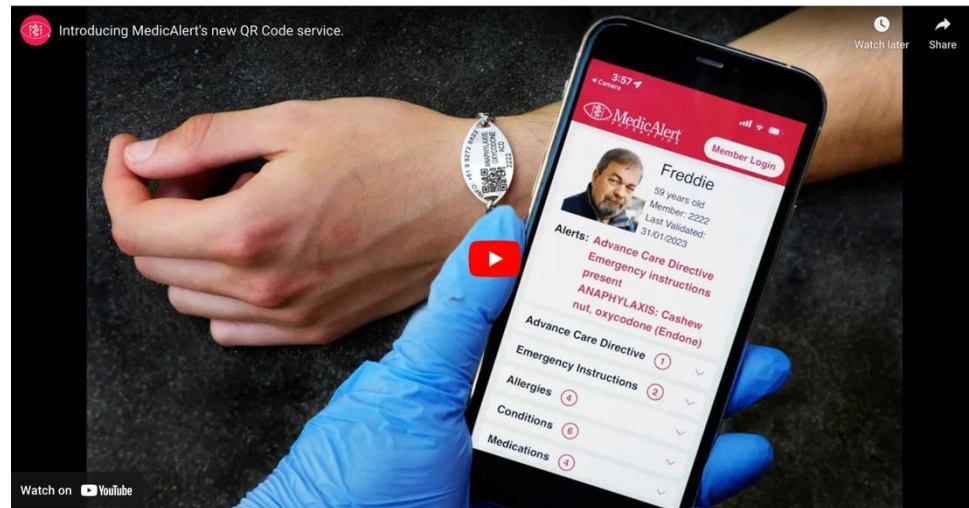
- Soft launch mid-May 2023 (focussing on SA first)
  - 935 MedicAlert IDs sold; 79% with QR Code
  - 442 QR enabled Member Cards generated
  - 99% SA members with QR Code preference (opt out model)
  - 53% sales via contact centre; 47% sales via website
- PR campaign is next...

(Statistics for 22/5 - 28/6)



## Objectives for the network

- Awareness & adoption by both paramedics and members
  - Video for paramedics to support Ambulance services comms
  - Video + website + contact centre conversations for members







## Summary

- MedicAlert operates in a network
- QR Code product has been designed to optimise this network by reducing friction and building trust
- Expansion potential is exciting

