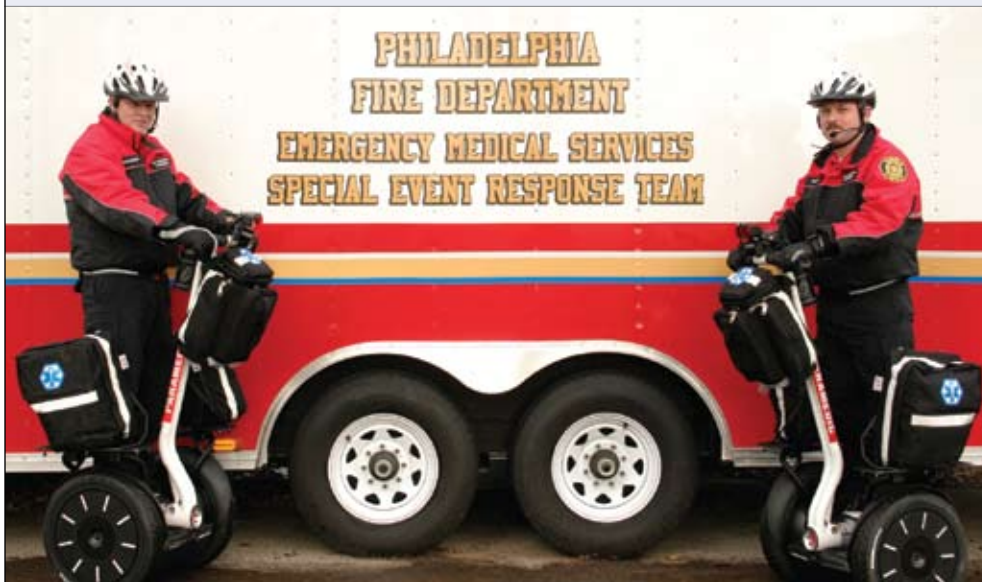


Case Study

Providing Emergency Medical Services at Special Events

Emergency Medical Services (EMS)

Philadelphia Fire Department



A volunteer fire department was first organized for the City of Philadelphia in 1736, giving way to one of the country's first full-time fire departments in 1870. Throughout the years, the Philadelphia FD has prided itself on providing the most effective fire and emergency response to its citizens. Such was the case in 2007 when the department purchased seven Segway Personal Transporters (or PTs) for its Special Event Response Team (SERT). According to Emergency Medical Service (EMS) Apparatus and Equipment Officer, Captain Ray McCahery, the theory behind SERT was to tailor emergency medical response to each of the city's larger events

"We respond to nearly 350,000 EMS incidents each year, but large special events require a different approach," says McCahery. "At these events, response with ambulances can be difficult because of the number of people at the site and the varied terrain. In 2006 we began equipping our SERT personnel with utility vehicles, ATVs and bicycles, and in 2007, with the support of Fire Commissioner Lloyd Ayers, we added Segway® i2s to the mix. The whole idea is to enable our paramedics to respond as quickly as possible to medical emergencies wherever they occur."

With a population of nearly 1.5 million, Philadelphia offers no shortage of annual events that are candidates for SERT activity. "Throughout the year we have a series of large-scale events for which we develop SERT emergency medical plans," says McCahery. "There is the Mummers Parade on New

Years Day, the Fourth of July and Unity Day celebrations in the summer, and the Philadelphia Marathon in November. We have used the Segway PTs at all of them and the units have worked remarkably well."

Thirty Philadelphia paramedics have now been trained to use the Segway i2s, each of which carries a light, siren and red "paramedic" identification on its white

"Our paramedics like the Segway PTs because they help them do their jobs more easily and quickly. They like the mobility, the ease of use in crowds, and the ability to travel distances in a short period of time. And the reactions of the public to our Segway PT paramedics are phenomenal."

- Captain Ray McCahery
Philadelphia Fire Department

Executive Summary

CUSTOMER

Philadelphia Fire Department

MARKET SECTOR

Emergency Medical Services

THE CHALLENGE

- Improve medical response at the sites of large-scale events
- Respond quickly to emergencies despite the crowds

THE SOLUTION

- Purchase seven Segway PTs
- Train 30 paramedics to use Segway PTs in various environments

BENEFITS TO THE CUSTOMER

- Paramedics are able to easily move through crowds at events such as parades, marathons and holiday celebrations
- Segway PT units can be used year-round in a variety of weather conditions
- The public notices the paramedics on the Segway PTs, can see and call for help more readily, and views the units as progressive and innovative

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frame. McCahery has equipped each unit with nearly 40 pounds of gear, including a defibrillator, airway devices, bandages and medicine. All of these items are carried in the Segway i2's side cargo bags, which are the same bags used by the EMS bike teams. In the event that a paramedic must switch from a Segway PT to a bike – or vice versa – he or she simply grabs the bags and goes.

According to McCahery, the department's SERT personnel have become big fans of the Segway PTs. "Our paramedics like the Segway PTs because they help them do their jobs more easily and quickly," says McCahery. "They like the mobility, the ease of use in crowds, and the ability to travel distances in a short period of time. And the reactions of the public to our Segway PT paramedics are phenomenal. Not only does the public more readily notice the paramedics on their Segway PTs, they also view the units as very innovative and progressive. I can tell you this, I wish we had one for every SERT paramedic because they all compete to see who gets to use them during the next event."

McCahery has also had a chance to see how the units performed in a wide range of weather conditions. For the 2007 Philadelphia Marathon the weather was cool and overcast. His plan had 20 SERT medics deployed at key areas throughout the route, with Segway teams positioned at the start, finish, and throughout the entire 26.2-mile course of the marathon. "The Segway PTs enabled our personnel to keep pace with the runners throughout the race," says McCahery. "It worked fantastically well. We

had one runner collapse from cardiac arrest during the race, but our medics worked as a team and were able to save him."

Things went so well at the marathon that the department decided to use the Segway PTs at the big Mummers Parade on January 1. "The weather was in the upper 20s, but the units performed very well despite the cold," says McCahery. "We now know that our SERT personnel can operate in just about any weather we have here in Philadelphia." ■