

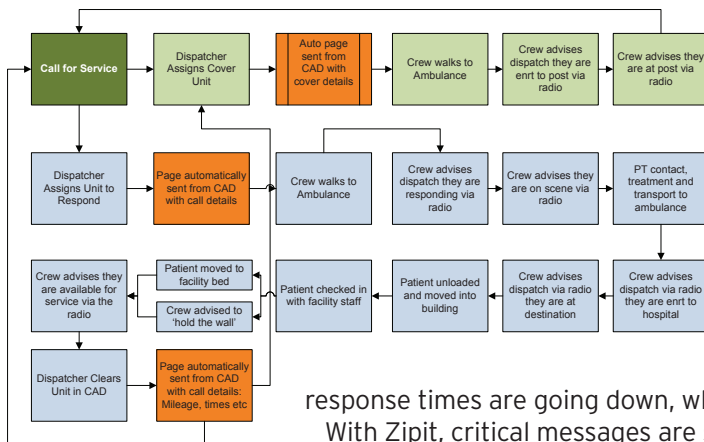


Critical Messaging Solution

OPERATIONAL EFFICIENCY

EMERGENCY MEDICAL SERVICES

Traditional pagers create an operational nightmare for EMS.



In the EMS industry, communication using traditional one-way pagers can be slow and unreliable at best, often leading to less than ideal care for those in need of emergency medical attention. But what is the impact of poor and unreliable one-way pager communications on the operational efficiency of your company? Messages from traditional pagers can take up to 10 minutes to arrive, and sometimes never arrive at all, causing a devastating effect on “chute times” and jeopardizing your ability to execute at a high level. This lack of quick message confirmation between dispatch and EMT can also lead to deployment of redundant cover units and reduced UHU rates for your business. Your

response times are going down, while your operational costs are going up.

With Zipit, critical messages are sent and received in a matter of seconds. Zipit's two-way paging feature provides quick “message acknowledged” confirmations between emergency dispatchers and field personnel, reducing chute times and minimizing the potential for cover unit deployment. As a result, your UHU rates increase, and dispatchers have more time to provide emergency response personnel with more detailed and informative messaging, while handling an increased volume of emergency situations. The Zipit solution provides a real time “critical messaging dashboard” that tracks and logs every message, providing metrics that offer visibility into operational performance, plus accountability for field personnel.

When reliability matters, rely on Zipit.

Zipit Enterprise Critical Messaging Solution eliminates the uncertainty of communication with your EMTs and Paramedics to ensure that Chute Times are met and that the crew you want, rather need, is responding to the call within seconds. By providing a more reliable form of data communications directly from your CAD to your Zipit Now device, the need for radio confirmation, or requests to resend the page, are eliminated altogether, enabling your communications team to focus on the essential communications. EMS organizations that have deployed the Zipit solution have seen dispatcher efficiency improve by as much as 30% just by deploying the Zipit solution.

Leveraging the Verizon Wireless nationwide data network, Zipit Wireless brings efficiency and accountability to your critical communications, helping you operate more effectively and profitably. Just take a look at the advantages Zipit provides:

Zipit's Enterprise Critical Messaging Solution advantages include:

- Confirmed Message Delivery
- Messages delivered faster and more reliably
- Messages typically sent in less than one second and confirmed delivered in less than 10 seconds
- 100% accountability - real-time message tracking and device monitoring
- 99.99% service reliability (based on Zipit's cloud-based messaging service)
- Unsurpassed reliability of the Verizon Wireless Nationwide Network
- Two-way real time messaging with EMTs and paramedics
- Seamless system integration with your CAD
- Cost-effective
- HIPAA and HITECH compliant

“We have crew members getting into the habit of turning the pagers on and using them so compliance is getting ten times better. Plus, it does a lot to silence down dispatch since it is taking away 30% call volume, giving dispatchers more time to concentrate on better trip descriptions in the CAD system.”

– Director of IT for an ambulance company in Eastern N.C.

“These devices have enabled our crews to give us better response times since they receive the pages almost instantly. The dispatchers' favorite part is being able to see when the crew receives and acknowledges the page without having to speak with them on the radio, and being able to get in touch with the crews quickly and getting an almost immediate response back.”

– Karen Crews, Operations Manager, Century Ambulance Service

Zipit - When Every Message Counts™

Zipit Wireless provides critical messaging solutions to a wide variety of industries using its highly reliable cloud-based communication service and cellular and Wi-Fi based networks. Whether it's enabling secure communication between doctors and nurses, dispatchers and EMTs, or hotel managers to key staff, Zipit provides instant, reliable communications.

What we do.

Priority Messaging	Secure Texting	Cloud-Based Service
<ul style="list-style-type: none"> Two-way paging Multiple priority levels Real-time tracking and confirmation Canned or custom responses 	<ul style="list-style-type: none"> Fully encrypted, two-way text based chat between two or more parties Send and receive information Messages deleted from devices at admin defined intervals HIPAA/HITECH compliant - unlike SMS 	<ul style="list-style-type: none"> Message Dispatching Center Message Archives User and Device Management Integrates with existing systems

How we do it.

Whether using the purpose-built Zipit Now device, the Zipit Confirm mobile application for iOS and Android or both, Zipit delivers two-way communications for EMS operations that are fast, reliable, and secure.



Zipit RAP™ (Remote Admin Portal)

Priority: Priority 1 - Mayday Alert (Blocks user's screen, forces an audible alert.)

Expiration: 10 min

Response Options: 1 minute 5 minutes 15 minutes 30 minutes 60 minutes Never

Message: multiple car col. hwy 85. What is your ETA?

Recipient / Name	Network	Processed	Delivered	Device Offline Delay	Responded	Response	Status
Colleen Patterson	C12	00:00:00	00:00:02		00:00:17	Never	✓
Dan Heredia	Test Open Network	00:00:00	00:01:11	00:01:09	00:01:19	5 minutes	✓
Frank Greer	C12	00:00:00	00:00:03		00:00:15	15 minutes	✓
Ralph Heredia	Power Off	00:00:00					✗
Ralph HerediaSMS	N/A	00:00:00	N/A	N/A	N/A	N/A	✗
Trent Norris	C12	00:00:00	00:00:02		00:00:05	60 minutes	✓

6 records

↑ User status ↑ Sent time ↑ Delivery verification ↑ Offline notification ↑ Read receipt ↑ Response

Zipit's custom dashboard allows for real-time monitoring of the entire messaging system. Communications Managers and Dispatchers know when messages were sent and delivered, and are able to monitor device status and offline notifications, track response times, and see the actual responses - all from a customized dashboard. The Zipit solution integrates seamlessly with all major CAD systems including Zoll, Enroute, Jefbar and Tritech, ensuring that the process for your Communications Managers and Dispatchers does not change. It is truly "connect and forget."

**Powered by the Verizon Network -
America's largest and most reliable cellular network.**

