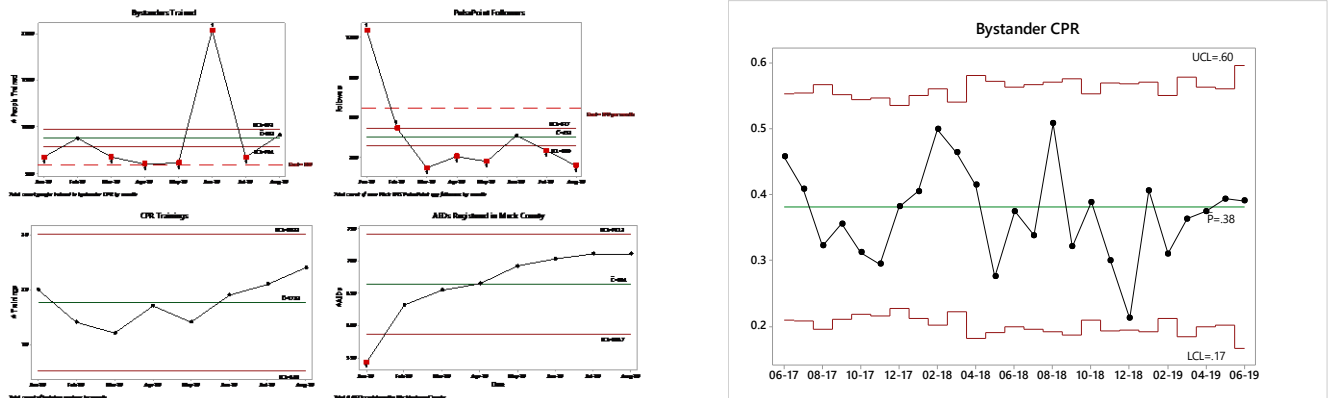


## KPIs



## OVERVIEW

- 7,075 people have been trained and 3,611 people have downloaded and followed Meck EMS on PulsePoint as of 8/1/19.
- In August, 38 eligible SCA incidents in public places were recorded and 14 of those resulted in a PulsePoint notification for nearby bystanders.
- Downloads for the month were 239, compared to 300 average. No large marketing or media pushes this month.
- OrthoCarolina continued to be a significant host for trainings throughout July and August and incentivize employees to download for wellness points
- CLT Pride was a success for trainings but did not impact PulsePoint downloads

## JULY EVENTS/TRAININGS

Date	Title	Projected Trained	Actual Trained	Partners
1-August	OrthoCarolina	25	18	
2-August	TJ Maxx Health Fair	50	29	
6-August	OrthoCarolina	25	22	
8-August	OrthoCarolina	25	9	
9-August	OrthoCarolina	25	23	
12-August	OrthoCarolina	25	34	
12-August	American Airlines	40	40	CLT
13-August	OrthoCarolina	45	38	
13-August	American Airlines	40	42	CLT
14-August	OrthoCarolina	25	12	
16-August	American Airlines	40	38	CLT
17-August	Pride		312	
20-August	OrthoCarolina	40	22	
21-August	OrthoCarolina	25	14	

22-August	OrthoCarolina	25	11	
22-August	North Carolina District Office	22	22	
23-August	OrthoCarolina	25	17	
24-August	OrthoCarolina	100	112	
26-August	OrthoCarolina	25	16	
27-August	OrthoCarolina	25	11	
28-August	AvidXChange Health Fair	50	29	Novant
29-August	OrthoCarolina	15	14	
30-August	OrthoCarolina	15	17	
31-August	OrthoCarolina	10	10	

## UPDATES

### AHA:

- Promoting PulsePoint at Trainings
- Working on collaborative event calendar
- Determining how to maximize impact of Sep. Heart Walk / existing volunteer bases

### UNC Charlotte:

- PPS promoting PulsePoint at all new student orientations / on campus screens
- Safety Day August 21<sup>st</sup>, promoted PulsePoint alongside campus safety app

### CLT Airport:

- CLT Partners promoted KTB again at manager's meetings- resurgence of interest
- American Airlines hosted trainings for employees for a full week

### Atrium + Novant Community Engagement Teams:

- Health Fair invites
- Promotion at partner events for PulsePoint
- Medic compiling marketing plan for Novant and Atrium

### Additional Promo:

- Charlotte Pride: 487 trained, low for downloads