



Heartland Health Region

Building a region of healthy people and healthy communities!

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MEDIA RELEASE

Date

For Immediate Release

Local business provides GPS software for Heartland EMS

Following a successful pilot project, Heartland Health Region has purchased 23 GPS units and Point B, a GPS software package developed by Bradley Directories. The business is located in the community of Stranraer, which is within the region's boundaries. Each of the region's 17 EMS sites will use the GPS system, including the two contracted services in Beechy and Elrose.

Krista Koenders is Director of EMS/ Rosetown PHSA for Heartland Health Region. "Point B is an impressive new software product that provides an additional tool to enhance EMS response in rural and isolated areas. We're particularly pleased to support a business within our boundaries."

According to Koenders, the GPS software allows EMS staff to search either by land location or the registered rural homeowner name. She noted that it is best for rural dwellers to know their legal land description. "Land locations don't change, but land owners do. It is impossible to update the names of land owners every time there is a change. The GPS software works best when the EMS staff can enter a land location. We cannot stress enough how important it is for all rural residents to know their legal land location," she said.

Todd Bradley is Owner/Operator with Bradley Directories. He said that the product has been in development for 18 months. "We're very pleased to have partnered with Heartland to test our Point B GPS software in the EMS system. It was a great way to determine its strengths and limitations, and figure out how best to tweak the system for optimum accuracy in supporting the provision of EMS in Heartland," he said.

Bradley is clear that Point B is not a 'single solution,' but one tool in a company's larger position location strategy. "Data provided by Point B is intended to be used in conjunction with RM maps, and must be cross-checked against those maps," he noted.

Koenders concluded "This initiative helps Heartland in meeting at least two organizational priorities. With the implementation of GPS units, we are *Building a Culture of Safety* and *Establishing Quality Performance and Expectation*. It's all part of Heartland's commitment to continuous quality improvement, and to providing the right service to the right person at the right time."

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