

## Aware Gleneagles Global Hospitals launches 'I AM EMERGENCY READY' campaign in Hyderabad

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Aware Gleneagles Global Hospitals has announced the launch of their Emergency Ready campaign titled 'I AM EMERGENCY READY'. The objective of this initiative is to minimize the damage and loss during medical emergencies by training public to administer immediate care to keep a patient stable until medical help arrives. Mr. Mahesh Bhagwat, Commissioner of Police, Rachakonda inaugurated the campaign by unveiling the logo of "I am Emergency Ready" initiative in Hyderabad.

Through this drive, the hospital will conduct Bystander Life Support (BLS) training for individuals, corporates, and the common man like auto drivers, roadside vendors, school students and teachers, parents, social workers, security guards etc. At the end of the training, a certificate and an emergency toolkit will be presented to the qualified participants.

The hospital introduced the **emergency number 8297 22222** and **three fully equipped ambulances** to provide outstanding emergency medical services. The speedy emergency ambulance responses will be able to bring down the mortality rate of the individuals who do not receive emergency treatment before being hospitalized.

**Mr B Girish Babu, CEO, Aware Gleneagles Global Hospitals** said *"We believe this campaign will be beneficial for the citizens, as we hope to train maximum number of individuals across the city in basic lifesaving skills. We aim to reach out to the masses and urge upon the need of arming oneself with basic first response knowledge that could potentially save a life in a medical emergency."*

The hospital also announced the 'Good Samaritan Awards', a felicitation program that would acknowledge and appreciate

those Good Samaritans who have helped victims in emergency cases. The programme encourages you to nominate an individual who has stabilized someone by providing basic life support treatment during a medical emergency or coordinated a swift evacuation in a critical emergency or donated blood or rendered any kind of unusual support in a medical emergency or took care of a person under a critical emergency condition, until help arrived. Nominations are open for 3 months from 1<sup>st</sup> September, 2018. At the closing, three individuals will be identified for their presence of mind and lifesaving action, to be felicitated at a function where they will receive Rs 20,000/- each.

**Dr Vijay Vemuri, Regional COO, Gleneagles Global Hospitals** said, *"The 'I am Emergency Ready' initiative by Aware Gleneagles Global Hospital is the most compassionate accomplishment which required the emergency department to comply, create and maintain some very stringent requirements. They need to be prepared with best of the equipment and capable team. This initiative provides the assurance to the people that they can now access quality trauma and emergency medical care at Aware Gleneagles Global Hospital."*

**The Call Ambulance officer** said, *"We believe our association with Aware Gleneagles Global Hospitals is a one that will help both entities in making a difference. Our service, Call Ambulance is an emergency response mobile app that facilitates victims to raise a distress call and the "I am Emergency Ready" campaign by Aware Gleneagles Global Hospitals is an initiative that aims at training citizens to become first responders that are equipped with basic life training skills. So it's a perfect fit and we hope that this collaboration helps in getting these first responders to the aid of the ones in need thereby making the society emergency ready."*