

What's Behind Your Medical ID?

HOW TO ENGRAVE YOUR EMERGENCY MEDICAL ID & MORE

YOUR GUIDE TO FINDING THE BEST MEDICAL ID FOR YOU AND YOUR FAMILY

MediAlert Foundation® pioneered the medical identification marketplace in 1956. However, there are now a multitude of various emergency medical ID providers – and with that, the market has resulted in a sliding scale of low-end to high-end providers.

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With a market that is flooded with different emergency medical identification products, how do buyers determine which purchase is best for them and their families? The simple answer is found behind the medical ID, both figuratively and literally.
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As a charity organization, and founders of the medical identification industry, MediAlert Foundation has issued this guide to ensure families are knowledgeable about their options and can easily distinguish the difference among providers when making a medical ID purchase.

MEDICAL IDS TODAY: THE GOOD, THE BAD, AND THE UGLY

You can purchase a medical ID just about anywhere these days. Is it convenient to

purchase a pre-engraved “diabetes” medical ID bracelet from the local drug store or pharmacy? Sure, but it may not be the best option available to you. Your medical condition is not a one-size fits all – it’s unique, just like you. Similarly, your medical ID should also be personalized to you and your individual needs.

The beauty of your medical ID lies in the engraving and behind-the-scene services that are provided to compliment your ID. When it comes to your health, you really should come to expect more from your medical ID. You should absolutely expect your medical ID to save your life. Therefore, this guide and the following information should help you evaluate the types of medical IDs that are available, along with the pros and cons of each.

Before Making Your Purchase

Prior to making your medical ID bracelet or necklace purchase, we recommend reviewing the following key questions:

- Why do I wear a medical ID?
- What actions do I expect to take place during an emergency as a result of my wearing the medical ID?
- What information, if any, should I have tied to my medical ID?
- What concerns do I have about the privacy of my information should my medical ID become lost?

Upon answering these questions, you should review the chart for a detailed account of the comparison areas you should use when evaluating potential medical ID providers. This comparison chart showcases the main differentiators among providers and can help you determine which key areas are most important to you and your family. While not everyone may

want their family notified in an emergency, many do and may not have been aware that this service is available when making a medical ID purchase. Similarly, some may make decisions based simply on pricing. Whatever your case may be, here are the tools you will want to use for evaluating medical IDs:

SIMPLE MEDICAL ID **INTELLIGENT MEDICAL ID**

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|-------------------------------|--------------|--|--|
| Types of ID Available | Jewelry | Jewelry, sports products, medical accessories | Jewelry, sports products, medical accessories, GPS-enabled device |
| Engraving | Pre-engraved | No standards - engrave what you want | Engraving standards based upon medical protocol |
| Personal Health Record | None | Online | Online |
| Information Delivery | Jewelry | Website/Phone Service using pin# for access to health information | Live 24/7 Emergency Response Service and Mobile App for registered first responders & health information |
| Family Notification | None | Contact # may be engraved on medical ID | Live 24/7 Family Notification Service to ensure you are quickly reunited with loved ones |
| Physician Notification | None | Contact # may be engraved on medical ID | Live 24/7 Physician Notification Service to ensure your doctor is made aware of your emergency and treatment |
| Wandering Assistance | None | None | Live 24/7 Wandering Assistance Service works with local law enforcement to ensure you are safely returned home |
| Security | None | Pin # on medical ID – may be accessed by anyone if medical ID becomes lost | HIPPA compliant and requires professional registration before releasing personal health information |
| Endorsements | None | Celebrities | Professional Health Organizations |
| Price | \$ | \$-\$\$\$ | \$\$-\$\$\$ <i>*Sponsored products & services may be available via charity providers</i> |

As this chart highlights, the most comprehensive purchases are **intelligent medical IDs** which are connected to advanced (and trusted) services. Intelligent medical IDs save lives.

WHAT SHOULD BE ENGRAVED ON YOUR MEDICAL ID

Now that you understand the variation in medical ID providers, you may still find yourself wondering – “How should I engrave my medical ID?” Like many, you may be unsure as to what and how much information to engrave on your medical ID. Maybe you have multiple conditions/medications, complicated treatment instructions, or a rare medical condition, and are unsure as to what information is the most important and critical in an emergency.

Additionally, you must remember that your engraving is what speaks to emergency responders and health professionals. Your medical ID engraving tells them if there is additional information available about you, and how to retrieve that information to speed your treatment on-scene. While many consumers may believe that a simple engraving may save their life, it is the information about how to retrieve your health information that truly saves lives and helps professionals in the field.

When it comes to engraving medical alert bracelets and necklaces, there are three varying options:

1: SINGLE-CONDITION MEDICAL ALERT ENGRAVING



BENEFITS: Simplistic way to communicate a single health condition in the event of an emergency.

LIMITATIONS: Provides very limited amount of information including list of medications, additional medical conditions, and overall health history.

2: FREE-TEXT MEDICAL ALERT ENGRAVING



BENEFITS: As the buyer, you can decide what information is most critical in the event of an emergency.

LIMITATIONS: Mis-spellings or inaccurate clinical names can be a result of engraving that comes from free-text entered by the buyer at time of purchase. This can cause confusion during the emergency evaluation and treatment period. Additionally, personal phone numbers may be engraved on your medical ID; this poses a problem when the phone number becomes obsolete.

3: UNIQUE, PERSONALIZED MEDICAL ALERT ENGRAVING



BENEFITS: You do not need to communicate all of your critical health information on your medical ID as emergency responders and health professionals can retrieve this during an emergency. Your personalized engraving is linked to your personal health record which includes medical conditions, medications, past surgical history, allergies, advanced health care wishes, and personal contacts.

LIMITATIONS: Beware of personalized engravings which feature personal pin numbers with log-in information. These types of engravings are not HIPAA compliant, and if your medical alert bracelet or necklace becomes lost, anyone may have access to your health and personal information. **(HIPPA compliant medical alert engravings** with have an 800 phone number and unique personal identifier; this engraving ensures that only emergency and medical professionals can access your personal health information.)

MEDICALERT: SPECIALIZED ADULT & KIDS MEDICAL ID ENGRAVINGS AND SERVICES

MedicAlert Foundation offers specialized engravings and services to ensure your medical ID truly saves your life. We do this through a series of advanced medical alert engravings which are medically reviewed for accuracy. We also do this by providing a suite of live 24/7 services to ensure you receive the best experience possible during an emergency situation.

How we engrave on your behalf:

When purchasing a MedicAlert medical ID bracelet, necklace, sportsband, or shoe tag, we will offer you two engraving options: “choose a single condition engraving”, or “allow MedicAlert to engrave on my behalf”. Either way, your MedicAlert medical ID will have MedicAlert’s 800 phone number (which connects to our Live 24/7 Emergency Response Center in the United States) and your unique identifier number (which is connected to your personal health record with MedicAlert).

Single engraving options are available for a various number of health conditions including: Hypertension, Allergic to Peanuts, and Epilepsy. However, for individuals with multiple health conditions or for those who wish to communicate additional allergies or medications on their medical ID, we recommend that MedicAlert specialists determine your engraving.

To determine your engraving, MedicAlert’s medically-trained staff will review your personal health record and select an engraving that highlights the most critical health information based upon emergency responder and health

professional protocols and standards. We have worked with professional organizations to develop a hierarchy of medical information and data standards that are accepted and followed by emergency responders and health professionals. This ensures that your medical ID speaks to professionals in their same language and thus eliminates confusion and potential errors.

How our services work in an emergency:

During an emergency situation, your MedicAlert medical ID will trigger a series of actions all specially designed to save your life and ensure you receive the best treatment and care.

1. Upon arrival to your emergency, emergency responders will use your medical ID to call MedicAlert Foundation’s Live 24/7 Emergency Response Service. MedicAlert’s medically-trained staff will retrieve the emergency responders name, badge number, and call-back number should the call become disconnected. The MedicAlert specialist will then ask the emergency responder for your unique identifier number located on your MedicAlert medical ID.
2. MedicAlert’s specialist will communicate your name and date of birth, along with your full list of medical conditions, allergies, medications, and more. This ensures that the emergency responder on scene has the information needed to make an informed treatment decision.
3. Additionally, if you are being transported to a local hospital, MedicAlert’s specialists are available to fax your health information to the treating facility so that they have your full

health information available upon your arrival. This further ensures you receive the best treatment.

4. MedicAlert's specialists are then available to contact your loved ones, to ensure you are quickly reunited with family. MedicAlert can also contact your physician to keep them informed of your emergency and hospitalization.

WHERE TO PURCHASE QUALITY MEDICAL IDS

As you can see, MedicAlert truly works to save lives. Our services are designed to keep you protected, and your loved ones informed, in the event of an emergency. When selecting a medical ID, we truly believe that MedicAlert is the only way to go. No other medical ID provider can supply this level of comprehensive service that is trusted and endorsed by first responders and emergency health professionals throughout the world.

To purchase MedicAlert services and medical ID bracelets for children, please visit:

www.medicalert.org/kidsmart

To purchase MedicAlert services and medical ID bracelets for adults, please visit:

www.medicalert.org/products/adults

To purchase specialized MedicAlert services and medical ID bracelets for individuals with Alzheimer's or related dementia, please visit:

www.medicalert.org/safereturn