

## I.C.E- *in the making* by Bob Brotchie



Bob Brotchie – ICE Founder



[www. ICE4Safety.com](http://www.ICE4Safety.com)



[www.ems-options.com](http://www.ems-options.com)

Although for at least a few years I had tried 'autonomously, to utilise mobile phones to establish ID, notify "Next Of Kin" (NOK), it was one particular case in late 2004, that got me thinking through the problem in more detail.

One morning, around 6am whilst on shift, I was tasked along with other resources to an MVA (RTC- Road Traffic Collision) in my home town of Cambridge, UK. A car and a delivery truck had collided head on, both vehicles had one occupant. The delivery driver was shaken but 'walking/talking' whilst the car driver, a lady in her 50's was trapped (relatively) and was clearly critically ill with polytrauma. I assisted to manage her extrication following interventions such as spinal immobilisation, base line obs, along with therapies such as analgesia, fluids at kvo (I.V access) oxygen and good old' TLC.

Once extricated and whilst being moved to the vehicle by the crew that was to transport her to the local trauma centre (approx 2 miles), I could then, in discussion with Police, try to understand who she was and why she was on the road at that time? Was she intoxicated, going home from the night shift, going to work and "WHO" might be waiting for her arrival....simply, what was her name?

I advised the Police that I would try to use her mobile phone as no other good evidence as to her identity could be found on her or her belongings. I scrolled through the contacts list and found this task, in conjunction with the work we had just undertaken so stressful. I knew time was of the essence, especially as she would be at the ED in quick time.

I understood that the info gained could really make the difference to expedite treatments offered and establish previous medical history considerations which might cause these treatments to do further harm, even death! (Latrogenic Injury).

So, I'm scrolling through the contacts list and my heart was heavy when nothing immediately 'stuck out' at me as to who might be called. I tried some best guesses, given that the time of day was also likely to reduce the chances of a successful contact, and got no answer. As the casualty would be arriving at the ED now, I got a response! I had tried to improve my chances of getting someone 'important and relevant' by looking at the recent calls made. A male answered and I awkwardly advised him that I was a Paramedic in the city and that I was in need of understanding who the mobile belonged to that I was calling from? I then promised to advise him why?

The male was the son of the casualty, so I got his mum's relevant details and found that she had been returning from work. Most importantly, I told the son where his mum would be and asked

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would he be able to notify any other family and get to the hospital? He confirmed he could and I then made contact with the ED and gave them what information I could. (The Police were also able to utilise some of this data for positive reasons!)

*(This lady went on to survive her major trauma and we met, along with fire crews for her and her family to offer her gratitude, in front of the local media. She had received major pelvic and chest fractures but has gone on to make a considerable recovery)*

A couple of evenings later I found myself musing over the call. I thought that if there was a uniform manner to establish who someone was when they couldn't communicate for themselves, how much of a difference that could make to both the casualty and responders. I wondered why, but knew from previous experience, people didn't always carry I.D which could be acceptable and be utilised? I wondered how I could utilise and make more accessible, the mobile phone contacts list, after all, I thought, EVERYONE carries a mobile!!

It occurred to me that a common letter to access in the contacts list would be useful and reduce time, but clearly a letter on its own wouldn't work. So what about an acronym, what acronym could be useful, and saleable? I threw some around and..Eureka, **"In Case of Emergency!!"** *Could be "I.C.E." ....Responder call "I.C.E", go straight to 'I' in the contacts list every time!* It struck a chord with me and I wondered why hadn't I thought of this before? I also wondered if 'it' was 'out there' already in use.

I emailed a colleague (Matt Ware, who I owe so much to) who was from our communications/media department and asked him what he thought. He advised me that it seemed like a reasonable concept and that he had contacts within Vodafone in the UK. He graciously offered to see what they thought of the idea.

A number of months passed, when Matt advised me that Vodafone had some interest. By this time we had established that my idea was indeed original, so we started to promote it and 'test the water'. The response was immediately impressive with the vast majority in favour and better still, very few people could think of a reason NOT to implement this so simple concept!

Vodafone arranged for me to join a British celebrity, ex war hero and Falkland's war veteran, Simon Weston, for an entire day of radio interviews as a joint initiative promoting the annual Vodafone Lifesaver Awards along with I.C.E. Simon and I must have conducted some 40 national radio interviews that day..... It was a great success!

The idea continued to gain steady but somewhat 'ordinary' exposure throughout the United Kingdom when in July 2005, the 7/7 London bombings took place. The media immediately felt I.C.E would have been useful and latched on to the concept. What a week that was!! Out of this appalling atrocity and the most desperate of times came something, amongst others, so positive. I was, and ICE, in such demand by not only the British media now, but the worlds!

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ICE has continued to 'self' perpetuate such has been its global acceptance, and with Web 2.0 entrepreneurs and like minded individuals who have taken this simple concept to new and even more technically advanced levels to all.

Currently I consult and endorse *Smart-ICE*, an iPhone application that carries the ICE concept to the next level..... via [ems-options.com](http://ems-options.com)

<http://www.ems-options.com>

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