



BREAKING NEWS

In an emergency: **LOOK - READ - CALL**

September 2014

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Legends of The Call Awards 2014

“**Legends of the Call**”, implemented in 2011, is an award which recognizes emergency responders who go above and beyond the call of duty and follow the MedicAlert **Look, Read, Call** procedure.

This year a new partnership was established with Blue Line Magazine, and in April, the inaugural **MedicAlert Legends of the Call Award for Law Enforcement** was presented at Blue Line Expo (Canada’s largest attended law enforcement trade show), in Durham, Ontario.

We were proud to present the first annual **Legends of the Call Award for Law Enforcement** to Police Constable Pete Grande of Toronto Police Service, 43 Division, Scarborough, ON.



In June, in partnership with the Paramedic Chiefs of Canada, the 4th annual **Legends of the Call Award for Paramedics** was presented to Paramedic Anna Everett of Toronto EMS at the Paramedic Chiefs of Canada Conference in Vancouver, BC.



Robert Ridge, President and CEO of MedicAlert Foundation Canada, extended congratulations to Constable Pete Grande and Paramedic Anna Everett, and thanked all emergency responders for their ongoing dedication and support to MedicAlert and its members. As Mr. Ridge said, “Their consistent commitment to the Look, Read, Call procedure is a testament to the fact that collaboration between MedicAlert and emergency responders can provide Canadians with faster, better care during emergencies.”

LOOK FOR THE EMBLEM

Urban Links Bracelet

OPS Sparkle Bracelet



London Dog Tag



Roots Leather Cuff



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ALWAYS REMEMBER

LOOK to see if your patient is wearing a MedicAlert ID.

READ the engraving on the back to learn vital information about your patient's allergies, medical conditions, and special needs or requests.

CALL the 24/7 Emergency Hotline # on the back of each MedicAlert ID and you will **connect to a live agent in less than 5 seconds** for access to your patient's medical information and emergency contacts.

Professional Education website medicalert.ca/education

Have questions or comments? Email us at education@medicalert.ca or call 1.866.679.3217, ext. 1230

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