

About BEAST

“There is no Second Chance, When Every Second Matters.”

Brookefield Hospital launched a new service for Emergency Services. The hospital is a well-established and full service health care facility next to IT Hub of Whitefield in Bangalore (brookefieldhospital.com). The new service focuses on providing emergency care at the site of the location and save a life during the Golden Hour. "Golden Hour" is the first hour after a traumatic injury or a critical health even, when emergency treatment is most likely to be successful.

The service comprises of a trained team of medical and para medic professionals, who provide emergency care within minutes of the emergency. The teams are always on standby. As soon as a call comes in, two of the personnel get started on a special purpose vehicle that can negotiate the city's traffic. The vehicle is also designed to carry essential medical devices like ventilators, oxygen cylinders, ECG machines, medicines and other supplies. Thus, the service takes the medical expertise along with needed supplies to the site of emergency, be it home, office or roadside. It sets up a mini ICU to stabilise the patient, and having saved the life during the Golden Hour, it helps patients to shift to a hospital of their choice if needed.

This is a much needed service both for urban and rural areas in India. One death occurs every 8 seconds due to medical emergencies. In 80% of the medical emergencies, patients are not able to reach a hospital during the Golden Hour. 30% of medical emergency of cases result in a death due to lack of care during the Golden Hour.

Traditional hospitals provide services that are based in the premises of the hospital, and therefore emphasis is on shifting patient to the hospital. More than 90 minutes are lost in a typical Indian urban set up before an emergency service attends to the patient. Time is lost in accessing the service, determining the precise location of the patient, Rushing the ambulance and finally shifting the patient to the hospital. Thus precious minutes of the “Golden Hour” are lost, severally impairing the chances of saving a life.

The new service is called "BEAST". It is an aspirational name, since "Beast" is also a nickname for the Presidential car in USA, and stands for top notch capabilities to act in case of emergencies. Dr. T J Pradeep Kumar, Medical Director of Brookefield Hospital, feels that Beast is more than a service. It is a platform for collaboration between different medical centres be they

hospitals, labs or ambulance service so that together they can save precious lives.

Currently available in Whitefield area, BEAST services will be available in the Bangalore metropolis over next one first year, and through a phased plan rolled out in other regions across the country. Citizens can call 888-091-0000 or visit <http://beastemergency.com/> to register for the new service.

About Brookefield Hospital

Brookefield, a unit of Sanjeevini Health Care, is a 100-bed multi-specialty hospital with state-of-the-art equipments, world class infrastructure and highly qualified specialist doctors.

Brookefield Hospital is a premier health care center providing high quality health care services at optimal cost. Located in an affluent, densely populated area of eastern Bangalore (Whitefield, Marathahalli, Sarjapur, Varthur and surrounding areas), Brookefield caters to the clientele from the IT field apart from the local residents.

Contact details and for more information

Dr. T J Pradeep Kumar
Medical Director & CEO
Brookefield Hospital,
Bangalore

PH Mo: 93412 17545
(L) 080-42445566

