



EMS Chiefs of Canada
To Advance and Align EMS Leadership in Canada



Legends of the Call

In an emergency, when every second counts, the MedicAlert **Look, Read, Call** procedure can mean the difference between life and death.

Between now and April 27, 2011, any EMS worker who follows emergency procedure and calls the MedicAlert 24/7 emergency hotline will be eligible to win the Legends of the Call award.

The Legends of the Call award recognizes an EMS worker who has demonstrated outstanding performance during an emergency by effectively using the **Look, Read, Call** procedure:

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 and medical conditions.

Call: each MedicAlert ID has a customized number that connects you to a live agent at the MedicAlert 24/7 emergency hotline. You'll have access to you patient's full medical history in less than **five seconds flat**.

The winner will receive a free trip to the EMSCC conference in St. John's, Newfoundland, and be recognized at the official awards ceremony on June 9, 2011.

Visit emsc.ca or medicalert.ca/education for more details.

