

Quick! It's an EMERGENCY!

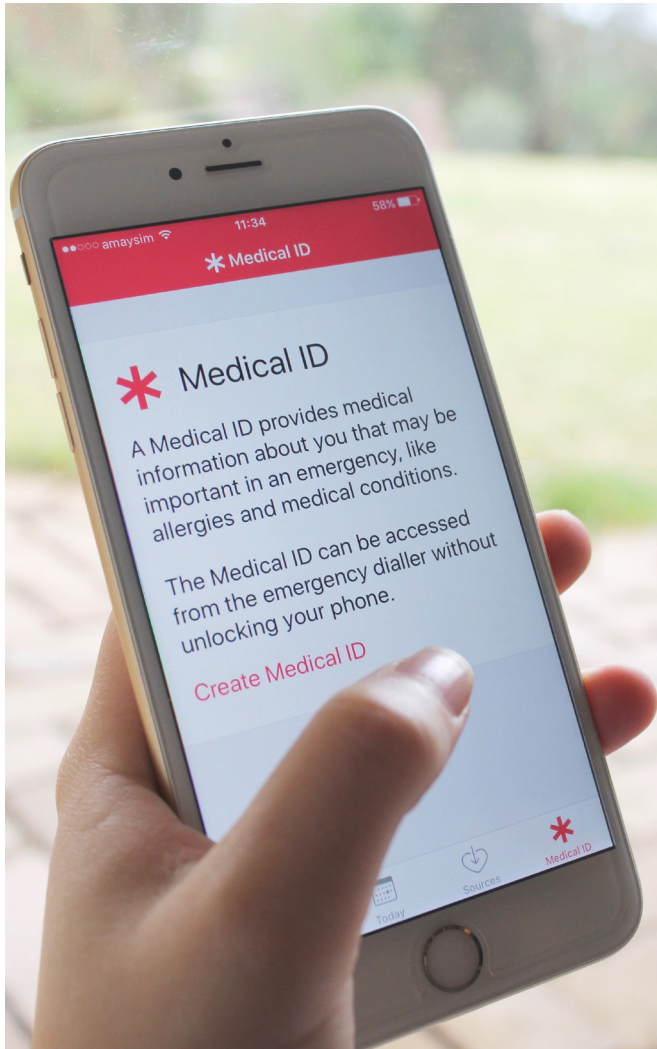
The iPhone emergency call feature is well-known. But do you know of the lifesaving Medical ID feature?

*Medical ID



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Deanna Szczygiel



The iPhone has welcomed health, fitness and medical apps with open arms taking hold of 18.5% of Apple's market reach from June 2017. Yet the health app already installed on all iPhones has a brilliant Medical ID feature that can be of assistance to first responders and paramedics in an emergency event. With such potential, how does this feature get lost in the crowd?

Medical ID is a feature associated with the health app that allows for medical notes and emergency information to be accessible on your iPhone when locked and unlocked.

It is easily set up through the health app or via your profile on the contacts app. When first setting up the health app it will automatically ask if you want this feature set up. If your health app is already in use, Medical ID is located on the bottom right of the screen. Within your contacts profile, Medical ID appears at the bottom of the profile. Press edit to enter information. On the lock screen this feature is located in the emergency icon. Medical ID will appear on the bottom left of the emergency icon once it has been set up.

In today's world, nearly everyone has their phone on their person more than any other object or device. Therefore, the decision to create a digital Medical ID feature on the iPhone was genius. This fantastic feature has proven to help assist first responders by allowing information on existing medical conditions, allergies and current medications to be available when needed. Its ability to be accessible without needing to unlock the iPhone is a unique and clever component that many other smart phones don't possess. This component gives first responders accessibility to this vital information without unlocking the iPhone.

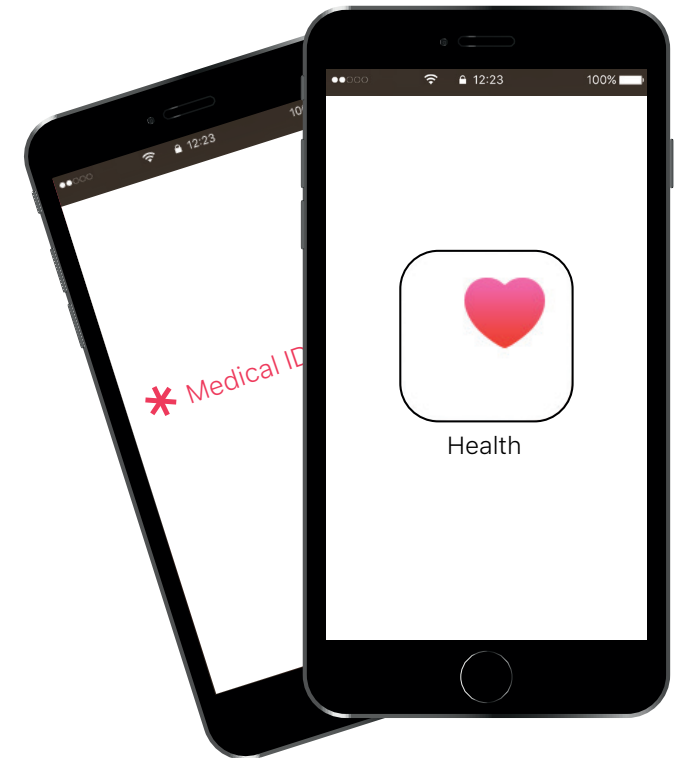
Although undoubtedly a great feature, the lack of advertisement and direction makes Medical ID unknown to most users and not easily discoverable. Its unnecessary obstacles, such as having to fail finger print scan before being able to open the emergency icon, makes this feature far from efficient and could take valuable time away from receiving medical attention. With access to this information without password protection comes concerns. Its accessibility to any member of the public that takes hold

of your iPhone raises concern as people could use this information to harm rather than assist. Yet Medical ID can be edited to disable access when the iPhone is locked.

With phones becoming more and more integrated into our everyday life one would assume a potentially lifesaving feature would be known to iPhone users. A study conducted by Victoria Miller with assistance from The University of Mississippi and Sally McDonnell Barksdale Honors College concludes that out of 318 people surveyed only 38.49% knew about iPhone Medical ID. 59.09% of people didn't include information on medical conditions and 61.51% of people didn't include information on allergies. On a more positive note, only 31.32% of people surveyed did not include emergency contacts.

Although clearly still under the radar, iPhone Medical ID has now been acknowledged by companies producing medical bracelets. Medical bracelets with "my info on phone" are now directing first responders to the iPhone Medical ID.

It is a shame that such a great feature has not reached the majority of iPhone users, yet its potential to harm rather than assist could be the reason for its lack of advertisement. But even with owner's knowledge, the feature is hidden and complex to access lowering the possibility of first responders knowing and using Medical ID during an emergency. Victoria Miller's study shows how invisible this feature is. With the release of the new medical bracelet, this action is a small step to increasing public knowledge of the iPhone Medical ID feature.

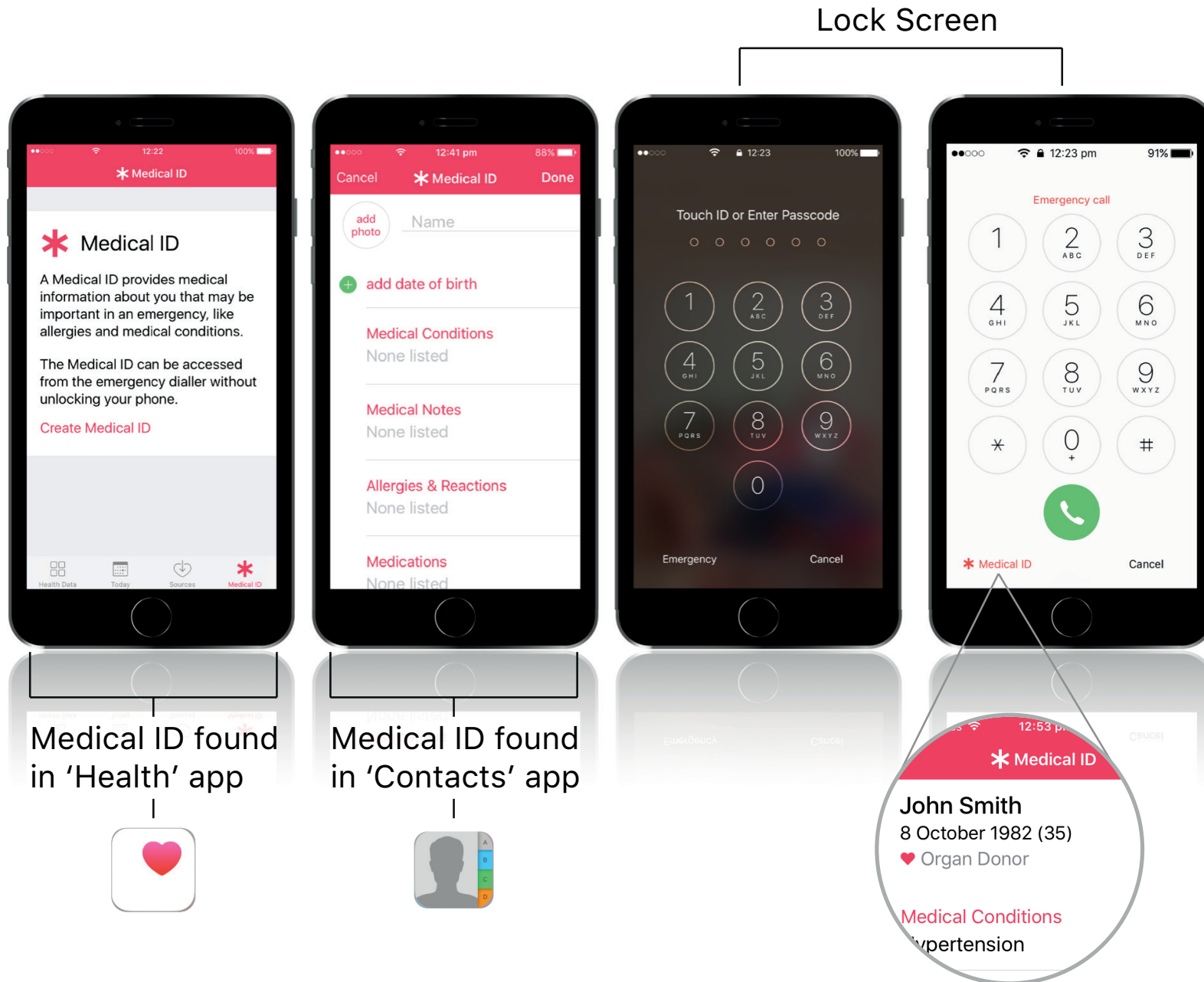


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Where To Find iPhone Medical ID



Survey Statistics

...out of 318 people

38.49%

Knowledge of Medical ID

31.32%

Did not include
emergency contacts

61.51%

Did not include
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