



Ladies and Gentlemen. Thank you for the opportunity to speak with you today.

My name is Katrina Seiter, Founder and President of my company ... A Voice 4 U.

Years ago, I was a victim of a terrible traffic accident, as expected the first responders came and immediately began treating me the best they could. I was driving by myself and I was in my crashed vehicle in and out of consciousness and unable to tell them that I am deathly allergic to morphine. Sad to say, with all their best intentions they did give me morphine and if it wasn't for one of them recognizing my name and calling my brother (also a paramedic) who told them of my allergy to morphine – it's likely I would not be seated here today to tell this story; and it's due to that life threatening event in my life that A Voice 4 U was born.

A Voice 4 U has developed state-of-the art medical alert technology that in the event of a medical emergency it allows first responders, right there at the scene of the emergency, to have immediate access to the victim's vital medical information and emergency contact information - even if the victim is unconscious and unable to speak for themselves.

Imagine, First Responders arriving at the scene of a medical emergency and all they have to do is scan a QR code, or, text a Toll Free Number and immediately they know if the victim is allergic to any medication, if the victim is currently taking any medications, if the victim is currently suffering from any kind of disease, and, they have his emergency contact information right there on the screen of his phone. This is not something we hope to achieve one day – A Voice 4 U has this technology right now.

(OK - I'd like to Demonstrate the Product)



Katrina Seiter

What I am proposing is that together, the State of Ohio and A Voice 4 U lead the way nationally by providing this technology to all the citizens of the State of Ohio, and by establishing a Standard Method of Delivery which gives First Responders an immediate reference point that they can count on, to look for, and get this vital information right at the scene of a medical emergency.

By placing A Voice 4 U technology in the same spot on all Medicaid and Medicare Insurance cards, Ohio State Drivers' Licenses, State ID's, Student ID's, State Employee ID's, together, we can insure that the victim receives the best/most accurate treatment possible, as well as, save the State of Ohio millions of dollars in unnecessary medical costs.

Medicaid provides health care coverage to millions of Americans. I could make the case that it is every bit as important for the first responders to know without question that the victim is not currently taking any medications, that he has no allergies or diseases before he begins treatment, but unfortunately there will be many medical emergency's involving people that *are* currently suffering from diseases, that *are* currently taking medications, that *are* allergic to certain medications, that *do* have mental or physical disabilities, and *it is crucial* for the first responders to know these things at the scene in advance of beginning treatment at the scene – and the A Voice 4 U technology makes that possible!

A Voice 4 U technology can dramatically help with lowering medical errors.

It is undeniable that medical errors cause harm to the patient: it can dramatically, unnecessarily, increase medical costs. The National Academy of Medicine has estimated that medical errors increase medical costs ranging from \$17 billion to \$29 billion annually.

Medications or Prescription Drug errors are considered the most common type of medical error; and is also the most preventable. More than two-thirds of the adverse events found by The National Academy of Medicine were thought to be preventable.

By placing the A Voice 4 U technology on the back of the Insurance Cards, the Ohio State Driver's License, State ID's, Student ID's, State Employee ID's, and even on the back of the members a cell phone, together, we can provide the Citizens of the State of Ohio the best/most accurate treatment possible at the scene of their medical emergency and in doing so we will also save the State of Ohio and its Citizens many millions of dollars in unnecessary medical costs.

A Voice 4 U can also improve care across cultural and linguistic barriers.

When First Responders come upon a medical emergency involving someone who does not speak English, the A Voice 4 U technology does not depend on the member inputting his information in English when inputting his medical and contact information into our system.

When First Responders scan our QR Code and they see an unfamiliar language, with a simple click of a button the page instantly converts the information into English. In this case the A Voice 4 U technology is critical to assist the First Responder in giving the victim quick and accurate treatment even though he was unable to communicate with the victim in his native language. By having access to this man's vital medical information in English this dramatically

lowers the chance of medical error, which gives the victim the best treatment possible, and all the while lowering the cost to the State of Ohio.

While we believe strongly in the Standard Method of Delivery being our QR Code and Toll-Free Number placed any one of the identification cards previously mentioned, however, we have made an additional provisions for the citizens of Ohio that engage in “AT RISK” activities regardless if it’s professional or recreational.

A Voice 4 U has created stickers that a member can purchase that have their QR Code and Toll-Free number on them which they can stick the back of a phone, a construction helmet, a motorcycle or bicycle helmet, we have shoe tags, dog tags, or they can stick it to the competition bib of a running race. We have even made patches designed to be sewn onto clothes for individuals suffering from Dementia and Alzheimer’s in those that might wander from their caregivers.

Governor Dewine is working with law enforcement, former addicts, and a team of advisors to get the opioid and drug abuse epidemic under control in the State of Ohio. A Voice 4 U is working with the same groups to provide them our technology for the mentally challenged, and for those that suffer from alcohol and drug addiction.

We’ve been working with former Sheriff Phil Plummer, now State Representative Plummer who would like to see this available for all the citizens of the State of Ohio. In addition, he feels the A Voice 4 U technology could aid the First Responders in the jail systems to be added to a wrist band for inmates with need to know vital medical information in case of a medical emergency.

He also states this would be beneficial to a child being placed in foster care. When a child has A Voice 4 U they carry with them their contact and emergency medical information along with the name of their guardian at all times.

This past year prior to the election, we worked with closely with the Department of Public Safety and Verido’s (the manufacturer of driver licenses for the State of Ohio) to place our product on Driver License and State I.D’s. Both have expressed their desire and capability to move forward with this project. The only remaining question is who would shoulder the cost, the State of Ohio or the citizens when they purchase or renew their license.

With the suggestion and guidance of Senator Hackett, we are currently working with several managed care insurance companies to begin placing the A Voice 4 U technology on their Medicaid insurance cards; they believe this will help control medical costs by reducing medical errors and give their members more peace of mind in the event of a medical emergency.

Several of the managed care insurance companies we have been working with have already stated they would gladly implement the A Voice 4 U technology into their system if it were mandated by the State. However, all insurance companies, whether they are exploring this on their own or are waiting for it to be mandated by the State, are in total agreement that the A Voice 4 U technology would be extremely beneficial to the citizens of the State of Ohio.

Application Programming Interface:

By implementing Application Programming Interface (API), the A Voice 4 U system would retain the smallest amount of information (name, identifying number, date of birth). A Voice 4 U would never have access to the insurance company or BMV's IT systems. The API essentially creates a security wall that does not allow us into our partner's IT systems, nor does it allow them into the A Voice 4 U's IT system.

The A Voice 4 U technology is 100% HIPAA compliant.

Inside the very extensive HIPAA rules and regulations it states very clearly that all HIPAA protections and restrictions do not apply if the information in question is given voluntarily by the individual.

Anyone using the A Voice 4 U system is given a username and password to personally control their individual account. Once in their account they are provided titled empty fields which they may choose to fill in, or leave blank, as they see fit. They have ***an opportunity*** to list all the medications they are currently taking, what they are allergic to, what illnesses they currently suffer from, and who they choose as their emergency contacts with their contact numbers. But none of

what I have referenced is mandatory, it's only recommended, and they decide what they wish to include ... or not include.

With that said, please recognize that it is made ***redundantly*** clear to the individual that 100% of the information they include in their intake form is to be considered approved for any person to access, including but not limited to: First Responders, Medical Professionals, and even the Good Samaritan that may arrive first at the scene of their medical emergency.

Allow me to explain the process for the individual:

AFTER MEMBERS RECEIVE THEIR NEW CARD – Ohio DL, State ID, Student ID, etc.

1. The member receives his card in the mail with instructions in envelope as well as instructions to sign onto the originating organizations website.
2. A Voice 4 U will provide the originating organization a website referral link for their members to sign in on and the new member will click that.
3. The members will have to click "AGREE" that they are leaving the originating organization's website and are being directed to a third-party website.
4. Landing on the A Voice 4 U website, the members will be asked to voluntarily submit their vital medical information and emergency contact information, they fill in the blank fields that they feel will best benefit them, then they click the "SUBMIT" button.
5. After they have submitted their information, they will then have the choice to further visit the A Voice 4 U website or return to the originating organization's website.

Note: This same process is completed whenever a member needs to update their vital medical information or emergency contact information to change in the system.

It truly is as simple as that.

Finally: after years of research and development we are able to offer the A Voice 4 U technology to the State of Ohio, regardless if it's the Ohio Driver's Licenses, State ID's, Government Employees, or Student ID's for only \$1.00 per Member, per year. That's only .083 per month to give the citizens of Ohio the best possible care at the scene of a medical emergency, which will in turn dramatically save the State of Ohio on medical cost of errors, all the while giving the victim the best possible treatment at the scene.

For these reasons and more, I respectfully ask that you please consider the A Voice 4 U technology as part of the budget for the State of Ohio.

Now, I'd like to thank you for your kind consideration and open the floor to questions.