

**SafeMate**

**Your Lifeline  
in a Medical  
Emergency**



## SafeMate was born in the surf...

In 2016, our founder, a software engineer who was also an avid surfer, was dumped on the sand and knocked out. When he came to, he realised he had no way of showing anyone his identity, medical conditions, medications or key contacts in an emergency. Lying there on the sand, he decided to create one himself. And SafeMate was born.

He designed a system that would INSTANTLY give first responders in an emergency the vital details the patient wanted them to have. Even if the patient was unconscious or disoriented. A system that would help save lives, avoid hospital visits, and get patients comfortable sooner. And give peace of mind to users and their families.

In 2018, John Azarias, a longtime senior partner in a Big Four accounting firm, was appointed CEO of SafeMate. Today SafeMate is a thriving business with offices in Sydney and currently operating in Queensland. We work with major organisations like the Queensland Ambulance Service, Medibank Private and the Transport Workers' Union. And we have all kinds of members, from toddlers to senior citizens, from heart patients to truck drivers to, yes, surfers.

**Anyone who could ever be vulnerable has a lifeline in SafeMate.**





# What is SafeMate?

1234567891



**My Medical Information  
& Emergency Contacts**

**SafeMate**

**SCAN IN AN EMERGENCY**

 [getsafemate.com](https://getsafemate.com)

 [hello@safemate.care](mailto:hello@safemate.care)

 (07) 3184 9109



SafeMate is a simple system that uses QR codes in a medical emergency. Each new SafeMate member has their own unique QR code imprinted on a card and durable stickers. First responders simply scan the QR code and instantly receive the information the SafeMate member has shared in their online profile.

There are two levels of information, public and private. Serving as a medical ID, anyone can quickly scan the QR code and the public information appears.

Secure medical information can only be accessed when scanned by the Queensland Ambulance Service (QAS) paramedics or a nominated person(s).

## **SafeMate is:**

**Instant** – saves precious time in an emergency when each minute counts.

**Secure** – with SafeMate's patented and approved Australia-based encryption system.

**SafeMate. Simple. Speedy. Secure. Safe.**



# Our Team



John Azarias  
CEO



Dr Patricia  
Azarias  
Chief  
Operating  
Officer



Michael Bark  
Executive  
Manager,  
IT Operations



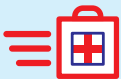
Leanne Clarke  
Executive  
Manager,  
Business  
Development



Amanda Haes  
Executive  
Manager,  
Communications  
& Marketing



May Lam  
Operations  
Manager







# Our Mission and Values



## OUR MISSION

- Help save lives
- Avoid unnecessary hospitalisations
- Aid the vulnerable
- Assist health professionals
- Give peace of mind to patients, families and carers
- To supply a lifeline in a medical emergency



## OUR VALUES

- Respect for patients and their families
- Commitment to security and accuracy
- Valuing members' lives, comfort and time
- Compassion for the vulnerable



# Recognition

“SafeMate’s beauty is in its instant information when we arrive”

– Tony Hucker, Director of Clinical Quality and Patient Safety, Queensland Ambulance Service

## SafeMate features on Channel 9 News



Watch Video

### NEWS

## Code could save lives

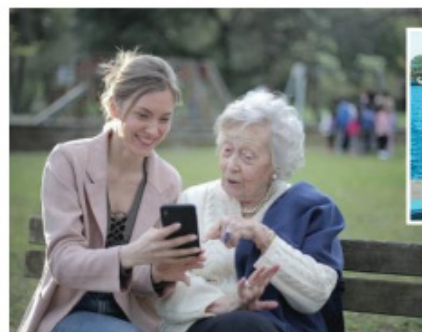
An innovation that allows first responders to access vital medical information has been hailed a potential life saver. WORDS: Caitlin Zerafa.

The “difference between life and death” is how a small feature saving paramedics vital time when attending a patient in an emergency is being described.

SafeMate gives first responders fast access to encrypted medical and personal information that can play a key role in helping paramedics to treat a patient effectively.

Someone passionate about advocating for the cause is Maleny’s Leanne Clarke. After her mother collapsed at her house on two separate occasions, she found herself unable to help paramedics with important medical information.

“My mum has passed out twice at my place, and the paramedic were quizzing



me on what medication she was taking,” Ms Clarke says.

“It was really stressful for me because there was Mum on the ground and [the paramedics] were firing all these questions at me and I just went blank.”

After what happened to her mother, Ms Clarke began searching for something that provided first responders with the information they needed.

She discovered SafeMate, a subscription-based company, which uses QR codes on a patient identification card, sticker or silicone bracelet.

Generic information can be attached to a profile online, which is accessible to the general public, while more specific



SafeMate give first responders access to critical medical information to help assess a patient during an emergency; Leanne Clarke (inset)

medical information can be accessed only by paramedics thanks to a partnership with Queensland Ambulance Service.

“This can be the difference between life or death, or full or partial recovery,” Ms Clarke says.

“Anyone can scan and access the public information. It could say ‘call my husband – this is his number’, or ‘I am a diabetic’.

“Then private information with specific information on medications and medical history is information only QAS needs to know.

“For me it was a very simple process of uploading all Mum’s medical information, medications, allergies,

past operations and next-of-kin details into her SafeMate profile.

“I can now rest assured that if something happened again to Mum, the paramedics could scan the card and all the information that they need is right there.”

Ms Clarke, who now works as Queensland’s business development manager for SafeMate, says a QR sticker can be placed at the front door, meaning first responders can have the information they need before they are even inside with a patient.

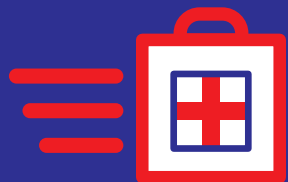
“We have paramedics give us feedback on how they find using SafeMate and the feedback we are receiving is wonderful.

“They are saying it is saving between five and 10 minutes ... which is the difference between life and death.”

As part of her role, Ms Clarke collaborates with senior citizen groups, various medical organisations and NDIS providers to ensure clients know about the product.

Visit [getsafemate.com](https://getsafemate.com)





# SafeMate



**Scan to visit  
our website**

## **This is Our New Brand.**

In consultation with paramedics we have developed an improved visual identity to ensure instant recognition of SafeMate as a medical information device.

## **Your Lifeline in a Medical Emergency**