

case 1-428-917
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EMRI: Technology and Process Innovation in Emergency Care Delivery

EMRI (Emergency Management and Research Institute) is a pioneer and leader in emergency medical management in India. EMRI is a nonprofit organization that manages the 1-0-8 emergency phone number, which responds to emergencies 24 hours a day and seven days a week in urban, rural, and tribal areas across the Indian states of Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Rajasthan, Karnataka, and Assam.

EMRI operates under the belief that quality medical, police, and fire emergency services should be easily available for all Indians, regardless of economic or social background. EMRI attracts top-talent employees at every level who have big hearts and a passion to save lives. Chief Executive Officer Venkat Changavalli and his executive team run EMRI as effectively as many for-profit companies, adhering to the belief that emergency management services should follow the four A's: They should be accessible, available, affectionate, and affordable.

PROCESS INNOVATION

EMRI is the largest single emergency management entity in the world, due to its combination of emergency management, research, and training components. The EMRI ecosystem integrates resources (ambulances, EMTs, call center operators, physicians, a network of public and private hospitals, and IT systems with cutting-edge research) to save lives. It offers world-class service free of charge and at the world's lowest operating cost through its 1-0-8 emergency response number. EMRI's cost structure is a direct result of its metrics- and analytics-driven culture and passionate team of employees. Given the environment in India, EMRI has developed an ecosystem that can adapt to each unique emergency and any cultural or language barriers that may exist. EMRI consistently provides high quality care while at the same time maintaining flexibility.