



MedicAlert®

A Registered Charity



**HERBERT
PROTOCOL**

Provided by MedicAlert

By your side, since 1964

The MedicAlert Foundation first launched in Turlock, California, in 1956, before coming to the UK over **60 years ago**. As the pioneers of medical IDs, we remain the only charity provider of life-saving medical ID services worldwide.

MedicAlert is the UK's first and only **charity** providing medical ID services, focusing on delivering vital support to people with medical conditions, allergies or other health needs.

MedicAlert - life-saving medical ID jewellery

Living in France with wonderful weather, new friends, great food and exciting opportunities is often a dream come true for many British expatriates. However, one thing not so welcome is a medical emergency where you are unable to convey your needs due to a language barrier, or the severity of the emergency rendering you unconscious. MedicAlert is pleased to offer life-saving medical ID jewellery for expatriates, ensuring that your hidden medical condition is no longer a worry. The ID discs can be engraved with:

- Medical conditions
- Allergies
- Medication information
- Vulnerabilities

Also engraved on the disc is a unique customer number, allowing emergency services access to more detailed medical information which is held on a secure database. The 24/7 emergency response line, operated by the London Ambulance Service, can be accessed from anywhere in the world. This emergency phone number accepts reverse call charges and can converse in over 100 languages. MedicAlert provides fast, accurate treatment and correct medication administered. When questioned, 85% of medical professionals said MedicAlert increased their confidence in the patient. For only 30 euros (usually 40 euros) - **OFFER CODE: EXPAT**. For more information please contact medicalert.org.uk or call 01251 4078.

THIS BRACELET COULD SAVE YOUR LIFE

e bracelet which could save a life

by Heather Wickenden

ke any other silver bracelet, but this bracelet isn't worn simply as a memento. It could save her life. Mrs. Jane Smith, 55, of 123 High Street, Chelmsford, is one of more than 100,000 people throughout the country who wear a MedicAlert bracelet or necklace. The bracelet is made of silver or gold and is engraved with the person's name, address, telephone number, and a unique MedicAlert number. It is also engraved with the person's medical conditions, allergies, and medications. The bracelet is worn by people who suffer from diabetes, heart disease, and other medical conditions. The bracelet is a life-saving device that can help emergency services identify the person and provide the correct treatment. The bracelet is a life-saving device that can help emergency services identify the person and provide the correct treatment.

Wear a

NE a health condition which, in the event of an accident, might render you unable to speak, but which that doctors or paramedics should be able to identify. MedicAlert provides a bracelet or necklace, engraved with a personal number and a brief description of the immediate medical problem. The bracelet or necklace is worn by those people who wish to donate organs. The whole service can be obtained by paying a one-off fee of approximately £15. Contact the MedicAlert Foundation at 11/13 Clifton Terrace, London N4 3JP. Tel: 01251 4078.

MEDIC ALERT CAMPAIGN

access to personal medical information, plus details of their doctor and next of kin. Membership costs £5.75 and the bracelets and necklaces vary in price from £12.90 (stainless steel) to £270.25 (18ct gold). To find out more, contact: MedicAlert Foundation at 11/13 Clifton Terrace, London N4 3JP. Tel: 01251 4078.

Community Health Foundation

SHIATSU MASSAGE CENTRE

APPOINTMENTS
CALL 01 251 4078 FOR SHIATSU OR REFLEXOLOGY APPOINTMENTS

COURSES

DISTRIBUTORS WANTED

Are you free between 8.00am and 9.30am every day?



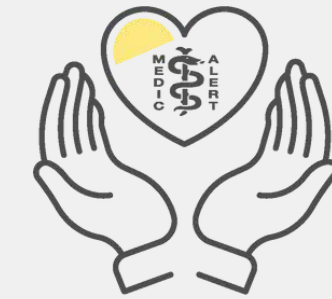
Live better with MedicAlert

The **safety and wellbeing** of vulnerable people is a priority at MedicAlert.



Digital Medical Record

The Digital Medical Record can be updated by the member as regularly as is needed. This will be shared with emergency services when needed.



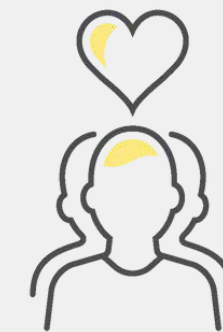
Charity

We are the only charity provider of medical ID services in the UK. This means we do what is right, putting safety first.



NHS Recommended

MedicAlert is recommended by multiple areas of the NHS. First responders are also trained to recognise the MedicAlert symbol.



Advocacy

Parents, guardians or caregiver can assist in creating and updating the child's medical record and serve as an advocate on the account.

Nurse checked

Our in-house **Registered Nurses** check that all records are medically sound and the engravings are clear and concise.

Sarah



Emma



- We prioritise the vital medical details and correct any errors, as accuracy saves lives.
- We are the only medical ID service that has this additional safety check in place.

The Herbert Protocol

The **Herbert Protocol** is a national scheme to help make sure that people living with dementia who are at risk of becoming lost can be found and brought home safely.

944,000+

Just under **1 million people** living with dementia in the United Kingdom

70%

people living with dementia will go missing at least once

40,000+

people in the UK are reported missing for the first time every year



**HERBERT
PROTOCOL**

Provided by MedicAlert

Memberships Explained

HP Free (Herbert Protocol only)

- **Free** to sign up. MedicAlert team reviews each form. Automatic completion prompts are triggered if necessary.
- Stores **essential personal information** (name, address, next of kin, medical details) and information to assist in event of missing persons incident.
- Information can be **shared quickly with police** if a person goes missing.
- Provides **reassurance** to carers and families that key details are pre-recorded.
- **24/7 emergency helpline** accessible to police forces.

MedicAlert Full Membership

Includes **everything** from HP Free plus additional benefits from only **£36/year**:

- Reviewed and updated by **in-house registered nurses** for accuracy.
- **24/7 emergency helpline** available in over 100 languages.
- Information accessible **worldwide** by first responders, not just UK police.
- **Peace of mind** for a wide range of scenarios: medical emergencies, accidents, travel, allergies, hidden conditions, and more.
- **Medical ID** purchased alongside membership.

Examples of the HP Form

MedicAlert®	
Basic Information	
First Name	
Last Name	
Other names they go by (for example nicknames or aliases)	
Date of Birth	
Gender	
Is their gender the same as at birth?	
Nationality	
Ethnicity	
Diagnosis Date	
Type Of Dementia	
Husband, wife or partner's first name	
Husband, wife or partner's last name	
Your First Name	
Your Last Name	
Your relationship to the person this form is about	
Your Phone number	
Your Email address	
Your Address Line 1	
Your Address Line 2	
Your Town/City	
Your County	
Your Post Code	
Your Country	
Any other ways we can contact you	

MedicAlert®	
Physical Appearance	
Height	
Build	
Hair colour, length and style	
Complexion	
Facial Hair	
Identifying Marks	
Any distinguishing physical characteristics	
Anything else about their physical appearance that would be useful for us to know	
Their type and symptoms of dementia	
Any other medical conditions like diabetes, asthma, heart problems, including symptoms	
What medication do they take?	
What happens, in the short and long term, if they don't take their medication?	
Do they have problems walking?	
Do they use a stick or other walking aid?	
Can they move between furniture without help?	
How far can they walk before getting tired?	
Do you think they might behave in a way that causes conflict or puts them or other people at risk?	
Any phobias they have (for example fear of water or of heights)	
How might they react to being upset or scared?	
Any other health information you think is important?	

MedicAlert®	
Contact Information	
Address Line 1	
Address Line 2	
Town/City	
County	
Post Code	
Country	
Do they have a second home or other family addresses they might go to?	
Phone number	
Email address	
Social media account details	
Do they have a tracking system, or wear/carry a MedicAlert ID? Please give details	

Operation: Herbert Protocol

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1

A person is reported **missing** to the police and is believed to be living with **dementia**.

2

The police call **MedicAlert's 24/7 emergency helpline** on 0207 407 2818, providing the individual's surname and postcode.

3

Our team carries out a **quick validation process** and searches the **secure database** using the information provided.

4

If a Herbert Protocol is stored, it is immediately sent as a **PDF** to a **secure** and **verified** police email address.

5

Post incident, a MedicAlert **nurse** calls the individual/their carer to follow-up and identify record changes and signposting to partner support.

Partnerships



CarersBucks



DEMENTIA
CARERS COUNT



DementiaUK
Helping families face dementia



Accessing multi-agency
partnerships e.g. Adult
safeguarding boards



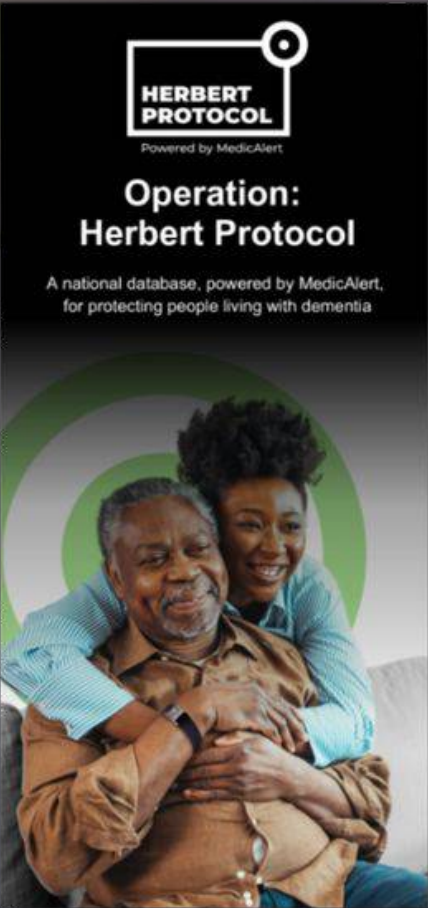
Police Forces & HP Numbers



Total UK
HP Forms
2025

2,500

Leaflets & Posters



HERBERT
PROTOCOL

Powered by MedicAlert

Operation:
Herbert Protocol

A national database, powered by MedicAlert,
for protecting people living with dementia

HERBERT
PROTOCOL

Powered by MedicAlert

What Is The Herbert Protocol?

The Herbert Protocol is a national safeguarding scheme used by police forces and emergency services across the UK to support people living with dementia or other cognitive challenges who might be at risk of becoming lost or reported as missing.

MedicAlert's national digital database now securely stores this information, making it easily accessible to police and emergency services.

Why It Matters

- 944,000 people are living with dementia in the UK.
- 70% of them will go missing at least once.
- 40,000 people are reported missing with dementia for the first time every year.

How It Works

Register on the Database: Caregivers or family members can securely register their loved one's details at www.herbertprotocol.com.

Recent Photograph

Physical Description

Important Places

Medical Information

Contact Details

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SCAN ME

or visit:
www.herbertprotocol.com

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PROTOCOL

Powered by MedicAlert

The Herbert Protocol & MedicAlert

MedicAlert UK is the only medical ID charity in the UK that offers a digital document storage for the Herbert Protocol form. MedicAlert works directly with several police forces and paramedic groups to provide direct access to this information in an emergency.

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Powered by MedicAlert

24/7 Rapid Response:

The national database allows for quick access to critical details, enabling faster recovery when someone goes missing.

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Powered by MedicAlert

Secure and Private

Your data is protected with end-to-end encryption, ensuring privacy while being accessible to authorised personnel.

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Powered by MedicAlert

Nurse Checks

Our Registered Nurses ensure your Herbert Protocol is clear, concise and complete and can assist you in updating it when needed.

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Powered by MedicAlert

Advocacy

A trusted family member, friend or caregiver can assist in creating, completing and updating your digital Herbert Protocol and profile.

HERBERT
PROTOCOL

Powered by MedicAlert

Do you know someone living with dementia?

The Herbert Protocol helps police find people living with dementia when they go missing.

www.herbertprotocol.com

SCAN ME

Scan me!

Visit

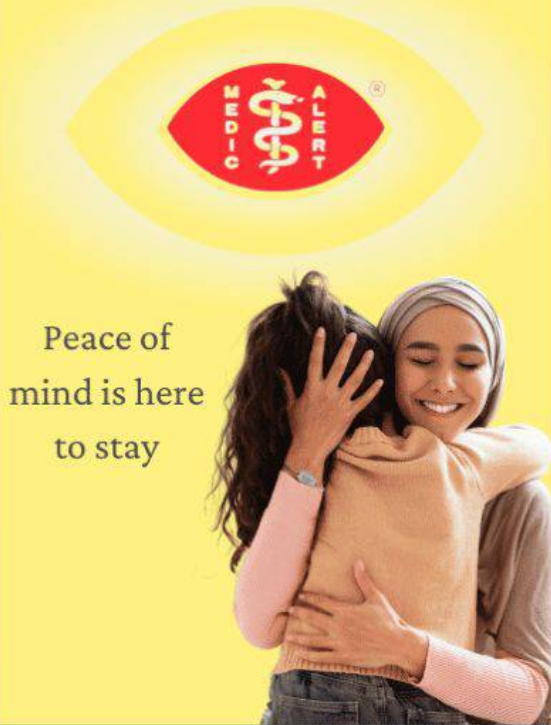
www.medicalert.org.uk/support-from-medicalert
to order free leaflets & posters



Leaflets & Posters

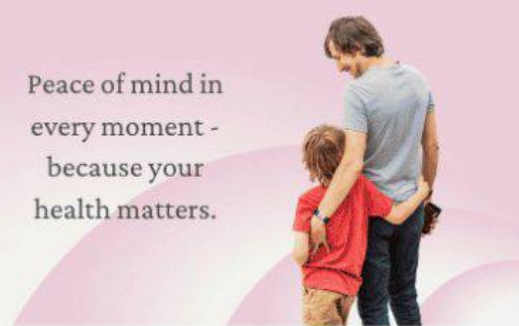
Do you live with a *medical condition?*

Your medical information, on you, keeping you safe



Peace of mind is here to stay

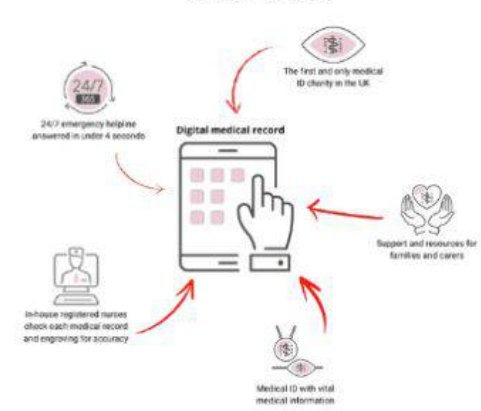
Peace of mind in every moment - because your health matters.



Live better with MedicAlert

We all want to pursue the things we love without worrying about our health. Wearing a MedicAlert ID means knowing you'll receive the proper treatment if you have an accident or emergency, so you can put your mind to just enjoying the moment. Enjoy your hobbies and active social life whilst being confident that your MedicAlert ID is with you wherever you go. MedicAlert provides a 24/7 worldwide membership service and an extensive range of medical ID jewellery for people with medical conditions, allergies and other requirements. All supported by our in-house medical professionals, for additional reassurance.

How It Works




In an emergency, when you can't speak, we can.

Quick access to your vital medical details in an emergency, when every second counts.

- 24/7 Emergency Helpline**
The national database allows for quick access to critical details, enabling faster recovery when someone goes missing.
- Digital Medical Profile**
The national database allows for quick access to critical details, enabling faster recovery when someone goes missing.
- Nurse-Checked**
Your data is protected with end-to-end encryption, ensuring privacy while being accessible to authorised personnel.
- Medical IDs**
Our Registered Nurses ensure your Herbert Protocol is clear, concise and complete and can assist you in updating it when needed.
- Advocacy**
A trusted family member, friend or caregiver can assist in creating, completing and updating your digital Herbert Protocol and profile.

Confidence in every step, peace of mind in every moment.



VISIT

<https://www.medicalert.org.uk/support-from-medicalert/>

to order free leaflets & posters



rburley@medicalert.org.uk
01908 951044

www.medicalert.org.uk

www.herbertprotocol.com