

PHILADELPHIA MAGAZINE'S

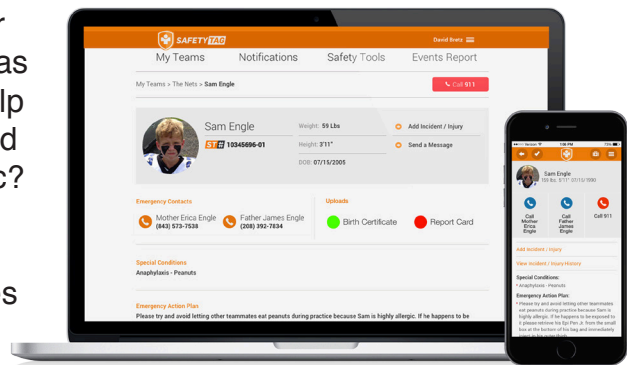
BizPhilly

BY JARED SHELLY | JUNE 18, 2015 AT 4:11 PM

Will This Safety Program Be As Common as a Helmet?

Michael Buono has been coaching youth sports for years, and like many parents and volunteers, he has no medical training. But he's still the first one to help a child if they get injured on the field. Does the child have any pre-existing conditions? Are they diabetic? Asthmatic? Who's to know.

So he developed SafetyTag, a program that creates player safety files for each child, displaying their unique health conditions. Why is little Johnny gasping for air? Peanut allergy? Asthma? The coach can know in seconds by looking at Johnny's SafetyTag file — which says that his inhaler is in his blue backpack.



Buono said that the program is Health Insurance **Portability and Accountability Act** compliant (likely because the parents fill in the information themselves and medical professionals aren't the ones sharing and using it.) With 26 million kids playing youth sports, he sees a big market.

"We're hoping leagues mandate it in the future," said Buono, "just like a cup and a mouthpiece."

