

data entry module **168**, such as a keypad, voice recognition software, optical recognition software or other suitable means for user interface with a software program.

[0034] FIG. 4 is a screen shot of a display **170** operating the embedded application **162** in accordance with the present invention. The view of FIG. 4 is an initialization of the embedded application **162** as seen by a typical user, and FIG. 5 is a login screen that a user can utilize to secure his or her emergency data. The username and password provided by the user are identical to those that secure the web-access to the emergency data through the data center **12**. While the user has the option of securing his or her emergency data on the mobile device **16**, it may also be preferable to freely permit access to the data in case of emergency. For example, a first responder or emergency service provider can readily utilize the mobile device **16** to access the user's emergency data, provided that access to the information is not hindered by a password requirement. Accordingly, users may opt out of the password protection for viewing their emergency data on the mobile device **16**, although the username and password must be utilized to edit data on the mobile device **16** and the data center **12** as described further below.

[0035] Upon entry into the embedded application **162**, the display **170** will show an instruction screen, available through a menu selection, like that illustrated in FIG. 6. Included in the instructions for the system **10** of the present invention is a URL address for accessing the data center **12** through the World Wide Web. Additionally, a user can use his or her mobile device **16** to scroll down through additional instructions, which include information on how to enter or update the information stored on the mobile device **16**. As previously noted, any information that is entered or updated via the embedded application **162** is immediately directed from the mobile device **16** to the network gateway **14** in one or more SMS/MMS messages or through the Internet in a WAP embodiment, from whence the emergency data updates are directed back to the data center **12** in HTTP format.

[0036] Entry of emergency data through the mobile device **16** and embedded application **162** is accomplished through a series of fields that are organized in an easily viewable and understandable fashion. FIG. 7 is a screen shot of the mobile device **16** depicting an emergency data field related to the user's personal information, including at least his or her name and address. FIG. 8 is a screen shot of the mobile device **16** depicting an emergency data field related to the user's primary insurance information, including at least the name of the insurance provider, contact information for the insurer, and the user's ID number. FIG. 9 is a screen shot of the mobile device **16** depicting an emergency data field related to allergies that the user might have. Each of the fields organized within the data structure of the present invention might include a plurality of subfields, as shown in FIGS. 7, 8 and 9. Thus, for the emergency data field corresponding to known allergies, there are multiple subfields for entering distinct allergies, such as for example, hay, nuts and cats.

[0037] The data structure of the present invention includes a number of fields that are relevant to a user and a first responder in an emergency situation. In addition to personal

information, insurance information and allergies, the data fields of the present invention include at least those shown in Table 1.

TABLE 1

Field	Subfields
Identification	Name Address City, State, Zip Code
Telephone number	Home Phone Work Phone Mobile Phone
Next of Kin	Name Contact Information Emergency Contact (Y/N)
Primary Physician	Name Contact Information
Primary Dentist	Name Contact Information
Emergency Contact	Name Contact Information
Emergency Contact 2	Name Contact Information
Primary Insurance	Name Contact Information ID Number Group Number Primary Insured's Name
Secondary Insurance	Name Contact Information ID Number Group Number Secondary Insured's Name
Living Will	Attorney Name Attorney Contact Information DNR Instructions
Driver's License	State, Number
Pregnancy	Estimated Due Date
Known Allergies	Allergy 1 Allergy 2 Allergy 3
Medications	Name Dosage
Dependant 1	Name Birthdate Known Allergies Medications
Dependant 2	Name Birthdate Known Allergies Medications
Vision	Glasses/Contact Lenses
Pacemaker	Y/N

[0038] While not an exhaustive list of categories of emergency data, Table 1 is illustrative of the types of fields and subfields that are organized within the data structure of the present invention. On the mobile device **16**, viewing of the fields and subfields is accomplished through menu selection, which can be accomplished by scrolling through a series or list of fields and then selecting a field.

[0039] According to the data organization set forth above, the data storage and transmission between the data center **12** and the mobile device **16** is structured as a sequence of pairs. The first element of each pair designates a field or subfield and the second element of each pair includes the content related to that element. Thus a typical entry may include the pair NAME: JOHN H. DOE or KNOWN ALLERGY: PENICILLIN. In this manner, each storing, receiving and