# Amazon ventures into healthcare with emergency response initiative



In a significant shift towards becoming a player in the healthcare sector, Amazon is exploring ways to leverage its extensive logistics capabilities to potentially enhance emergency response services. According to a report by Bloomberg, the tech giant initiated a programme in 2023 called Project Pulse, aimed at integrating life-saving measures into its delivery operations. The pilot, conducted in cities including London, Amsterdam, and Bologna, saw over 100 drivers equipped with defibrillators and trained in CPR to respond to emergencies during their delivery routes.

The pilot programme allowed drivers to receive alerts from citizen responder applications, enabling them to arrive on scene to assist while official rescue services were already attending to the victims. The response to this initiative is still under evaluation, as an Amazon spokesperson confirmed to Bloomberg that they are “evaluating the feedback and exploring additional opportunities for future programs.”

This development reflects Amazon’s broader ambitions in healthcare, following its acquisition of One Medical, a primary care provider, for $3.9 billion earlier in 2023. As traditional healthcare retailers like Walgreens and Walmart step back from the primary care landscape—Walmart having closed 51 locations in mid-2022 and Walgreens being taken private by Sycamore Partners—Amazon appears to be seizing the moment to establish a stronger foothold in this market. The company’s efforts suggest a strategic intent not only to deliver products but also to enhance community health services, thereby potentially reshaping how healthcare is delivered directly to customers.

While the company has yet to expand upon the Project Pulse initiative, its implications for the future of emergency medical response and healthcare logistics could mark an evolution in Amazon’s service offerings, stepping beyond its well-known role as a merchandising powerhouse.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://techcrunch.com/2025/04/12/could-an-amazon-driver-could-be-the-one-who-saves-your-life/> - This article supports the claim that Amazon initiated Project Pulse, equipping delivery vans with defibrillators and training drivers in CPR to improve emergency response times, particularly in cities like London, Amsterdam, and Bologna.
2. <https://www.pymnts.com/amazon/2025/amazon-reportedly-tests-using-delivery-drivers-for-emergency-response/> - This piece further details Project Pulse, highlighting the pilot's aim to provide faster aid during emergencies by using Amazon's logistics network and training drivers to use automatic defibrillators.
3. <https://www.digitalhealthnews.com/amazon-pilots-ai-powered-health-assistant> - This article introduces Amazon's broader healthcare ambitions, such as the development of an AI-powered health assistant, which indicates Amazon's expansion into digital healthcare services, integrating with its pharmacy and One Medical.
4. <https://techcrunch.com/2023/01/18/amazon-one-medical-acquisition/> - This source discusses Amazon's acquisition of One Medical, aligning with the article's mention of Amazon's significant investment in the healthcare sector through such strategic acquisitions.
5. <https://www.reuters.com/business/retail-consumer/walmart-shuts-51-locations-pulls-out-of-primary-care-2023-04-04/> - This report supports the claim that Walmart retreated from the primary care market by closing locations, creating an opportunity for Amazon to expand its healthcare presence.
6. <https://www.bloomberg.com/news/articles/2023-02-06/walgreens-taken-private-by-sycamore-partners-in-10-billion-deal> - This article confirms Walgreens being taken private, further aligning with the article's mention of competitors stepping back from primary care, allowing Amazon to leverage its position in the healthcare market.
7. <https://news.google.com/rss/articles/CBMimgFBVV95cUxQY1Rqc2RZMk0zbFNWYThKTmp4eUFkWVFLX1V1OThDT3dKSXFxZVVwNVp1bmViYXFiRGg5SHN4c2pVdHBhNjRTdjdiaTlHaWpITzI2RndZMGU5WDRrTVUxTmhKY011SjNoZTNqQktra0h6UWM5N191cVM5bEFDcm81SV9aV3RUSHMzTkcxSUJiWWl3TnMtT1VBM1Vn?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data