

“I wouldn’t be able to complete my study without it!”

- Hilary Byrnes,
Research Scientist

Profile

In 1974, PIRE was founded as a 501(c) (3) nonprofit organization in San Francisco, California. A group of scientists decided to pool their resources and work together, after realizing the dangers of drug and alcohol abuse. PIRE is responsible for pioneering many drug prevention concepts and tactics. They are also known for their impact on applied sciences. PIRE employees work to improve public health by providing knowledge and training regarding health subjects.

Challenges

PIRE scientists needed to know where their test subjects were going, but specifically if they were going to areas known to sell alcohol. PIRE is funded by the National Institute of Health, so they needed hard data to support their research and justify future funding. They also needed a way to see how their test subjects responded when exposed to different environments and how often they sought out trouble zones.

Solution

Encore’s GPS tracking provides PIRE with the business solutions they need. PIRE scientists use tracking information for research projects by displaying the whereabouts of participants in their studies. They also use the technology to confirm routing information, stop times, and near real-time position updates with GPS accuracy. They use breadcrumb technology to track the routes participants take as well. The data they collect shows research teams where their subjects go, and that information is used to see how many bars and liquor stores are near their subjects.



Benefits

Comet Tracker paints a clearer picture of what their test subjects are doing by showing where they are going. The information they gather from Actsoft technology benefits them by serving as their eyes and ears as they monitor patients who have left research sites. Comet Tracker technology is critical to PIRE research projects and according to Research Scientist Hilary Byrnes, “I wouldn’t be able to complete my study without it!” Now, armed with the knowledge Comet Tracker provides, PIRE researchers can come up with new, targeted methods of combatting drug and alcohol abuse.