

## What is recommended for an effective AED program?

- Place a device every 1.5 minutes walking distance.
- Mark AED location with clear signage.
- If possible, identify first response team and insure they are trained in BLS and AED use.
- Register device with local EMS.

## What are the advantages of the samaritan® PAD?

Advanced technology for the real world – compact in size, long on ability.

- Portable – light, easy to transport.
- Durable – highest durability rating of any AED, designed to be used in almost any environment condition.
- Ease of use – visual and audible prompts will guide even the inexperienced lay rescuer through rescue steps.
- Cost of ownership – low maintenance cost; easy to replace Pad-Pak contains both electrodes and batteries.
- Optimized performance – the HeartSine samaritan PAD utilizes advanced SCOPE technology to assess rhythm and recommend defibrillation if necessary.
- Developed by a world leader in portable defibrillation technology since 1967.



## Who requires AEDs?

- All Federal buildings
- New York – places of public assembly
- Florida – all state and local police vehicles, Florida Dental Society
- Maryland – every high school sponsored athletic event
- Sports/Health clubs in California, Illinois, Rhode Island, New York, Arkansas, Louisiana, Massachusetts, New Jersey, Michigan, Oregon, Indiana



**Corporate Headquarters**  
HeartSine Technologies, Inc.  
105 Terry Drive,  
Newtown, PA. 18940  
Tel: (215) 860 8100  
Fax: (215) 860 8192  
Web: heartsine.com

**Manufacturing Facility**  
HeartSine Technologies, Ltd  
Canberra House, 203  
Airport Road West  
Belfast, Northern Ireland  
BT3 9ED  
Tel: +44 (0) 28 9093 9400  
Fax: +44 (0) 28 9093 9401

### Distributed by:

**CE** The products described in this brochure  
all meet the applicable European  
Medical Devices Directive requirements.  
0120

© 2008 HeartSine Technologies, Inc. All rights reserved. H009-006-097-0



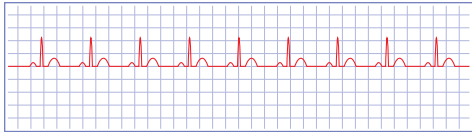
## Are you prepared for Sudden Cardiac Arrest?



## What is Sudden Cardiac Arrest?

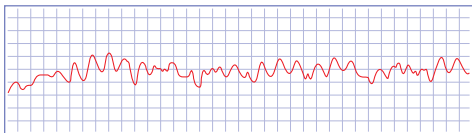
### Normal heart activity:

Note the regular pattern with each beat of the heart.



### Sudden Cardiac Arrest:

The heart enters a chaotic, typically ventricular fibrillation (VF) rhythm, as shown below.



### Problem:

The heart cannot pump blood effectively and the victim will collapse.

### Symptoms:

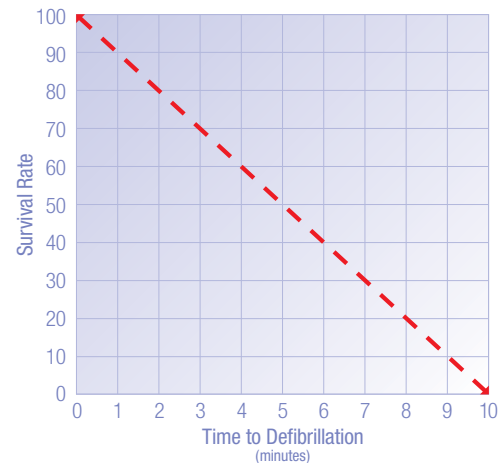
- Victim is unconscious
- Not breathing spontaneously
- No pulse

## How serious is it?

- Approximately 450,000 are impacted each year in the US alone.
- Can happen to anyone, anywhere, anytime.
- Only 5–10% currently survive nationwide.
- Survival rates above 50% have been achieved when effective CPR is applied and automatic external defibrillators (AED's) are readily available.

## How critical is response time to survival?

Every minute that passes without defibrillation reduces survival rate by 7–10%.



In New York City, where the average emergency response time was 12 minutes, survival rates from SCA were as low as 2%.

## Are Good Samaritans protected?

- There have been no known lawsuits against lay rescuers providing CPR as Good Samaritans, nor any against AED users
- The Cardiac Arrest Survival Act (CASA) was part of the Public Health Improvement Act signed into law in November 2000.
  - The law advocates the placement of automated external defibrillators (AEDs) in federal buildings.
  - Provides nationwide Good Samaritan protection that exempts anyone from liability who renders emergency treatment with a defibrillator to save someone's life.
- The limited immunity provided in CASA extends to private, public and federal settings.

## What is the financial cost of not having AEDs?

Gyms, fitness clubs, airlines, municipalities and others have been successfully sued for not having an automated external defibrillator on their premises.

## Studies document the value of AEDs in public places

### • Success of AED programs

- McInnis et al reported a 75% SCA survival rate as a result of an AED program, vs 2–5% survival without an AED program.

K.J. McInnis, ScD, et al. *Am. Journal of Cardiology*. August 1997, pgs 380-383.

- Valenzuela, et al reported survival rate of 74% as a result of AED program in casinos.

“Outcomes of rapid defibrillation by security officers after cardiac arrest in casinos,” *NEJM*, 2000.

- Survival rate of 90% has been reported among victims of SCA.

J.Hossack et al. “Cardiac arrest associated with supervised cardiac rehabilitation.” *J Cardiac Rehab*. 2: 402-408, 1982.

### • Success of Community AED programs in saving SCA victims

T Aufderheide, et al identified the following successes from community AED programs:

- Washington state, increase from 7% to 26%.
- Iowa, increase from 3% to 19%.
- Other community AED programs report survival rate of 49%.

T Aufderheide, et al. *Circulation* Jan 16, 2006 (on-line version)