

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



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CE The products described in this brochure
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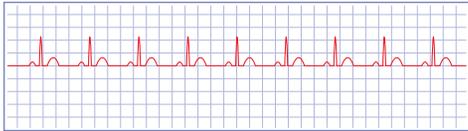
Are you prepared for Sudden Cardiac Arrest?



What is Sudden Cardiac Arrest?

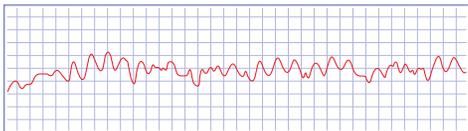
Normal heart activity:

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:

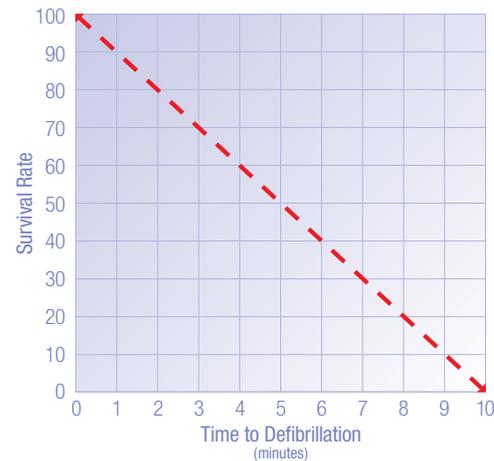
- Victim is unconscious
- Not breathing spontaneously
- No pulse

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)