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In the next five minutes, sudden cardiac arrest will claim another victim.

In the next five minutes, you can learn how to stop it.

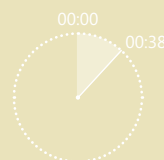


“I died on January 21, 1995, but I’m very much alive and kicking and laughing today, thanks to an AED.”

“No one dreamed a vibrant and healthy woman in her thirties would literally drop dead in front of them,” recalls Tracey Conway, an actress and comedian from Seattle. According to a Seattle Fire Department report, Tracey died at around 10 P.M. on January 21st, 1995, in front of a live studio audience for a local TV comedy show.

“Standing among the other actors onstage, I murmured, ‘I don’t feel too...,’ then collapsed. More than a hundred people laughed. It was a comedy sketch spoofing ER, after all! They didn’t know I was experiencing sudden cardiac arrest (SCA).

Thanks to CPR from a volunteer firefighter in the audience and the rapid arrival of an EMS team with an automated external defibrillator (AED), Tracey’s heartbeat was restored. “I joined the elite club of those who ‘come back.’ In terms of my acting profession, I’d have to say that it was truly the biggest ‘comeback’ of my career!”



## A Deadly Adversary

Sudden cardiac arrest (SCA) is the single leading cause of death in the U.S., killing more people than stroke, lung cancer, breast cancer and aids combined.<sup>1</sup> SCA claims as many as 450,000 victims each year, more than 1000 people a day—one nearly every minute.<sup>2</sup> It can strike without warning and affects people of any age, even children.

## Five Minutes Is All It Takes

The chances of survival from SCA plummet by seven to ten percent with each passing minute. Performing CPR and calling 9-1-1, while essential, are not enough. Defibrillation—providing a shock to the heart—is the single most effective treatment for SCA. The American Heart Association recommends defibrillation within the first three to five minutes.<sup>3</sup> Unfortunately, because emergency response teams take on average 6-12 minutes to arrive, 95 percent of SCA victims die before reaching a hospital.<sup>4</sup> Thanks to portable devices called automated external defibrillators (AEDs), more lives are being saved each year from SCA.

*Every day, someone like you uses an AED to help save a life.*



## SCA vs. Heart Attack

SCA	Heart Attack
<ul style="list-style-type: none"> <li>➤ Sudden abnormal rhythm makes heart “quiver” instead of pump</li> <li>➤ Often no warning signs</li> <li>➤ Victims collapse and stop breathing</li> <li>➤ Death occurs unless defibrillation is performed within minutes to restore normal rhythm</li> </ul>	<ul style="list-style-type: none"> <li>➤ Blockage disrupts flow of blood to heart muscle</li> <li>➤ Warning signs such as pain in chest and arm are common</li> </ul>

## An AED: the Best Chance for a Second Chance—at Life

With an AED, anyone with minimal training can restore a heart in cardiac arrest—before paramedics can arrive. Unlike the defibrillators seen in medical TV shows, an AED is small, lightweight and very easy to operate. It provides prompts for the rescuer at every step, automatically analyzes a heart’s rhythm and recommends a shock only if needed. An AED is so simple to use, even untrained school children can operate one quickly and correctly.<sup>6</sup>



CASE STUDY:

### Staying Ahead of the Curve

Cincinnati-based Fifth Third Bank has always been an industry leader with regard to the safety and security of its 19,000 employees. So when the bank looked at making AEDs available in its locations, it was an easy decision to make. "When we analyzed the importance of implementing this program," says Mike Neugebauer, the bank's corporate safety and security manager, "we looked at what we were protecting—our employees. The cost of replacing an employee is far greater than the cost of an AED. It just made sense to do this."

*"We looked at what we were protecting—our employees. It just made sense to do this."*

Unsolicited feedback from employees shows that the program is a valued workplace benefit, which comes as no surprise to company president and CEO George A. Schaefer, Jr. "Our co-workers are our most valuable resources. The program allows us to be even more responsive to our employees' needs."

Moreover, Fifth Third realized that AED programs are simply the future. "I anticipate that AEDs will soon become mandatory in certain buildings based on size or population, and we wanted to be ahead of the curve," says Neugebauer.

*"Before the AED installation, there was nothing we could do for a sudden cardiac arrest victim until emergency services arrived. Now we have the equipment to, hopefully, make the difference between life and death."*

- Trudy Rautio, President  
Carlson Hotels Worldwide in the Americas



### Is Your Business Prepared for SCA?

Just as sudden cardiac arrest (SCA) can happen to anyone at any age, it can occur in any business of any size—at any time. Your employees, partners and customers are all potentially at risk. Because SCA strikes without warning, being prepared can literally mean the difference between life and death.

### AED Program Benefits

Given the severity of SCA, companies are recognizing the value to their employees of AED programs. Indeed, AEDs are rapidly becoming as commonplace as first aid kits and fire extinguishers. With the increasing availability of automated external defibrillators (AEDs) in the workplace, chances are your employees may eventually come to expect AED programs as a routine part of their safety and benefits packages. In fact, the FAA requires that an AED be available on all passenger flights in the U.S. in which at least one flight attendant is onboard.

### What to Look for in an AED Program

Saving a life with an AED involves far more than having a device close at hand. The right AED program ensures that the personnel you select are trained in recognizing the symptoms of SCA and in using an AED, that your devices are placed in optimal locations and stay in working order, and that you can successfully navigate the health and safety regulations associated with incorporating AEDs into the workplace. Whether your company has five employees or five thousand, look for an AED program that:

- Is flexible and comprehensive enough to meet your unique personnel and budgetary needs.
- Can help you build a strong relationships between your AED program and your local emergency response and hospital communities.
- Offers health initiatives for your business to help lower the incidence of SCA.
- Demonstrates a commitment to helping SCA survivors return to active and rewarding lives.

### Avoiding Risks

Unfortunately, while AEDs offer victims of SCA the best chance at survival, some will still die, even in the best of circumstances. When it comes to the legal implications of using AEDs to save lives, the law is on your side. In fact, given the mounting evidence that AEDs increase survival rates, most lawsuits filed thus far have been against companies that do not have an AED program.

- All 50 states have Good Samaritan laws that grant immunity from civil liability to many people who use an AED in an emergency.
- The Cardiac Arrest Survival Act of 2000 provides federal liability protection for those who acquire or use an AED.
- An AED cannot be misused on someone not in cardiac arrest—it provides a shock only when needed.
- A properly designed and supported AED program minimizes your legal risks.

### Industry Support for AEDs

The following organizations support the placement of AEDs in public places: American Heart Association, Building Owners and Managers Association, American Red Cross, National Safety Council, OSHA, and The Hartford Group.

### AEDs and the Cardiac Chain of Survival

From the American Heart Association:

STEP 1

Early access to care (calling 9-1-1).

STEP 2

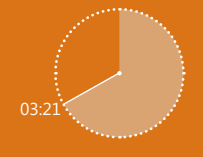
Early cardiopulmonary resuscitation (CPR).

STEP 3

Early defibrillation—the most critical step in restoring cardiac rhythm and resuscitating a victim of SCA.

STEP 4

Early advanced cardiac life support, as needed.



## CASE STUDY:

### Making the Case for an AED Program

Thanks to an AED from Medtronic, Ed Williams is alive and well today. When he experienced SCA on the job at Systemax, a mid-sized computer manufacturer in Ohio, an AED was standing by.

"If the Medtronic LIFEPAK 500 AED hadn't been here, Ed might have died," says Bruce Willcox, the company's director of administration for human resources—and the rescuer who saved Williams' life. "These eight little pounds of medical technology are objects of respect in our company."

*"If you use it once, it pays for itself."*

That respect was evident from the outset, according to Paul Sullenberger, safety and security coordinator at Systemax. When Sullenberger made the case for an AED program, the company vice president saw the value immediately. "He had the perspective that if you use it once, then it's paid for itself," says Sullenberger.

At the time of William's sudden cardiac arrest, Bruce Willcox was the only person in the company who knew how to use an AED. Since then, more than 30 employees have been trained. One class was deliberately scheduled for February 13th, the anniversary of the day Bruce Willcox and a Medtronic AED saved Ed Williams' life.

### Medtronic: The World Leader in External Defibrillation

Medtronic pioneered defibrillation technology nearly 50 years ago and today is the leading provider of automated external defibrillators (AEDs) to companies and organizations the world over. Hospitals, emergency medical services, targeted responders and other trained providers rely on us every day, in the toughest cardiac emergencies—because our customers are also our partners in saving more lives.

- More hospitals choose Medtronic than any other brand
- Nine out of the top 10 emergency medical services (EMS) teams in the U.S. have a Medtronic defibrillator onboard.
- 63 percent of the Fortune 100 companies and nearly half of the Fortune 500 companies use AEDs from Medtronic

### The Right AED Solution for Your Business

Medtronic specialists design an entire program that suits your particular needs—from administration to installation and maintenance. With Medtronic, you get far more than a world-class defibrillator. You get an entire system that links emergency responders from the first rescuer at the scene to paramedics to physicians in the hospital and beyond. It is a comprehensive cycle of care designed to help victims of sudden cardiac arrest (SCA) not just survive, but thrive. Medtronic can:

- Help you decide how many units are appropriate for your workforce and where you should put them.
- Train your employees who have volunteered to join the program to guarantee they can operate AEDs expertly.
- Guide you through the regulatory requirements of ensuring the proper implementation of your program.

### Building Heart Safe Communities

An AED program from Medtronic includes community and corporate programs that increase AED awareness and visibility at all levels—local, regional and national. Our Heart Safe Communities initiative has the goal of saving even more lives in communities around the world. Its aim is threefold:

- To extend public awareness about the need for public access defibrillation (PAD)
- To support AED or PAD program implementation.
- To link the levels of emergency cardiac care with our world-class defibrillation technology and data management systems with the ultimate goal of speeding patient recovery.

### Call to action -- TBD

[Is there a specific CTA? (e.g., "learn more," "Sudden cardiac arrest doesn't wait. You shouldn't either," "contact xxx today, etc.")

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