



## How to Select the Right AED for You

Consider the following when selecting your device:

- ☑ **Does the AED conduct daily device self-tests?** This includes all critical electrical components, pad functionality and battery performance to ensure device readiness.
- ☑ **Does the AED offer dual-language voice prompts and text prompts on a backlit text screen?** Voice prompts are ideal for noisy, chaotic rescue environments that may also require secondary language assistance.
- ☑ **Can the AED's rescue pads be placed in either position on the chest?** Interchangeable pads can help reduce confusion and save time during a rescue.
- ☑ **Does the AED escalate shock energy?** If more than one shock is required, does the AED deliver therapy at an appropriate higher energy level?
- ☑ **Does the AED offer real-time CPR depth and rate feedback?** Extensive CPR prompts with depth and rate feedback will help ensure quality and increase rescuer confidence.

Visit [www.cardiacscience.co.uk](http://www.cardiacscience.co.uk) to contact an AED Specialist who can assist in developing a heart-safe environment and answer any questions.



### At the Heart of Saving Lives™

Cardiac Science designs, manufactures and markets Powerheart® automated external defibrillators (AEDs) and related services that facilitate successful deployments. Our growing list of AED placements include Fortune 500® businesses, schools, restaurants, airports, football pitches and other public places to combat sudden cardiac arrest (SCA).

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## Will you be ready when an emergency strikes?

How starting a defibrillation programme today can save a life tomorrow

[www.cardiacscience.co.uk](http://www.cardiacscience.co.uk)

## WHAT IS SUDDEN CARDIAC ARREST?

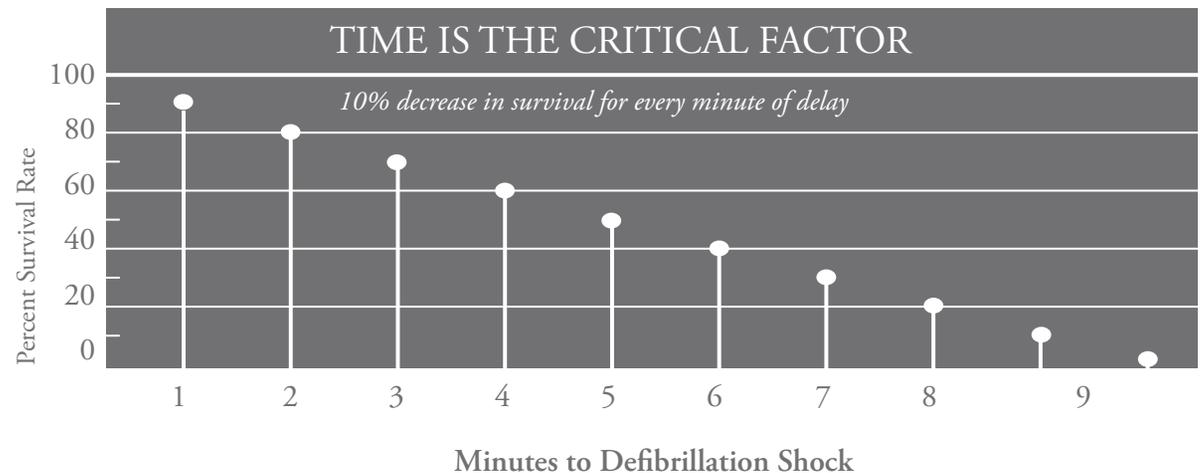
According to the American Heart Association (AHA) and European Resuscitation Council (ERC) approximately 350,000 people suffer a sudden cardiac arrest (SCA) every year in Europe, or 1,000 people each day. SCA is triggered by an abrupt, unpredictable electrical malfunction in the heart causing an irregular heartbeat.

The ERC states that some countries, generally those in Eastern Europe, have SCA survival rate as low as 6%, whereas countries in other areas of Europe see survival rates as high as 40%. This is why a movement has started urging the placement of AEDs in key public places such as airports, gyms, schools, hotels, and athletic fields.

### WHY IS DEFIBRILLATION VITAL?

The sooner a victim is treated with a defibrillator, the better the victim's chances of survival – precisely why having an automated external defibrillator (AED) to use while you're waiting for emergency medical responders is so important. A compact, portable AED sends an electrical shock to the victim's heart. Without the shock from an AED, the victim can die.

## WHY SPEED IS SO CRITICAL



### HEART ATTACK VS. SUDDEN CARDIAC ARREST

People often use these terms interchangeably, but they are not synonyms. A heart attack is when blood flow to the heart is blocked, and SCA is when the heart malfunctions and suddenly stops beating. In other words, a heart attack is a circulation problem, while SCA is an electrical problem.

### EVERY SECOND COUNTS!

The key to surviving SCA is the speed of response. The shorter the time to defibrillation, the better the chance of survival. If a victim receives a shock within one minute, there is a 90% chance of resuscitation. If a victim waits 10 minutes for a shock, the chance of survival drops to less than 5%.



### AEDS SAVE LIVES

Most anyone can use an AED to save a life because the device is so user-friendly. Voice prompts talk responders through the steps. When responders apply the defibrillation pads, the AED automatically analyzes the heart rhythm and, if needed, instructs the user to press the shock button. The AED will not deliver a shock unless the patient requires one.

### Fabrice Muamba: A Tragedy Averted



In 2012, Bolton Wanderers midfielder Fabrice Muamba suffered SCA during an FA Cup match. He was revived with an AED but his close brush with death increased SCA awareness as millions of television viewers saw Muamba fall to the ground and officials, paramedics, and doctors come to his aid. Muamba, who required 15 shocks from a defibrillator, survived but has since retired from competitive football. His story illustrates how SCA can strike an otherwise healthy person who does not have heart disease or other health problems.

### The AED Mandate

“We are certain that if more people were trained [in CPR] and if more AEDs were placed on strategic points, 50 percent of the deaths by cardiac arrest could effectively be prevented.”

- Prof. Marret Castrén

Chair of the European Resuscitation Council