STARTERS GUIDE

Everything you need to know for:

• AED Purchase
• CPR and AED Training
• AED Compliance Management
SUDDEN CARDIAC ARREST IN THE UNITED STATES

There are 326,000 CASES of SCA per year

Survival rate for SCA is LESS THAN 10%

WITHOUT DEFIBRILLATION, after just 4 MINUTES brain damage can occur

WITHOUT DEFIBRILLATION, after just 10 MINUTES survival rate drops to zero

50% of SCAs are witnessed

When you have an AED present, A LIFE CAN BE SAVED
Sudden cardiac arrest (SCA) is **NOT** the same as a heart attack.

Although the media and members of the public often use these terms interchangeably, they are far from the same medical condition.

**Cardiac Arrest** is an **ELECTRICAL** problem

Cardiac Arrest occurs when the heart malfunctions and stops beating unexpectedly.

Cardiac Arrest is triggered by an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia) and can be fatal. AEDs are the only device that can save someone suffering from SCA.

**A Heart Attack** is a **CIRCULATION** problem

A Heart Attack occurs when blood flow to the heart is blocked.

A blocked artery prevents oxygen-rich blood from reaching a section of the heart. If the blocked artery is not reopened quickly, the heart begins to die.

Death can occur within minutes if not treated.

The longer treatment is delayed, the greater the damage.
Anyone can suffer sudden cardiac arrest, even small children or teenagers. The major risk factor for sudden cardiac arrest is coronary heart disease. Other risks factors include previous heart attack, arrhythmia or family history. However, while there are many factors that can increase the chance of SCA, in many cases it strikes without warning.

RISK FACTORS:

- Previous heart attack
- Family history of coronary artery disease
- Abnormal heart rate or arrhythmia
- Heart failure from other causes
- Unexplained fainting episodes
- Obesity or diabetes
- High blood pressure
- High blood cholesterol
- Excessive alcohol use (more than two drinks per day)
- Smoking
Automated External Defibrillators (AEDs) are crucial life-saving devices designed to treat sudden cardiac arrest outside of a hospital setting.

EASE OF USE
Through visual and voice prompts, AEDs guide users through an emergency situation by diagnosing the victim’s heart rhythm and if necessary, delivering an electric shock to the heart to restore a normal rhythm.

CRUCIAL IN SCA EVENT
While specific features vary according to model and brand, all AEDs are FDA-approved to save lives and a necessary component of emergency planning in the workplace, school, organization or even home.

A 2010 study published in the Journal of the American College of Cardiology studied the outcomes of 13,769 patients who experienced out-of-hospital cardiac arrest. 32% of these patients received CPR before EMS arrived while only 2.1% were treated with an AED before arrival of EMS.

The use of an AED resulted in a survival rate of over 500% more than that of the average cardiac arrest patient.
WHO SHOULD OWN AN AED?

- OFFICES
- HOTELS
- SCHOOLS
- CHURCHES
- SPORTS STADIUMS
- FITNESS CENTERS
- CASINOS
- FIRE / EMS
- HOSPITALS
- POLICE
WHICH AED IS RIGHT FOR YOU?

AED.com is one of the few distributors of both new and pre-owned AEDs and defibrillators.

AED.com only allows for the resale of Pre-Market Approved (PMA) devices by the FDA and highly suggest that you only purchase PMA recertified devices.

<table>
<thead>
<tr>
<th>NEW</th>
<th>VS.</th>
<th>RECERTIFIED</th>
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<tbody>
<tr>
<td>$1,200 – $1,800</td>
<td>PRICE</td>
<td>$650 – $1,100</td>
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<tr>
<td>7 – 8 years Manufacturer Warranty</td>
<td>WARRANTY</td>
<td>3 years</td>
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<td>PARTS / ACCESSORIES AVAILABLE</td>
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<tr>
<td>✓</td>
<td>PREVENTATIVE MAINTENANCE AVAILABLE</td>
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WHICH AED IS RIGHT FOR YOU?

Often times choosing an AED comes down to which features you prefer to have in an emergency.

Features and functionality vary from AED to AED. Before purchasing your device, you should consider what product features are most important in an emergency situation. Small difference in this case may literally save a life.

AED FEATURES:

**Automatic AEDs** — Automatic AEDs will monitor the victim’s heart rhythm and if necessary, administer a shock automatically to the victim.

**Semi-Automatic AEDs** — Semi-automatic devices will read the victim’s heart rhythm and if a shockable rhythm is detected, it will prompt the user to press a button and administer a shock, thus require the user to participate.

**CPR Feedback** — CPR feedback enabled AEDs monitor your CPR technique and provide live, automated suggestions to improve either your cadence, rhythm or depth of chest pressure on the victim.

**Battery Life** — All AEDs require specially designed batteries to operate. The life-span of these batteries varies from device to device and will play a role in your overall cost of AED ownership.

**Pad Life** — Each AED has specially designed pads that use lubricant to adhere to a person’s chest. It is important to note that the lifespan of pads varies from device to device and will play a role in your overall cost of AED ownership.
WHICH AED IS RIGHT FOR YOU?

Public Access Defibrillation (PAD) programs are designed to reduce the likelihood of SCA resulting in death.

This is done by placing AEDs in public places for easy use by everyday civilians.

WHO USES PUBLIC ACCESS?

- OFFICES
- SCHOOLS
- FITNESS CENTERS
- CHURCHES

### PUBLIC ACCESS AED OPTIONS

<table>
<thead>
<tr>
<th>Model</th>
<th>MFR Warranty</th>
<th>Live CPR Feedback</th>
<th>Battery Life</th>
<th>Pads (Electrode) Life</th>
<th>Automatic Available</th>
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<td>5 years</td>
<td>5 years</td>
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<tr>
<td>Cardiac Science Powerheart G5</td>
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<td>▼</td>
<td>4 years</td>
<td>2 years</td>
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<tr>
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<tr>
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<tr>
<td>Philips HeartStart FRX</td>
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EXPLORE AED OPTIONS
Professional Defibrillators are specifically designed to meet the needs of trained medical professionals. These have a wider array of available features for the professional responder and also require more frequent maintenance.

WHO USES PROFESSIONAL?

FIRE / EMS

POLICE

HOSPITALS
AED PACKAGES AND ACCESSORIES

AEDs typically come with the basic accessories you need in an emergency, including the battery and pads.

Additional accessories are available individually. To simplify your buying process, AED.com offers AED packages for all models geared for public access, schools, businesses, fitness centers, dentist offices and more.

PACKAGES INCLUDE:*

- Your Selected AED
- Carrying Case
- Alarmed AED Wall Cabinet
- AED Triangular Wall Sign
- Adult Pads
- Child/Infant Pads
- Rescue Ready Kit
- Physician’s Prescription
- AED Compliance Management (1 year)

*Packages may vary by AED model.
CPR TRAINING

CPR is crucial to saving a life in the event of Sudden Cardiac Arrest.

Performing CPR triples the victim’s chance of survival.

Cardiopulmonary Resuscitation (CPR) has proven to be an effective technique and a critical component for saving countless lives. While some people may be hesitant to learn CPR simply because of the intimacy of the technique, statistically speaking, most cardiac arrest events happen in the home – meaning the life you save with CPR will most likely be a child, a spouse, a parent or a friend.
AED.com and Cardio Partners is a national leader in CPR training

We are the largest licensed training provider for the American Red Cross and one of the largest certified partners of the American Heart Association. Fortune 50 companies, emergency healthcare professionals and people just like you depend on our CPR services every day.

- **350,000 people certified** ranging from local businesses to fortune 50 companies
- **500+ Nationwide Instructors** so in-person CPR training and support is available across the country
- **25+ CPR and Emergency Preparedness courses** offered including all relevant courses from the American Heart Association (AHA) and the American Red Cross (ARC)
- **All 50 states served** and we are the largest licensed training provider for the American Red Cross
- **We have licensed instructors within 5 miles** of 98% of the U.S. population
AED.com offers a variety of courses.

Courses are offered in both a traditional format as well as a blended format. Traditional courses are in-person and all course work is completed in one sitting. Blended courses include both online and live activities over multiple sessions.
AED Compliance Management ensures your AED complies with FDA, local, state laws & manufacturer specifications.

It registers your AED upon purchase and notifies you of necessary maintenance, optimization and training related to your AED. Whether you are managing hundreds of AEDs or just 1, AED Compliance Management can reduce your liability and help save lives.

AED COMPLIANCE MANAGEMENT INCLUDES:

- **AED Check Logging**
  Monthly reminders for AED inspection.

- **AED Expiration Tracking**
  Maintenance and compliance reminders to ensure the health of your device.

- **24-Hour AED Helpline**
  Online chat, phone, email and help desk support for all your AED questions.

- **Medical Direction**
  Medical Director (physician) assigned to provide, review and approve rescue protocols.

- **Physician Prescription**
  AED prescription as required by the FDA.

LEARN MORE ▸
AED.com and Cardio Partners are national leaders in emergency prevention and ardent advocates in the fight against Sudden Cardiac Arrest. Through our complete cardiac solution, we supply consultation, equipment and end-to-end training. We are an authorized master distributor of all FDA-approved defibrillator devices and for this reason, we provide customers the best value in the industry for new and recertified equipment. We also offer AHA and ARC training courses nationwide, along with state-of-the-art online program management to fully support our customers’ safety programs.

**Comprehensive Cardiac Emergency Preparedness Solutions** -
By combining AED sales and repair services, program management and CPR training, we want to protect your heart for life. Our goal is not to sell you something and run away; instead, we want to partner with you for better long-term solutions.

**Value** - In order to ensure quality, we are an authorized distributor of all FDA-approved AED brands, which guarantees our customers the best pricing and manufacturer support. No unnecessary markups.

**Customer Support** - For more than 17 years, our company has built a reputation on superior partnership and exceptional customer service. In order to best provide advice and direction for our customers, we boast more than 100 years of combined AED experience, in addition to being Red Cross AED/CPR trained.

**Got Questions?** Check out our FAQs or contact us Monday thru Friday from 8am-5pm ET at 866.349.4363.
FREQUENTLY ASKED QUESTIONS - PURCHASING AN AED

Can anyone buy an AED?
Public Access AEDs are manufactured to be operated by the general public and as long as you have a medical prescription, anyone is able to purchase and own an AED.

How much do AEDs typically cost?
Most AEDs cost between $1500-$2000. However, lower cost options are available in both the new and recertified market. Full inventory, prices and accessories can be found on www.AED.com

The full cost of AED ownership is comprised of initial purchase, ongoing AED Compliance Management, maintenance cost and associated training costs. These can vary greatly depending on state, business and personal guidelines and preferences. However, costs are typically less than $500 annually.

What typically comes with an AED?
AEDs typically come with all the components you need to use in case of an emergency. In addition, many packages exist that include extra pads, pediatric pads, storage case, AED Compliance Management software, carrying case and other duplicative components. For more information about value packages, visit www.aed.com/aed-packages

Why would a physician need to be involved with an AED purchase?
This is a quality control measure instituted at the federal level to ensure AEDs meet certain standards and, in turn, increase the chance that the AED will be able to save lives when emergency events occur.
FREQUENTLY ASKED QUESTIONS - PURCHASING AN AED

All AEDs require a prescription from a licensed doctor, how do I get one?
Regardless of whether your state does or doesn’t require a specific medical prescription, it is federal law that all AEDs have a prescription from a licensed medical professional. One way to get a prescription is through Cardio Partners AED Compliance Management. For more information, contact us at 866.349.4363.

How do I obtain information about grants?
Contact us today at 866.349.4363 for information about public grants and other ways to help you save.
**FREQUENTLY ASKED QUESTIONS - COMPLIANCE MANAGEMENT**

**What is an AED Program?**
When AEDs are placed in a public location, business or otherwise, it is strongly recommended that they be part of a larger defibrillation program in which:

1. Persons that acquire an AED notify their local EMS office
2. A licensed physician or medical professional provide a prescription or other quality control measures as necessary on a state by state basis
3. Persons responsible for using the AED are trained in CPR and how to use the AED.

These 3 steps not only reduce liability, but also greatly increase your ability to save lives.

**Do AEDs require maintenance?**
Yes. Regular maintenance can extend the life and value of your AED and help limit the potential for problems to occur in an emergency. Maintenance programs are required by AED manufacturers and are part of the cost of ownership for all AEDs.

**Why are AEDs so expensive & require maintenance?**
AEDs are a medical device designed for the public. While there is a fair cost to operate, own and maintain, the potential value to a life is exponentially greater. Any owners, beyond state and federal regulations, should congratulate themselves for taking the responsibility of this life-saving device. Literally thousands of lives are saved each year via defibrillation and just a 5% increase in the survival rate through greater dispersal of AEDs and CPR awareness would result in saving 20,000 lives each year.

**Why would the EMS need to know about my AED?**
It is important for your EMS system to be aware of every AED in a community. This information is provided to local dispatchers and they will be able to better help guide EMS efforts in a particular location when an emergency arises.
FREQUENTLY ASKED QUESTIONS - TRAINING

Do I need training to operate an AED?
While AEDs are built to assist anyone in the defibrillation process and strive to make emergency situations easy and intuitive, we do recommend that owners participate in AED training. Numerous states require AED training when you purchase your AED and we believe this to be in your best interests. For more information about AED training and our nation-wide, convenient programming, call 866.599.2337.

Why is CPR training recommended once an AED is purchased?
Early CPR is integral part of live saving measures in the event of sudden cardiac arrest. CPR helps to circulate oxygen-rich blood to the brain and after the AED delivers a shock, the AED will typically require the user to engage in CPR.

How do I enroll in a CPR and AED class?
AED.com and Cardio Partners is a national provider of CPR/AED training and we are certified partners with both the American Red Cross and American Heart Association. Call us today at 866.599.4363 for specific class availability.

How can I get a copy of my CPR certificate?
If you took CPR training with Cardio Partners, simply contact us at customerservice@cardiopartners.com or contact our CPR training department at 866.599.2337 to retrieve your certificate.
FREQUENTLY ASKED QUESTIONS - USING YOUR AED

My AED just arrived, now what?
While each make and model is different, we believe it is very important to read the instruction manual and walk through the required steps to self-test the device. Many devices come with visual walkthroughs and all AEDs have step-by-step videos to operate the device available online.

Where should I place my AED?
AEDs should be placed in an easily identifiable and accessible location. It is recommended that AEDs are located where a user can get to it and back to the victim within 3 minutes. ADA (Americans with Disabilities Act) suggests that AED cabinets should be mounted to comply with ADA guidelines, no more than 48 inches above the floor. www.ada.gov

Can AEDs be used on children?
Children over the age of 8 can be treated with a standard AED. For children younger, we recommend you have available and maintain pediatric pads with your device that are generally purchased separately.

What happens next after my AED is used in an actual life-saving event?
Following use in a sudden cardiac arrest event, your AED should be checked to ensure ongoing functionality. This includes checking battery life and the purchase of new pads. For more information contact our service department at 866.349.4363 and learn more about potential action steps and our loaner program.
FREQUENTLY ASKED QUESTIONS - TERMINOLOGY

What is Sudden Cardiac Arrest?
Sudden Cardiac arrest is caused by ventricular fibrillation, which is triggered by a lack of synchronicity of the heart’s chambers resulting in a sudden stoppage of blood flow and loss of consciousness. Cardiac arrest may occur as a result of a heart attack or coronary heart disease, but it can also be induced by arrhythmias (abnormal heart rhythms), electrocution, drowning, choking, or trauma.

What is an AED?
Automatic External Defibrillators (AEDs) are crucial life-saving devices that are designed to treat sudden cardiac arrest outside of a hospital setting. Through visual and voice prompts, AEDs help users through an emergency situation by diagnosing heart rhythm and if necessary, delivering an electric shock to the heart to restore a normal rhythm. While specific features vary according to model and brand, all AEDs are FDA-approved to save lives and a necessary component of emergency planning in the workplace, school, organization or even home.

What is a Recertified AED?
Recertified AEDs are previously owned units that are inspected to ensure quality and then certified for re-sell. The previous owner may have traded in their AED for many factors including changing brands, upgrading to a newer model, etc. Recertified AEDs do not come with the extended warranty of new AEDs, but do offer a more affordable option for individuals and businesses alike.

What is Public Access Defibrillation (PAD)?
Public access to defibrillation means making AEDs that are available in public and/or private spaces for general public use. This subset of defibrillators have been designed for specific use in these locations.