

**SIMPLIFYING SAVING LIVES WORLDWIDE**



**A SERVICE PROVIDER OF AUTOMATED EXTERNAL DEFIBRILLATOR (AED) MANAGEMENT PROGRAMS**



The American Heart Association (AHA) states that approximately

# 350,000

**AMERICANS DIE FROM SUDDEN CARDIAC ARREST EACH YEAR.** Of the 350,000 deaths, **7,000** are children.

5-8% SURVIVAL RATE **without** a proper AED program

74% SURVIVAL RATE **with** a proper AED program

Unfortunately, Sudden Cardiac Arrest (SCA), is the leading cause of death in the United States. With SCA, promptness of care can mean the difference between life and death. As proof of this point, data shows that implementation of a proper Automated External Defibrillator (AED) program can increase the typical SCA survival rate from just 5% to a dramatically improved survival rate of 74%.

## WE CAN HELP

WELCOME TO AED AUTHORITY®

### A SERVICE PROVIDER OF AUTOMATED EXTERNAL DEFIBRILLATOR MANAGEMENT PROGRAMS.

Owning an AED has never been easier. Whether your organization is deploying one or hundreds of AEDs, we can help you implement and manage the use of these life-saving devices.

- Of the 350,000 deaths, 7,000 are children.
- On average, EMS response time is 6-12 minutes.
- Survival rates drop 10% as each minute passes without defibrillation.
- When Sudden Cardiac Arrest occurs, the American Heart Association recommends defibrillation occurs within 3-5 minutes, or sooner.
- Sudden Cardiac Arrest affects more Americans than breast cancer, colon cancer, firearms, motor vehicle accidents, prostate cancer and colon cancer combined.
- An Automated External Defibrillator, together with CPR, is the ONLY way to restart the heart during Sudden Cardiac Arrest.

**AN AED TOGETHER WITH CPR IS THE ONLY WAY TO RESTART THE HEART DURING SCA.**

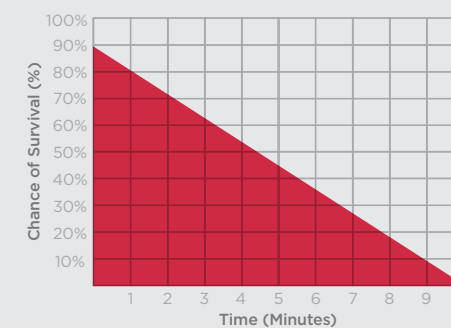


### GIVING YOU THE PROPER RESOURCES

Through our AED Concierge®, we ensure that you — the AED owner — are properly equipped to respond to Sudden Cardiac Arrest events. In addition to helping you save lives, we also help you comply with stringent laws and requirements that may apply to you, including medical oversight and direction, training certifications, ongoing documented maintenance, government agency notification, written policies, and post-SCA event services.

### SURVIVAL RATES DROP

**10%** as each minute passes without CPR and defibrillation.



Provided by the American Heart Association, [www.americanheart.org](http://www.americanheart.org)

# Q&A

**What is the difference between SCA and heart attack?** Sudden cardiac arrest occurs when the heart fibrillates - a chaotic, abnormal electrical activity of the heart - which causes the heart to quiver in an uncontrollable fashion. The person loses consciousness very quickly and unless the condition is reversed, death follows in a matter of minutes. Heart attacks occur when the blood supply to a part of the heart muscle itself is severely reduced or stopped because of an obstruction in an artery. A heart attack can trigger SCA, but they are not the same thing.

**What is an Automated External Defibrillator (AED)?** An AED is a small, portable device that analyzes the heart's rhythms and prompts the user to deliver a defibrillation shock if it determines one is needed. Once turned on, the AED guides the user through each step of the defibrillation process by providing voice and/or visual prompts. AED's are specially designed for easy use by a "first responder" who would typically be the first person to arrive on the scene of a medical emergency.



## WE ARE HERE FOR YOU

Through AED Concierge®, we ensure that your organization has an AED program in place to keep you current with any and all legal requirements, and most importantly, to equip you to save lives when confronted with Sudden Cardiac Arrest events. This means that while we focus on what we do best — manage AED programs for our clients, you can stay focused on what you do best.

Your AED Concierge® will help you with:

- PREPARATION
- DESIGN & PURCHASE
- IMPLEMENTATION
- ADMINISTRATION

**YOUR CUSTOMIZED AED CONCIERGE® WEB PORTAL IS THE CENTRAL HUB OF YOUR PROGRAM. YOUR ONLINE PORTAL INCLUDES:**

- AED Tracking
- Battery/Electrode Tracking
- Documented Inspection Histories
- CPR/AED Certification Rosters
- Corresponding 911 Dispatch Centers
- Automated Emails (Inspections, Expirations, Alerts)
- Real Time Program Status Reports Available 24/7

# AED Concierge®

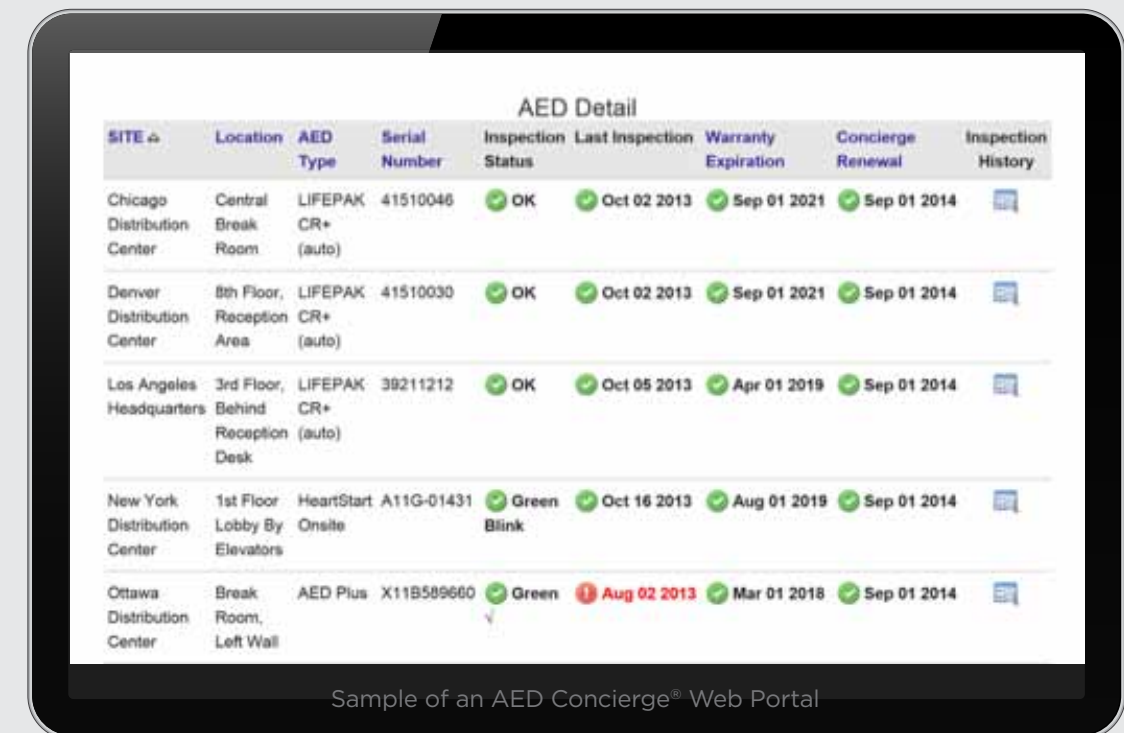
# YOUR SERVICE MANAGER

**IT'S OUR BUSINESS,  
NOW YOU CAN  
FOCUS ON YOURS**

**AED CONCIERGE®  
ALLOWS YOUR  
ORGANIZATION TO  
OUTSOURCE ALL OF  
THE REQUIREMENTS  
OF A PUBLIC ACCESS  
DEFIBRILLATION (PAD)  
PROGRAM**

**AED AUTHORITY® OFFERS AN ARRAY OF SUPPORT SERVICES TO PROPERLY IMPLEMENT AND ADMINISTER THE KEY ASPECTS OF A PUBLIC ACCESS DEFIBRILLATION (PAD) PROGRAM INCLUDING:**

- Risk and Legal Consultation
- Medical Prescription and Oversight
- Written Policies and Procedures
- Assigned AED Concierge® Specialist
- Customized AED Concierge® Web Portal
- CPR/AED Certification
- Automated Battery and Electrode Replacement
- Formalized Dispatch (911) Notification Letters
- Governmental AED Registration
- Site Assessment Evaluation
- Post Sudden Cardiac Arrest Event Services (Data Download and Physician Review)



Sample of an AED Concierge® Web Portal

**FOR A COMPLETE ONLINE DEMONSTRATION PLEASE CONTACT US TODAY.**



In 2010 there were well over

# 200

**NEW AED BILLS** alone in front of various legislatures in North America.

## U.S. FEDERAL GOVERNMENT PROTECTION

On November 13, 2000 President Clinton signed the federal "Cardiac Arrest Survival Act", in H.R. 2498, now Public Law 106-505, regarding the placement of AEDs in federal buildings and providing civil immunity for authorized users. If a Good Samaritan, building owner, or renter acts in good faith to purchase or use an AED to save a life, this law will provide protection from unfair lawsuits.

## AED LEGALITIES AND LIABILITIES

AED AUTHORITY® IS HERE TO BE YOUR RESOURCE FOR LEGALITIES AND LIABILITIES WHEN IT COMES TO YOUR AED RESPONSIBILITIES. WE OFFER EFFECTIVE AED PROGRAMS, WHICH ARE DEVELOPED TO MANAGE YOUR LIABILITY RISKS. IN ADDITION, GOOD SAMARITAN IMMUNITY LAWS EXIST WHICH MAY PROVIDE ANOTHER LAYER OF PROTECTION.

Many AED Statutes/Codes have requirements that must be followed in order to qualify for immunity. Examples of some of the operational requirements found in these statutes include:

- Medical oversight and direction
- AED Maintenance and ongoing records of this maintenance
- Written AED policies and procedures
- Agency notification of the type and placement of AEDs
- AED training
- Post Event Services

These laws, combined with a wider use of AEDs have drastically improved survival rates and has increased standard of care significantly.

AED Authority® continually monitors existing and new AED laws. With the laws continually changing, we are here to help you manage your liability needs. Currently there are more than 200 new AED Bills in front of various legislatures in the United States alone. For more information on how AED Authority® can simplify all your AED requirements please contact us today.

## NON-PROFIT PUBLIC ACCESS TO DEFIBRILLATION (PAD) PROGRAMS

AED AUTHORITY® ADAMANTLY SUPPORTS NON-PROFIT PAD PROGRAMS.

Non-Profit Public Access to Defibrillation (PAD) programs are often financed through local charities and fund-raising events. AED Authority® recognizes the management of AEDs and accessories can be a monumental task for the volunteers of these programs. Further, various Government AED Laws require PAD programs to properly document the tracking and maintenance of these life saving devices.



If you are the AED Coordinator of a recognized non-profit PAD program, please contact us about our community AED management offering.

AED AUTHORITY® MAINTAINS A REFERENCE LIBRARY OF AED LAWS; FOR COPIES OF THESE PLEASE CONTACT US.



*Simplifying Saving Lives Worldwide*

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