

POWER TO SAVE A LIFE

HEARTSTART
DEFIBRILLATORS



WORKPLACE

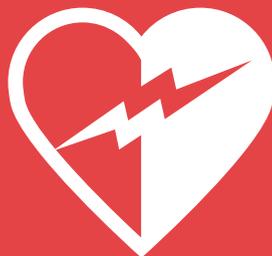
GIVE YOUR
ORGANIZATION THE
POWER TO SAVE A LIFE

PHILIPS

PHILIPS HEARTSTART DEFIBRILLATORS

Sudden cardiac arrest (SCA) can happen to anyone at any time, anywhere. For the greatest chance of survival, a shock from a defibrillator must be delivered within the first five minutes of collapse.¹

Philips advanced the out-of-hospital early defibrillation movement with the launch of our first automated external defibrillator in 1996. Now with more than 120,000 devices worldwide, Philips is the global leader and trusted choice in early defibrillation.



CONFIDENCE

"WE POST NOTICES TO LET PEOPLE KNOW WE'RE EQUIPPED WITH PORTABLE DEFIBRILLATORS, SO VISITORS KNOW WE CARE ABOUT OUR EMPLOYEES AND CUSTOMERS. THEY THINK, 'THIS REPRESENTS HOW CARRIER OPERATES. THEY'RE AHEAD OF THE CURVE. THEY'VE GOT THEIR PRIORITIES STRAIGHT!'"

— SAMMY SURIANI, RPA-C, CLINICAL COORDINATOR OF MEDICAL SERVICES, CARRIER CORPORATION



13% OF WORKPLACE FATALITIES ARE FROM SUDDEN CARDIAC ARREST.²



Fewer than 5% of victims of out-of-hospital cardiac arrest survive, largely because a defibrillator does not arrive in time.³

Philips HeartStart Defibrillators – Working with You

Forward-thinking organizations and communities are establishing early defibrillation programs in shopping malls, airports, businesses, health clubs, casinos and across entire towns and cities. Now you can empower your organization with the same confidence, peace of mind and invaluable life-saving preparedness.

Easy to use. HeartStart Defibrillators are specifically designed for the minimally trained lay responder. Our defibrillators provide clear, easy-to-follow voice instructions and a simple user interface to guide the responder through an emergency.

In fact, HeartStart Defibrillators are so easy to use, in a mock cardiac arrest, naive sixth graders were able to use the device successfully.⁴

Reliable. You can rely on Philips. Our HeartStart Defibrillators are dependable. They even perform comprehensive daily, weekly and monthly self-tests to help ensure readiness. A highly visible status indicator shows at a glance that the device is ready for use.

Safe. HeartStart Defibrillators only help—never harm. Our innovative design makes it virtually impossible to “shock” or defibrillate someone who is not in cardiac arrest. If the right heart rhythm is not detected, the device will not allow a user to deliver a shock.

EACH YEAR IN THE U.S., APPROXIMATELY 250,000 PEOPLE DIE FROM SCA BEFORE REACHING THE HOSPITAL⁵— MORE THAN BREAST CANCER, PROSTATE CANCER, AIDS, HANDGUNS, HOUSE FIRES AND TRAFFIC ACCIDENTS COMBINED.^{6,7}

Philips Total Solution

Philips HeartStart Defibrillators are part of our complete solution providing potentially life-saving technology to a variety of workplace and public settings. We will help you implement the right program for your organization, equipping you with the tools and confidence needed to save a life.

Features

- ▶ Site assessments to help you determine the number of defibrillators needed at your facility and the best locations for them.
- ▶ Medical direction for workplaces without on-site medical guidance, to determine the appropriate defibrillator program.
- ▶ Training programs from the American Heart Association, American Red Cross and other approved partners.
- ▶ No service costs. Philips offers a 5-year warranty and limited product indemnity for the users of our devices. Philips does not require a maintenance or service contract in order to maintain indemnification benefits.
- ▶ Extended 2-year warranty available. Coupled with the standard 5-year warranty, the extended warranty gives you peace of mind knowing your investment is protected for up to 7 years.
- ▶ Virtually maintenance-free product. HeartStart Defibrillators include a long-life battery and perform automatic daily self-checks of the battery, electrical components and subsystems.
- ▶ Event Review data management tool for electronically reporting and managing defibrillation data. This easy-to-use tool, for first response program managers and medical directors, is essential for case review, response analysis, data trending and emergency program evaluation.
- ▶ Program management tools and services to help manage early defibrillation program information including training reports, pads and battery replacement, and defibrillator location information.
- ▶ Infant/Child pads. Philips offers the first defibrillator that can protect both adults and children of all ages.

Immunity from Liability

Federal and state "Good Samaritan" laws have been established to provide immunity from certain civil liability actions due to the emergency use of defibrillators. In fact, there is growing consensus that institutions not prepared to respond to a cardiac emergency with a defibrillator may increase their risk of liability.^{8,9,10,11} To find out more about state and federal laws, visit the National Center for Early Defibrillation's Web site at www.early-defib.org.

The American Heart Association estimates that 40,000 more lives could be saved annually in the U.S. alone if defibrillators were more widely available and could reach victims more quickly.¹²



Increase the chances of saving lives in your organization and community by investing in an early defibrillation program using Philips HeartStart Defibrillators.

Philips, Leading the Way

Philips is the market leader in innovative defibrillation technology.* We offer the most complete and trusted solution in resuscitation products, helping responders treat SCA quickly and effectively wherever it occurs.

Why Philips is the trusted choice:

- ▶ One of the world's largest medical products companies with annual revenue of over \$6 billion.
- ▶ World market-share leader in automated external defibrillators (AEDs)*
- ▶ More than 120,000 Philips defibrillators deployed on airlines, and in airports, workplaces, buildings and communities worldwide.
- ▶ Winner of *BusinessWeek/USA Today's* "Best Product of 2002."
- ▶ Over 2 billion HeartStart Defibrillator service hours logged, with an additional 2.7 million hours added every day.
- ▶ The SMART Biphasic Waveform is backed by more published manuscripts demonstrating safety and efficacy than all other brands combined.
- ▶ 8 out of 10 major airlines are equipped with Philips HeartStart Defibrillators.
- ▶ 43 professional sports teams have Philips HeartStart Defibrillators.
- ▶ 17% of Fortune 1000 businesses have Philips HeartStart Defibrillators.

Learn how Philips HeartStart Defibrillators can become your organization's most trusted investment. Call 1-800-453-6860 or visit www.medical.philips.com/goto/heartstart.

* Frost and Sullivan

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