Top Seven Reasons to Invest in a PHILIPS Automated External Defibrillator (AED)

• **Sudden cardiac arrest is a leading cause of death in the United States**, striking people in all settings from schools, sports, homes, to public settings. 7,000 to 16,000 children die from sudden cardiac arrest each year, often from undiscovered heart defects. For adults, 10,000 sudden cardiac arrests occur in the workplace every year, with 13% of all workplace fatalities resulting from sudden cardiac arrest.

• **CPR is not enough.** While CPR is important, only an electric shock can restore a normal heart rhythm when a person experiences ventricular fibrillation – the leading cause of sudden cardiac arrest. An AED delivers that shock if it registers that a shock is needed.

• **Paramedics are fast….but not fast enough.** The average EMS response time in a typical community is nine minutes. In sudden cardiac arrest emergency, that is too late. When people wait for paramedics to administer the first shock, the survival rate is only 7%

• **Early treatment dramatically improves survival rates.** When people use an AED and CPR on a victim within the first three minutes of a heart stopping, the survival rate are as high as 70%.

• **Preparation for the unexpected matters.** 34% of workplaces that have implemented an AED program have used their AED at least once in order to help save a life.

• **There is a cost to doing nothing.** The American Red Cross estimates that a sudden cardiac arrest fatality in the workplace can cost up to $1.3 million in direct and indirect costs. Costs can include productivity loss, insurance premium increases, administrative expenses, hiring expenses, workforce depression and personal loss.

• **Time is one of the most important factors to survival.** Brain death can set in within several minutes. 10 minutes without treatment, there is virtually no chance of survival. For every minute without treatment, a victim’s rate of survival decreases by 10%.
“We felt an AED was important to have available in the event of an emergency with one of our athletes and the AED offer from One Beat CPR + AED made the AED affordable.”

~ Nicole Labudzik, Elite Sports Complex

EXCLUSIVE OFFER TO

PHILIPS HeartStart OnSite AED
Adult SMART Pads
Infant/Child SMART Pads
4-year Lithium Battery
Standard AED Carry Case
Wall Mounted AED Cabinet with 3D Sign and Audible Alarm
AED Demo CD
AED Window/Door Decal
AED Inspection Tag
One Beat AED Management Program
One Beat Web-Based Live AED Training
Shipping

AED PACKAGE 1
With Wall Mounted AED Cabinet

$1099.00
Retail $1906.00

AED PACKAGE 2

$999.00
Retail $1694.00

Have you ever wondered if an AED is important and if your club will ever need one? There are clubs that take the proactive approach and those that do not. It is important to know that Sudden Cardiac Arrest (SCA) can happen to anyone at any time. Please read the following story of a 13 year old athlete, Seth O’Neill, who is extremely blessed to still be here because of an AED. Too many time clubs take the approach, “it won’t happen here.” There are 350,000 stories each year, associated with SCA, with a sad ending because they thought “it won’t happen here.” The average survival rate from SCA is only 7% but with an AED administered within 1 minute the chance of survival can increase up to 90%. An AED gave Seth O’Neill a 100% chance of survival. Your club could be next, and if it does happen will you look back and say we were proactive or reactive?

Please contact Danny Howard at 954-952-7470 or danny@onebeatcpr.com
Every school has emergency plans that they hope to never use.

Cerro Gordo Elementary School's automated external defibrillator was put to the test for the first time in December when it and the actions of two quick-thinking coaches saved the life of a 13-year-old.

It was the end of practice for the eighth-grade basketball team. Seth O'Neill and his teammates were doing conditioning running when his coaches and teachers Jason Jacobs and Jason Navratil thought they saw him trip. However, the multisport athlete never put his hands out to break his fall.

“I turned around and started getting really dizzy,” Seth said. After that, his memory is fuzzy.

Seth had passed out and hit the wall as he fell to the ground face-first. By the time Jacobs reached him, the teen didn't have a pulse and was turning blue. With no time to think, their training kicked in.

"The hardest part was just remaining calm," Jacobs said.

Navratil called 911, cleared the other boys from the gym and grabbed the nearby AED, while Jacobs began giving rescue breaths and started CPR. The AED analyzed Seth's failing heart and determined it needed an electric shock to restore the rhythm.

"Who would have thought we would have used one on a 13-year-old at basketball practice?" Jacobs said.

By the time Susan and Mike O'Neill arrived, their son was on a stretcher, but conscious. On the ride to St. Mary's Hospital, Susan O'Neill remembers the EMTs asking if the now-alert boy had really been shocked. Susan, who works as a nurse, had to check under her son's shirt for the tell-tale burn marks from the jolt that got his heart pumping again.

They were transferred to Springfield and then to St. Louis Children's Hospital in a helicopter ride that Seth still talks about. There, the O'Neill's learned that the well-placed AED had done more than save Seth's life, it also took a picture of his heart's rhythm.

"(Jacobs) said get me a fax number we've got the (heart) rhythm," Susan O'Neill said.

In a moment where the stars aligned perfectly, she showed the image to Seth's pediatric cardiologist who was standing nearby and confirmed it was an undiagnosed, irregular heart rhythm that would have killed the teen.

"At the children’s hospital, almost every nurse and doctor said 'do you know what the coaches, did for you?' " Susan said. "This is a miracle.”

One of Seth's doctors called Jacobs and Navratil, who until that moment were worried they'd done something wrong or that the machine malfunctioned.

"Him saying 'you did the right thing' took a lot of stress off us," Jacobs said.

The school district recognized the coaches at its December board meeting, commending them for their quick actions.

"Most of us can only imagine being faced with such a circumstance and hope we would react in a like manner," read the letter from Robinson and board President Todd Henricks.
Under Illinois law, any school with a physical fitness facility must have at least one AED and trained staff member on site during activities. The state started providing matching grants in 2008 for schools and other public agencies to purchase the device through the Heartsaver AED Fund.

Cerro Gordo started phasing in one AED yearly for their three school buildings through that program. They also created a required emergency response plan. Seth's situation was the first time they've needed to use either said Cerro Gordo School Superintendent Brett Robinson.

The O'Neill family knows all too well the importance of the life-saving machines now. Mike is working to improve AED placement at his work and Susan said she keeps an eye out for the machines wherever she goes.

Seth's chest scar from the surgery – or a shark bite if you ask him – for an implanted defibrillator is the only physical reminder of the short time he spent in the hospital. Besides family, Jacobs and Navratil were the first people to visit Seth when he returned home and welcome him back to school less than two weeks after he'd left on a stretcher.

Seth is on medication to control his heart rate and is on the bench for at least six months, a miracle the family still struggles to understand.

“Sometimes, it’s hard for him to believe he’s still not perfectly normal,” Mike O’Neill said.