

PHILIPS

Early defibrillation programs
for your school

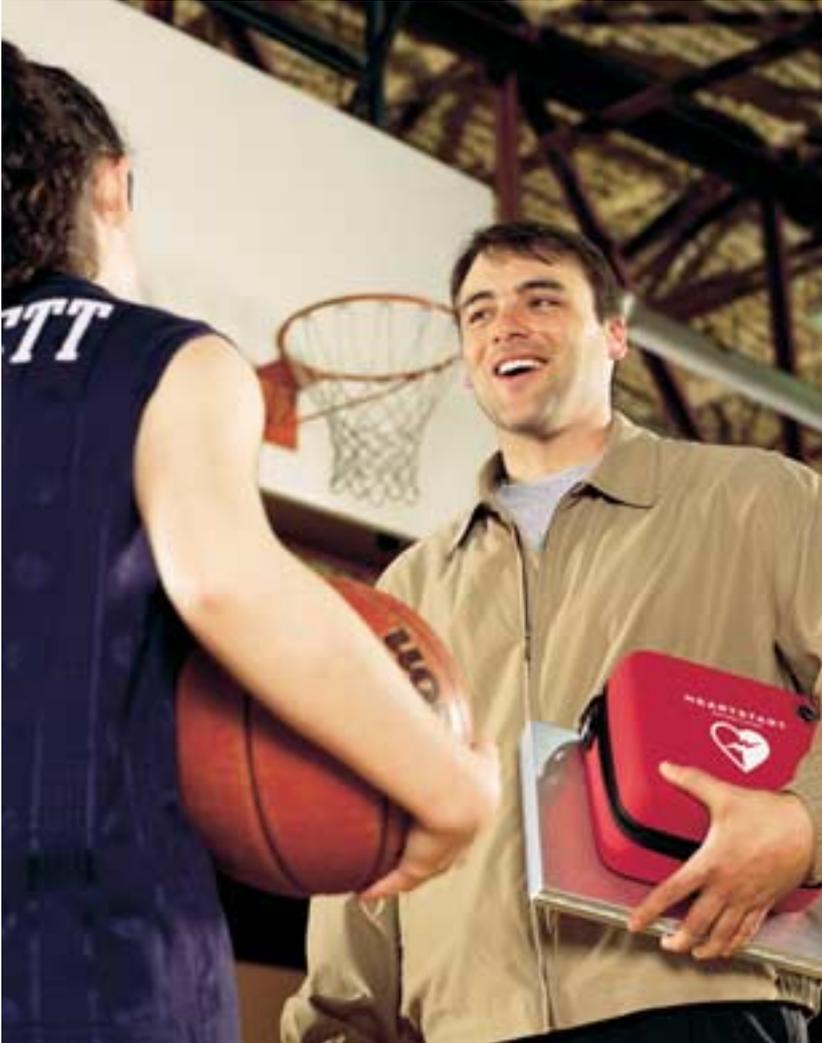
Give your school the power to save a life



HEARTSTART
DEFIBRILLATORS

HeartStart Defibrillators

For Confidence and



- An estimated 5,000-7,000 children in the U.S. succumb to sudden cardiac arrest annually, many related to sporting events¹
- The current national survival rate for SCA is less than 5%²
- The likelihood of successful resuscitation decreases by about 10% with every minute that passes³
- An additional 40,000 lives could be saved each year in the U.S. alone with widespread access to defibrillators⁴

Legislation for early defibrillation programs in schools

Lawmakers are also seeing the importance of school defibrillation programs. In 2000, Congress enacted the Cardiac Arrest Survival Act, extending Good Samaritan laws to protect laypersons from liability associated with good faith use of public defibrillators. Today, all 50 states have passed Good Samaritan legislation.

- A New York law requires defibrillators to be in school facilities and at athletic events, and requires certain schools to have defibrillators capable of providing therapy for children under 8 years old and/or 55 pounds.
- The state of Pennsylvania has also passed a law authorizing funds allowing every school district to purchase two portable defibrillators. Other states have legislation, both passed and pending, as well.

Peace of Mind



HeartStart
FR2+ Defibrillator



HeartStart
FRx Defibrillator



HeartStart
OnSite Defibrillator

Philips is the global leader and trusted choice in automated external defibrillation technology. Provide your school with confidence, peace of mind and invaluable life-saving preparedness with Philips HeartStart Defibrillators.

Easy to use.

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

Safe.

HeartStart Defibrillators are based on industry-leading technology. Using a highly accurate algorithm to determine whether the patient's heart requires a shock, HeartStart defibrillators are designed to deliver a shock only if one is needed.

For use on infants and children.

HeartStart Defibrillators were the first automated external defibrillators available for use on children under 8 years old and/or 55 lbs.

Fast to learn.

Learning to use HeartStart Defibrillators is easy. In fact, with minimal instruction, naive sixth-grade students were able to deliver a shock in a mock SCA event in just 90 seconds. That is only 30 seconds longer than it took emergency medical personnel to administer a shock.⁵

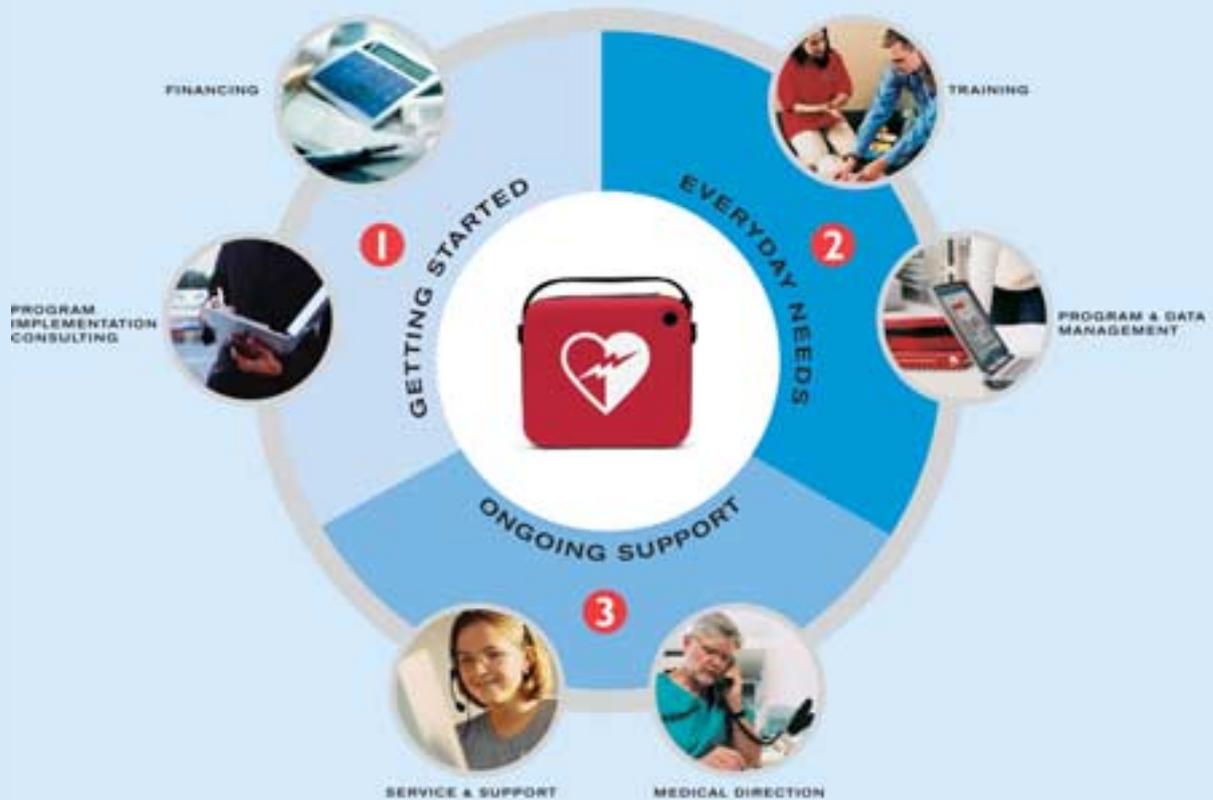
Reliable.

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

Philips HeartStart Essentials

The key to a successful early defibrillation program

Philips helps implement a comprehensive program with most everything you and your medical director will need to help save a life from sudden cardiac arrest. We'll get you started with pre-implementation consulting and site assessments. We can help manage your everyday needs including medical direction from a licensed physician, web-based program management, data management software, and responder and instructor training. Philips offers ongoing support with a five-year warranty, optional extended warranty and continued customer support from supplies ordering to technical assistance.



Sudden cardiac arrest (SCA) can happen to anyone at any time – without warning. And school-aged children are not immune. An estimated 5,000 – 7,000 children die from SCA each year,¹ some of them on school grounds.

For the greatest chance of survival from the most common cause of SCA, a shock from a defibrillator must be delivered within the first few minutes of collapse.⁶ An early defibrillation program using Philips HeartStart Defibrillators is key to protecting a school's students, staff and visitors. That is why schools across the country are placing portable defibrillators in nurses' offices, athletic departments and other central locations on school grounds.



“The more widespread pediatric-capable automatic defibrillation is, the more lives can be saved.”

Dr. Frank Cecchin, Harvard University



“After witnessing the hopelessness and frustration of other school administrators who experienced the death of a teenage athlete due to SCA, our district felt an early defibrillation program was critical in preventing another tragedy.”

Pat Cicantelli, assistant principal, Solon School District, Ohio



Philips — The trusted choice

- One of the world's largest medical products companies with annual revenue of over \$6 billion
- History of innovation. Philips introduced the medical X-ray tube in 1918, the audiocassette in 1963, the first VCR and created compact disc technology
- With over 200,000 automated external defibrillators installed, Philips has more portable AEDs on the job, in the air, in the classroom and in neighborhoods than anyone else
- Over 4.5 billion HeartStart Defibrillator service hours logged, with an additional 2.7 million hours added every day
- Over 17% of Fortune 1000 companies, 8 out of 10 major airlines and 43 professional sports teams rely on Philips HeartStart Defibrillators

To learn more about Philips Medical Systems, visit www.philips.com/heartstart or call 1-800-934-7372.

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Printed in the Netherlands
4522 962 05071/861 * JUN 2005

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References

¹ Berger S., Dhaka A., Friedberg D.Z. Sudden cardiac death in infants, children and adolescents. *Pediatric Clinics of North America*. April 1999; 46 (2):221. Statistics above are estimates.

^{2,3,4} American Heart Association. 2004 Heart and Stroke Statistical Update, Dallas, Texas: American Heart Association, 2004

⁵ Gundry J.W., Comess K.A., DeRook F.A., Jorgenson D., Bardy G.H. Comparison of naive sixth-grade children with trained professionals in the use of an automated external defibrillator. *Circulation* 1999 Oct 19; 100(16):1703-7.

⁶ Cummins R.O., et al. Improving survival from sudden cardiac arrest: The 'Chain of Survival' concept. A statement for health professionals from the Advanced Cardiac Life Support Subcommittee and the Emergency Cardiac Care Committee, American Heart Association. *Circulation* 1991; 83:1832-1847.

⁷ Frost & Sullivan