



HEARTSMART, INC.

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Implementing an AED Program

HeartSmart, Inc. is a pioneer in helping entities develop and manage their Public Access Defibrillation (PAD) programs. Since early 1997, HeartSmart has helped schools, businesses, and municipalities launch full scale AED programs. A short list of the many are at the bottom of the page. We can supply you with reference contacts upon request so that you can call and get an objective opinion on the quality of our service. Recently, a school (Stanley Lake High in Westminster, Co.) where we helped implement their program, saved the life of an 18 year old student. (Go to “View An AED Save”). By providing them with a state of the art Philips AED and training their response team in CPR/AED, they were able to quickly and effectively bring her back from clinical death. This affirmed our mission to “Give you the power and the skill to save a life.”

Components of Your AED Program

1. Find a medical adviser/develop written protocols - required by State/Federal law

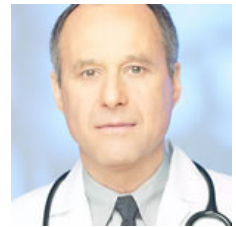
- Find your own (We will explain to you how to do that)-**FREE**
- Use ours (For a small annual fee, Boulder Community Hospital)
- We will give you your written protocols for **FREE**

2. Decide on which model of AED, how many, and where to implement

- We will consult with you on what your exact needs are (I.e. water-jet proof, telemetry needs etc.) then recommend which Philips unit meets them. This insures you are not buying features that you do not need.
- We will do a site evaluation to help you determine how many and where they should be placed. All this is **FREE** of charge.

3. Train your AED response team-required by law

- We will come onsite to do the CPR/AED certification class using specific trainer and student texts.



OR

- Do a “Train the Trainer” course where we train one of your staff to be an instructor, allowing you to do continuous training internally.



Other Free Services

- Tracking of expiration of certifications with notification
- Tracking of expiration dates on accessories (i.e. Battery, pads) with notification
- Event Review in case of real incident including printed report/ loaner unit to you while your AED incident is being downloaded for the report.
- Notification of your local Fire/EMS service of implementation and/or usage

A Word to the Wise (Consumer)

Over the last few years, we have observed an alarming trend for other AED companies to sell you annual service packages that they tout as being needed to meet the law and/or to make it easier for you to manage your program once it is put into place. These packages are marketed as “AED concierge packages, annual maintenance packages etc.”. They will usually do this **at a cost to you**. Be wary of anyone trying to sell you this sort of service package. We feel that by not educating you and keeping you “in the dark”, they generate extra profit by selling you these unneeded packages. (Can you say Extended Warranties). Many of them will offer different manufacturer models (i.e. Cardiac Science, Medtronic, Zoll, Defib Tech etc.) for you to choose from. Why haven’t they done their research and settled on the best equipment to sell you?

They will sell you anything just so they can make a sale but is that right when they know the weaknesses of a unit but do not share them with you. Weaknesses meaning FDA recall history, ease of use issues, safety issues concerning an “automatic” AED, and dated waveform technology.

HeartSmart will provide all these same services for **FREE** or, during your required response team training, will show you how you can do this yourself **with no extra cost**. As an independent AED distributor we could sell you any model AED on the market today. But after doing research, we will only sell you the most reliable, easiest to use, most technologically advanced and safest units available today, the **Philips HeartStart AEDs**.

HeartSmart PAD Programs

(not full list)

City of Boulder, City of Loveland, Commerce City, Larimer County, Windsor schools (first school in Colorado), Loveland Police, Broomfield Police, Johnstown Police, University of Colorado, Colorado State University, Jefferson County Schools, Falcon School District 49, Pueblo City Schools, Centrum Surgical, Bennett Fire Dept., Elk Creek Fire Dept., CBRE property managers, Cushman/Wakefield property managers, Denver Country Club, Valley Country Club, City of Denver golf courses, Greenwood Athletic Club and Pura Vida Fitness.