

Skilled Hands On Certified Kare
Empower Through Skill & Knowledge
AED Training & Development
Public Access Defibrillation



EVERY SECOND COUNTS

Making the difference between Life and Death...



SHOCK Saves Lives is making the difference between life and death

Why sudden cardiac arrest (SCA) is so lethal

Sudden Cardiac Arrest is the most common cause of death from cardiovascular disease. It accounts for more than 70 percent of all cardiac deaths. In SCA, the heart suddenly stops beating normally. The electrical system of the heart that controls the rhythm becomes chaotic and the heart begins beating at a rapid pace and no longer effectively pumps blood to the body or oxygen to the brain. The only effective treatment for SCA is to provide immediate defibrillation. This provides an instant SHOCK Saves Lives to the heart, returning it to a normal rhythm. Sudden Cardiac Arrest can strike anyone, anywhere and anytime without warning. In some cases, it may be the victim's only warning. Even young people, people who appear to be physically fit with no history of heart disease, can be victims of this #1 Killer in America.

Time is of the essence: Survival statistics for SCA victims are grim. Today, a person who suffers SCA outside a hospital has only about 2 percent chance of surviving. TIME is the key factor in saving your life!!

Automated External Defibrillators Can Save Lives During Cardiac Emergencies

Automated External Defibrillators (AEDs) improve survival after an out-of-hospital cardiac arrest. Their presence reduces the critical time for treatment. Less time to defibrillation improves victims' chances of survival. Having the devices appropriately located in a business or workplace improves the survivability of people experiencing a cardiac crisis.

Why should employers make Automated External Defibrillators available to employees?

- There are 300,000-400,000 deaths per year in the United States from cardiac arrest.
- Most cardiac arrest deaths occur outside the hospital. Current out-of-hospital survival rates are 1 to 5 percent.
- In 1999 and 2000, 815 of 6,339 workplace fatalities reported to OSHA were caused by cardiac arrest.
- Jobs with shift work, high stress, and exposure to certain chemicals and electrical hazards increase the risks of heart disease and cardiac arrest.

What causes cardiac arrest, and how does an AED improve survivability?

- Abnormal heart rhythms, with ventricular fibrillation (VF) being the most common, cause cardiac arrest.

Is AED equipment expensive?

- The average initial cost for an AED ranges from \$3,000 to \$4,500.

Are AEDs difficult to use?

- AEDs are easy to use. In mock cardiac arrest, untrained sixth-grade children were able to use AEDs without difficulty.
- Automated external defibrillators are effective, easy to use, and relatively inexpensive. As a matter of policy, OSHA does not endorse or approve specific products or product manufacturers.

The purpose of this bulletin is for information only and does not impose and is not intended to result in the imposition of any new legal obligations or constraints on employees.

For more information:
See OSHA's website at www.osha.gov or visit the American Heart Association website at www.heart.org.

U.S. Department of Labor
Occupational Safety and Health Administration
OSHA 2174 (2007)

SHOCK Saves Lives can deliver a quality AED program without skipping a beat

Implementing an AED program at your facility, home or business is a huge job. SHOCK Saves Lives knows how to establish a program to your level of confidence. Our AED programs are designed to bring consistency, integrity and the expertise of highly qualified healthcare professionals to educate you. We handle every aspect of your AED program, including training, medical direction and oversight, equipment service and program management. We deliver to "The Total Heart Safe Solution" a comprehensive AED management program that can be tailored to meet your every need.

We take action

SHOCK Saves Lives has the ways and means, technology and systems required to assist you in developing a solid foundation to build your AED program. We are an American Heart Association educational training site. Our course materials meet national and state requirements. Our team of trained specialists can act quickly to assist you in every aspect of implementation.



We do it right the first time!!

SHOCK Saves Lives can provide consistent training to your employees, with program development to balance the corporate standard as well as the uniqueness of simplicity in the home setting. As a training site for the American Heart Association, our educators are certified and have outstanding leadership skills, integrity and a sense of knowing where your strengths are and where we can help. Our team of nurses, EMT's, firefighters, and healthcare educators are held to the highest standards of education and training.

We eliminate administrative workload and provide a cost-effective program

SHOCK Saves Lives reduces recordkeeping labor and cost. Our WEBAED practically becomes your online mentor. This software program keeps you on track when it comes to data input, trends, personal training, expired pads and batteries. It alerts you when you have forgotten to check your AED on a monthly basis. It provides you with your reports monthly and annually. It also has the capability of ordering any accessories you may need to replace. **Most of all it will provide you \$1,000.000 liability policy**, with every AED you purchase.

SHOCK Saves Lives has the only comprehensive AED program in the industry

	Red Cross	Agilent	Zee Medical	XpectFirstAid	AMA	SHOCK FOR LIFE
AED	X	X	X	X		X
Additional Equipment			X	X		X
Statewide Medical Direction						X
Site/Needs Assessment						X
Program Management				X		X
Statewide Training	X				X	X
Post-SCA Service		X	X	X		X
Semi-Annual Service Check						X
Quarterly Proficiency Testing						X
Semi-Annual On-Site Drills						X
Online Record Keeping-Training						X
Online Record Keeping-Service						X

Public Access Defibrillation Programs

Rated number #1 by the Initial Life Support Foundation

SHOCK Saves Lives's AED programs have become the "Standard of Care" today. Emergency Medical Services (911) frequently arrives too late to prevent irreversible brain damage. More awareness in the media and new laws mandating AED's in public places have increased the number of potential first responders. Although many people have had CPR training, statistics show that CPR without defibrillation has virtually no affect on survival rates. The benefits of CPR for Sudden Cardiac Arrest victims are short lived and cannot restore normal heart rhythm. With more public access to AED's, more lives can be saved. In December 2001, the U.S. Occupational Safety and Health Administration (OSHA) issued a technical bulletin stating that AED's are effective, easy to use, and inexpensive. They urge employers to consider deploying AED's at worksites to reduce time to SHOCK Saves Lives with the goal of improving survival.

Our communities and businesses are no longer relying on 911



With every minute after the onset of a Sudden Cardiac Arrest episode, the victim's chance of survival is reduced by 15 percent per minute. Statistics show that 911 services just can't get there quick enough. "**The Reality is Changing the Odds**", says Dennis Melby, SHOCK Saves Lives founder. It takes a minute to even recognize a problem, another minute to activate an internal response, another to call 911. On a great day without weather or traffic problems it takes about 6

minutes for them to arrive and another 2 minutes to locate you and SHOCK Saves Lives. The total time elapsed: 11 minutes on a great day. We know that after the 3rd minute, survival rates drop by 70% and that's why there is only about a 2% overall survival. Today, SHOCK Saves Lives can make the difference between life and death.

"I believe in SHOCK Saves Lives, public access defibrillation programs. We are headed in a direction of lay-persons responding in crises situations. When I train students to use the AED's I'm offering them a life-saving opportunity. SHOCK Saves Lives can provide the life-saving measures that you will need. To have the technology and education to save a life is the gift that everyone deserves"

- Dennis R. Melby

SHOCK Saves Lives

Founder

Our mission: To provide Skilled Hands On Certified Kare for LIFE

The mission of SHOCK Saves Lives is to provide safe and intelligent training with the most up-to-date technology for managing your AED program. Our objective is to raise the bar in the "Standard of Care" today. We can do this by developing specific training protocols that meet the needs of every business or home with "Skilled Hands On Certified Kare for LIFE, ultimately decreasing the fear factor that is associated with these devices and hopefully training generations of today for the future of tomorrow.

Improving readiness in your home or business

A safe company is everybody's business and that's why SHOCK Saves Lives, Inc. has been nominated number #1 as a leading management service provider in the State of California by "The Initial Life Support Foundation." We have been implementing Public Access Defibrillation (PAD) programs since 2002, when the laws were changed to allow lay-people to use and operate Automated External Defibrillators (AED's). SHOCK Saves Lives offers comprehensive training and consultative services to manage your AED program. We make it cost-effective, easy and seamless for organizations and businesses to be able to provide widespread protection against SCA in their workplace. More and more the public is embracing this new wave of life-saving technology to protect their employees, visitors and especially their loved ones from the unpredictable and potentially devastating effects of Sudden Cardiac Arrest.

It's a matter of *sense* and *dollars*

Many of our clients such as B.F. Goodrich, Panasonic, Internal Revenue Service, Fluidmaster, Endevco and many school districts, have recognized that it makes good sense to implement an effective SHOCK Saves Lives AED Program. The loss of a key employee or loved one to cardiac arrest can be far more costly than establishing an AED program. Many other municipal, transportation and recreational facilities are becoming HEART SAFE. And they are already beginning to experience life-saving results. Example: In a study published in the New England Journal of Medicine, response time was 9 minutes to SHOCK Saves Lives by EMS (911), but placing AED's inside a casino with proper training of security guards reduced the response time to 2 minutes, which increased survival rate to 70 percent from 2 percent! We know it's a matter of *sense* more than *dollars*.

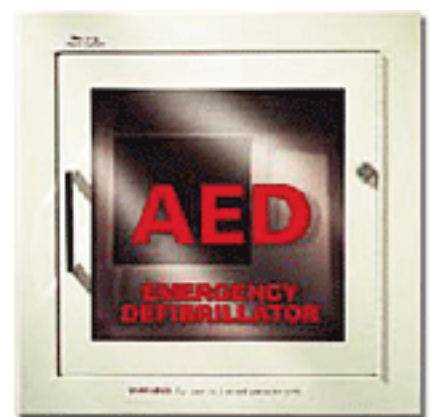


If you think simply having an AED around will save lives, you could be in for a SHOCK.

The fact is, when it comes to Sudden Cardiac Arrest, what you *don't know* can hurt you or someone else. Today's AED's are remarkable pieces of life-saving equipment, but they're only part of the Total Heart Safe Solution, which means you need the right number of AED's at the right locations. You also need a support team like SHOCK Saves Lives behind you, to keep things running safely & smoothly. So, if you're not 100% sure you're prepared, you need to call SHOCK Saves Lives. We are the company that can develop a comprehensive AED program for you right down to the medical Rx. This is what we do and we do it with excellence for all industries, regarding first aid, fire safety and bloodborne pathogen training. Call 1-888-98-SHOCK Saves Lives, or e-mail info@shockssaveslives.com for information on what you need to protect and save lives today!

To learn more about the value
SHOCK Saves Lives For Life can deliver
to your business, contact us today.

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