



TrustMedical

The difference between life and death



Introduction



What would you do if a work colleague suffered a Cardiac Arrest? Would you have the knowledge...the equipment...or the training to help save their life? Or, would you call an ambulance and 'leave it to the experts'?

The plain fact is that with the right training, you can help during those first few vital minutes. With prompt action, you can make the difference between life and death.

While the emergency services are on route, an Automated External Defibrillator, in trained hands, can make all the difference.

We know you can't put a price on human life. However, how would you feel if, for the sake of an investment of just £1.50 a day, one of your staff...or even you...had a Cardiac Arrest and such a simple-to-use piece of equipment wasn't available? It doesn't really bear thinking about, does it?

What does bear thinking about is just how quickly you can bring one of these pieces of equipment into your company and make it

part of the emergency care you provide for your employees.

But before you do so, we know you'd like to know the facts. Facts not just about Cardiac Arrest itself, but also about Trust Medical. That's the job of this brochure. Please read it carefully then get in touch.

GP, writer and broadcaster Mark Porter says: "Prompt resuscitation saves lives, but we can't expect paramedics to be everywhere at once. The more people there are in the community trained in First Aid and the use of life-saving equipment, the better. Not least because the situations in which most people will need to call upon such skills are likely to involve someone they know – a friend, a relative or a work colleague. It's vital that treatment begins on a Cardiac Arrest patient immediately as this can mean the difference between life and death."



So...what is defibrillation?



What is Cardiac Arrest?

Cardiac Arrest is a condition in which the heartbeat stops suddenly and unexpectedly. It is caused by chaotic rhythms in the heart's electrical system. There is RARELY any warning and patients always lose consciousness. Without immediate treatment, the victim almost always dies.

What causes it?

The most common cause is ventricular fibrillation. When it happens, the heart quivers in a disorganised way and is unable to pump

blood to the brain and other vital organs. Your heart stops beating...you collapse...you have no pulse, and if you are not resuscitated quickly you will die. In minutes.

So...what is Defibrillation?

It's a controlled electrical shock designed to restore an organised rhythm in the heart. Defibrillation is the ONLY effective therapy for Cardiac Arrest due to ventricular fibrillation.

Speed is the key as the chances of success decline at a rate of approximately 10% with each minute that passes.

FACT: More than 1,750 people every week - around 250 every day - die in the UK each year of Cardiac Arrest. They're normal, healthy individuals going about their everyday business.

Who can use an AED?



FACT: 1 in 6 men will suffer a Cardiac Arrest before they are 65. FACT: The most common time to have a Cardiac Arrest is in the morning between 8am and 11am.

And what is an Automated External Defibrillator?

An Automated External Defibrillator (AED) is a medical device approximately half the size of a standard briefcase. Two adhesive pads are attached to the chest and a sensor inside the AED automatically measures the patient's heart rhythm and advises the rescuer what to do next. The AED uses voice prompts to tell the user what steps to take. AEDs are extremely safe, accurate and easy to use.

Who can use an AED?

Anyone can be trained in the use of an AED. AEDs are commonly used by the emergency services. More recently the use of AEDs has been extended to railways and airports. Basically, anyone trained in the use of these devices is able to safely and effectively use an AED - in the shop, the office or the factory floor. Anywhere where a Cardiac Arrest has taken place and there's an AED with a trained operator nearby.

"The UK has the longest working hours in the European community. Ill health is as likely to strike at work as it is at home, and so employers need to ensure they have taken every possible measure to boost their own and their employees' chances of survival, should the worst happen"
Michael Buerk, Broadcast Journalist and presenter of BBC1's 999 programme.



Why talk to Trust Medical?



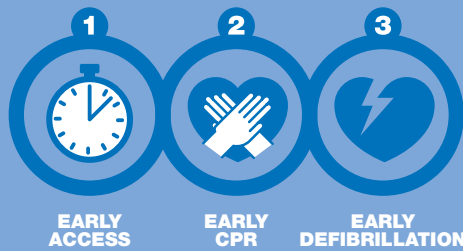
There are a 101 reasons. But here are some of the most important...

- Because we provide a complete end-to-end solution comprising a survey, equipment, training, installation and maintenance.
- Because we have partnered with the makers of the finest and most advanced Automated External Defibrillators in the world - Philips Medical Systems.
- Because your training will be overseen by a state registered paramedic.
- Because Trust Medical is a pioneer in the uptake and maintenance of Automated External Defibrillators.
- Because not only does it make good business sense, it also provides you and your employees with the best possible chance of survival in the case of Cardiac Arrest. What's more, as part of our service we'll also give you all the help and advice you need with the legal and moral aspects of AEDs.
- Because it costs from LESS THAN £1.50 A DAY - various financial packages available*.
- Because 1,750 deaths every week from Cardiac Arrest is 1,750 too many.

FACT: Everyone who invests in an AED through Trust Medical will receive training overseen by a state registered paramedic. The initial training of 4 hours will be backed up with ongoing support and refresher courses every 6 months.



FACT: For every minute that a Cardiac Arrest victim doesn't receive specific treatment after an attack, their chances of survival decrease by 10% - after 10 minutes there is virtually no chance of survival



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