

Sudden cardiac arrest can happen to anyone at any time, anywhere



When sudden cardiac arrest (SCA) strikes, the electrical system of the heart short circuits, causing the heart to pump ineffectively rather than in a normal rhythm. It usually happens without warning and the majority of people have no previously recognized symptoms of heart disease.



The City of Los Angeles



Partnership for community safety

The City of Los Angeles and the Los Angeles Fire Department are dedicated to protecting the 4 million people who live, work and play in America's second largest city. That's why, in partnership with Philips Medical Systems, the City has implemented a public access defibrillation program to help save the lives of Los Angeles citizens and visitors who suffer from sudden cardiac arrest.



Antonio Villaraigosa,
Mayor, Los Angeles City

Philips Medical Systems is the market leader in innovative defibrillation technology. Offering the most complete and trusted solution in resuscitation products, Philips helps responders treat sudden cardiac arrest quickly and effectively wherever it occurs.

To find out how you can help save a life from sudden cardiac arrest, contact:

Los Angeles Fire Department

Visit www.lafd.org/aed.htm, or call (213) 485-1831

American Heart Association

Visit www.americanheart.org/cpr, or call (877) AHA-4CPR

For more information about Philips HeartStart Defibrillators, visit www.philips.com/heartstart.



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The power to save a life is in your hands



HEARTSTART
DEFIBRILLATORS

PHILIPS

PHILIPS

A shock from a defibrillator is the only effective way to restart a heart

For the best chance of survival from SCA caused by VF, a defibrillator should be used within five minutes. Yet, less than 1 in 20 people survive largely because a defibrillator does not arrive in time.

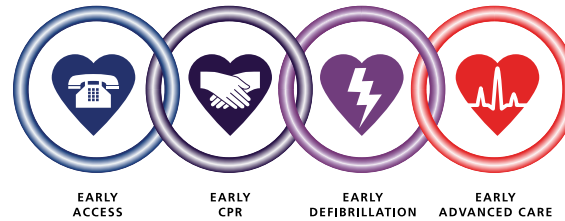
SUDDEN CARDIAC ARREST FACTS:

- SCA is one of the leading causes of death in the United States striking more than 340,000 victims each year.
- More people die from SCA than from breast cancer; prostate cancer; house fires, hand guns, traffic accidents and AIDS combined.^{1,2,3}
- The current national survival rate for SCA is less than 5%.⁴
- The likelihood of successful resuscitation decreases by about 10% with every minute that passes.⁵

Early defibrillation is key to SCA survival. In fact, according to the American Heart Association, an additional 40,000 lives could be saved each year in the U.S. alone if defibrillators were more widely available.

The City of Los Angeles and the Los Angeles Fire Department have installed Philips HeartStart Defibrillators in public places throughout the city including the airport, the zoo, the convention center and other locations where people gather so that anyone can potentially save a life from SCA.

Defibrillation. Part of the Chain of Survival



For the best opportunity for survival, each of the four links of the Chain of Survival must be put into motion within the first few minutes of SCA onset:

- **Early Access to Emergency Care.** Call 911.
- **Early CPR.** Start CPR and continue until EMS arrives.
- **Early Defibrillation.** An operator should use an automated external defibrillator as quickly as possible until EMS arrives.
- **Early Advanced Care.** The final link, administered as needed by EMS personnel.

When each link in the chain works successfully, the chance of surviving SCA increases greatly.



Philips HeartStart Defibrillators

HeartStart AEDs are the leading public access defibrillators worldwide. Communities across the country, like Los Angeles, have chosen HeartStart Defibrillators for their public access defibrillation programs because they are easy to use, safe and reliable.



Easy to use

All Philips HeartStart AEDs are designed to be safely and effectively used by most anyone in a variety of settings. Philips Defibrillators provide clear, easy-to-follow voice instructions and a simple user interface to guide the responder through an emergency, including a reminder to call emergency medical services.

Safe

HeartStart Defibrillators are based on industry-leading technology and are designed to deliver a shock only if the patient's heart rhythm is shockable. These devices also are safe to use on patients of any age, including infants and children.

Reliable

Communities across the country rely on the dependability of Philips Defibrillators. They are durable to withstand environmental extremes and perform comprehensive self-tests to help ensure readiness. A visible status indicator shows at-a-glance if the device is ready for use.

¹ National Center for Health Statistics. National Vital Statistics Report, Hyattsville, Maryland: Public Health Services, 2000; 48(11).
² FEMA/United States Fire Administration. A Profile of Fire in the United States. Twelfth edition, 1989-1998.
³ American Heart Association. 2004 Heart and Stroke Statistical Update. Dallas, Texas: American Heart Association, 2004
⁴ Ibid.
⁵ Ibid.