



# Lifeline AEDs

Lifesaving Technology  
Within Reach



# About Defibtech

Leader and innovator in lifesaving resuscitation products

Offers reliable, value-oriented, easy-to-use, and high-quality AED devices

Acquired in 2012 by Nihon Kohden, a \$1.5B medical device company

Headquartered in Guilford, Connecticut, Defibtech AED and ACC devices are designed and manufactured in the US in ISO compliant facilities



# Statistics

## Sudden Cardiac Arrest



# SCA vs. Heart Attack<sup>1</sup>

## SCA

*AN ELECTRICAL PROBLEM*

Occurs suddenly and without warning

Causes irregular heartbeat (arrhythmia)

The heart can't pump blood to the brain, lungs, etc.

Person loses consciousness and has no pulse

Death occurs within minutes without treatment



## HEART ATTACK

*A PLUMBING PROBLEM*

Blocked artery prevents blood from reaching the heart

Leads to heart muscle damage or worse

Symptoms may be immediate or start slowly and persist for hours, days, or weeks

Heart usually doesn't stop beating

Sudden death less likely

<sup>1</sup> <https://www.heart.org/en/health-topics/heart-attack/about-heart-attacks/heart-attack-or-sudden-cardiac-arrest-how-are-they-different>

# Sudden Cardiac Arrest

An Unnecessary Death | The Statistics are Grim

**1 in every 7.4 deaths**

in the US is attributed to sudden cardiac arrest<sup>1</sup>

Immediate CPR and early defibrillation, with an AED can **more than double** a victim's chance of survival<sup>2</sup>

**50% of US office workers**

are unable to locate an AED<sup>3</sup>

**10,000** cardiac arrests occur annually at work in the US<sup>3</sup>

<sup>1</sup> <https://www.sca-aware.org/sca-news/aha-releases-latest-statistics-on-sudden-cardiac-arrest>

<sup>2</sup> [https://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm\\_301646.pdf](https://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_301646.pdf)

<sup>3</sup> <https://cpr.heart.org/en/resources/cpr-facts-and-stats>

# Sudden Cardiac Arrest

## AEDs on the Premises Save Precious Treatment Time

The first moments after cardiac arrest are crucial

Without an AED, chances of survival decrease about **10%** for every minute<sup>1</sup>

Survival rates are highest when defibrillation is delivered within **3 minutes**<sup>3</sup>

National EMS response times average

**7 minutes**, but can be **14+ minutes** in rural settings<sup>2</sup>

<sup>1</sup> [https://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm\\_301646.pdf](https://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_301646.pdf)

<sup>2</sup> <https://jamanetwork.com/journals/jamasurgery/article-abstract/2643992>

<sup>3</sup> <https://www.nejm.org/doi/full/10.1056/NEJM200010263431701>

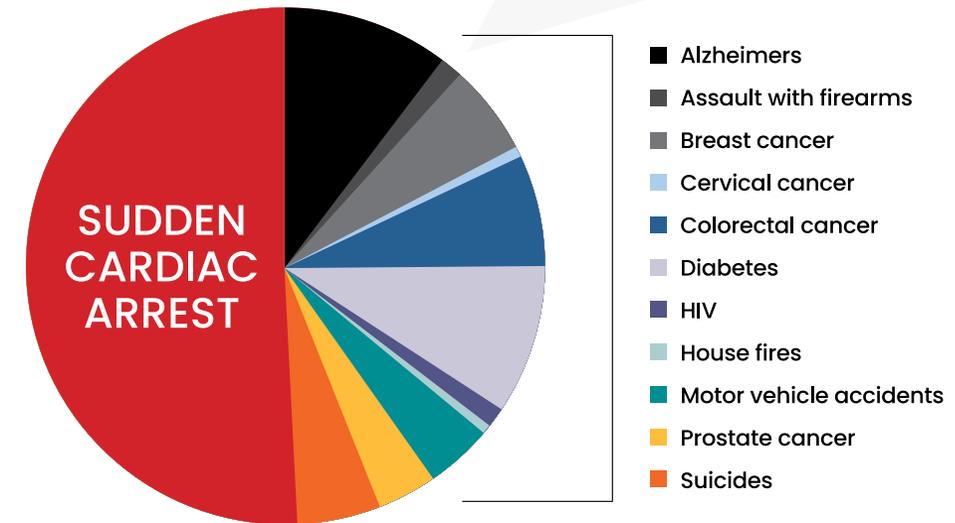
# A National Crisis

Cardiac Arrest is one of the Most Lethal Public Health Problems in the U.S.<sup>1</sup>

Sudden cardiac death appears among the multiple causes of death on 13.5% of death certificates (366,807 deaths in 2015), which suggests that 1 of every 7.4 people in the United States will die of sudden cardiac death.<sup>2</sup>

## The Need for an AED

DEATHS FROM CARDIAC ARREST ALONE VS. MANY OTHER CAUSES COMBINED



Source: Sudden Cardiac Arrest Foundation, URL: sca-aware.org

<sup>1</sup> <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0b013e31829d8654>

<sup>2</sup> <https://www.ahajournals.org/doi/full/10.1161/CIR.0000000000000558>

# The Six Links in the SCA Chain of Survival<sup>1</sup>



<sup>1</sup> <https://cpr.heart.org/en/resources/cpr-facts-and-stats/out-of-hospital-chain-of-survival>

# Products

Lifeline VIEW, Lifeline ECG, Lifeline AED



# Lifeline VIEW

## The AED Market

### Why Lifeline VIEW is a Top Choice for Consumers

- (1) Video Screen
- (2) One-Touch Status Screen
- (3) Durable & Built to Withstand the Elements
- (4) On-Demand Rescue Protocol



# Lifeline VIEW

## Major Specifications

- 8-year limited warranty
- 4-year Battery Pack
- 1.2 meter drop tested;  
built to U.S. military specification
- Non-escalating energy
- Weighs < 3 lbs.
- Frequent and automatic self-tests
- Visual and audible Defibrillation Pads expiration warning and low Battery Pack warning



# Lifeline VIEW Dual Language

## Two Languages in One

Dual language in English & Spanish

Reduces language barrier for responders not fluent in English

Ability to toggle between languages with one AED

Hear and see AED directions with VIEW screen

Allows more people to use an AED in a sudden cardiac arrest rescue



# Lifeline ECG

The AED Healthcare Professionals Demand

The Lifeline ECG offers waveform display with real-time information. It is well suited for many applications within Emergency Medical Services (EMS) and Healthcare Facility environments.

- Includes AED mode and the same features as Lifeline VIEW
- Passed vigorous vibration tests for ground, helicopter, and jet aircraft
- Battery Pack DBP-2013 meets FAA's TSO C-142 certification for civil aviation use



# At the Touch of a Button

## Up-to-date Device Information

Status Screen: One-Touch Status Screen provides up-to-date device and component information. (Feature of Lifeline VIEW and Lifeline ECG.)

- AED and Battery Pack status
- Expiration dates of Defibrillation Pads and Battery Pack
- Serial numbers of unit and Battery Pack
- Software version



# Lifeline AED

A Whole New Level of Easy-To-Use

Clear voice prompts

Yellow casing has a roomy handle and rubberized surface

No lids, moving parts, or exterior cases, to confuse or delay rescuers

Simple & intuitive:

- Two-button operation on semi-automatic AED



# Lifeline AED

A Whole New Level of Easy-To-Use

Built-in metronome

Spanish AED configurations available for U.S. and Puerto Rico

Data Card Technology:

- AEDs easily upgradeable on-site
- Data downloading for event review
- Additional event storage capacity



# Lifeline AUTO

AED of Choice for Untrained Rescuers

Fully-automatic AED

Simple to use – follow AED voice prompts

One-button operation on fully automated AED

- AED delivers shock automatically

Helps reduce shock delays due to hesitation by rescuer



# Lifeline AED & Lifeline AUTO

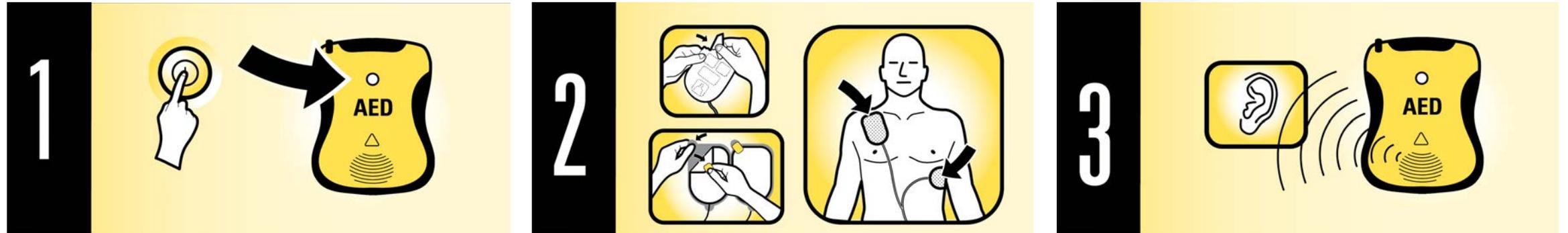
## Major Specifications

- 8-year limited warranty
- 5-year Battery Pack; optional 7-year Battery Pack
- Built to U.S. military specification, 1 meter drop tested
- Non-escalating energy
- Weighs 4.2-4.4 lbs. (depending on Battery Pack)
- Frequent automatic self-tests
- Visual and audible low battery warning
- One-button operation on fully automated AED (Lifeline AUTO)



# Quick Use Guide

Easy as 1-2-3



# Recommends Lifeline AEDs to Customers Regardless of Industry or Businesses

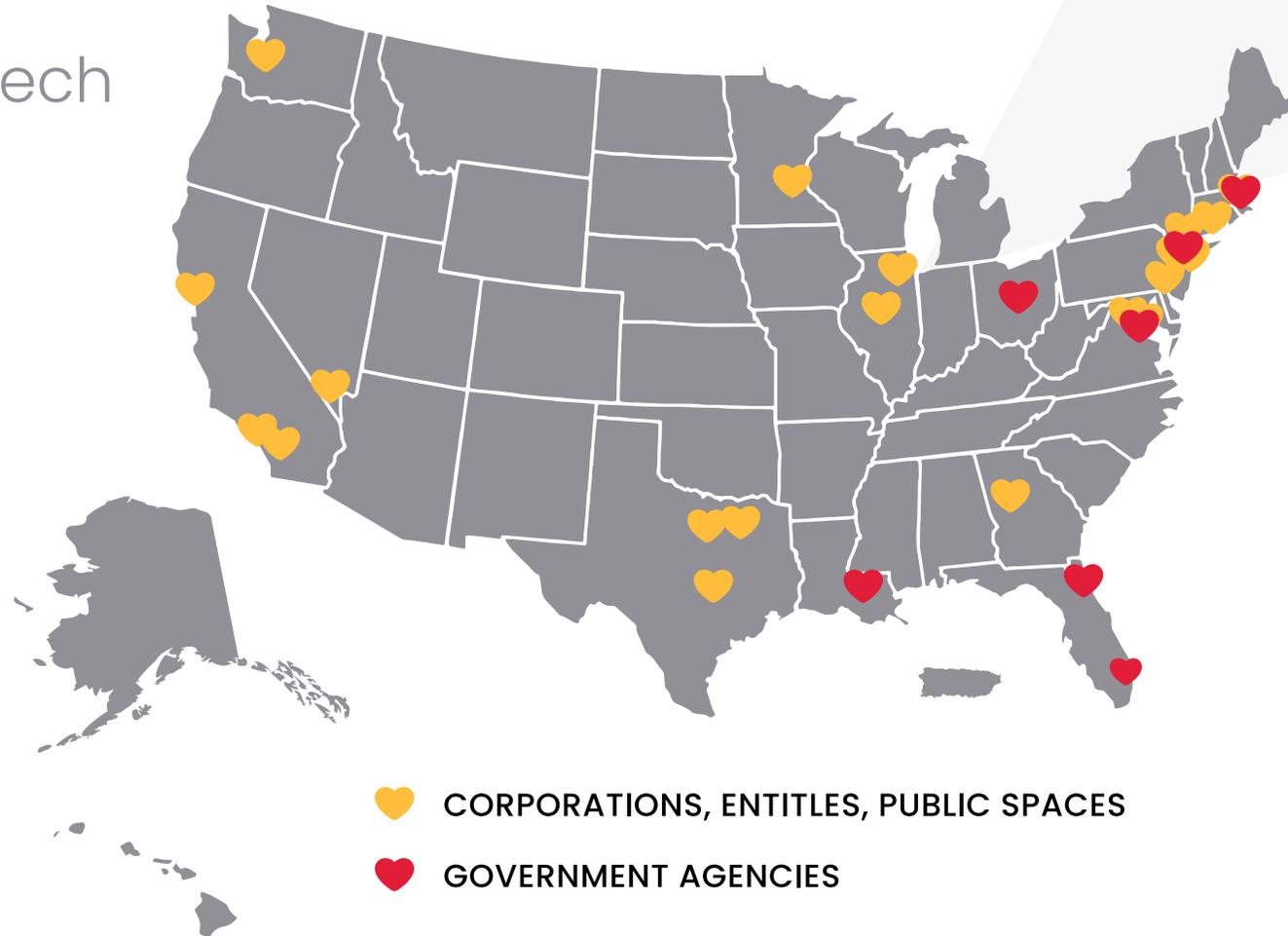
Lifeline AEDS are Simplistic, Rugged, and Easy-to-use and They Help to Save Lives

With their distinctive yellow hourglass shape, roomy handles, and rubberized surfaces, Defibtech's AEDs are widely used and known for their ease of use, quality, and value.

Defibtech is committed to helping businesses and organizations protect their workers, customers, and visitors by building AEDs for first responders and untrained bystanders to respond confidently during an emergency.

# Selected Defibtech AED Deployments

A Sampling of the  
Thousands of Defibtech  
Customers



# Reference

Lifeline AEDS are Simplistic, Rugged, Easy-to-Use,  
and They Help Save Lives

# University of Illinois Medical Center

## Third Party AED Usability Study

The Defibtech Lifeline AED was the most successfully used AED in a study of minimally trained users

### SUCCESSFUL USE RATE STUDY

Defibtech Lifeline AED with **92%** success

Philips HeartStart OnSite **84%** success

LIFEPAK CR Plus and ZOLL AED Plus tied with **72%** success

Cardiac Science Powerheart G3 **36%** success

### TIME TO DELIVER FIRST SHOCK

LIFEPAK CR Plus **63** seconds

Defibtech Lifeline AED **64** seconds

Cardiac Science Powerheart G3 **69** seconds

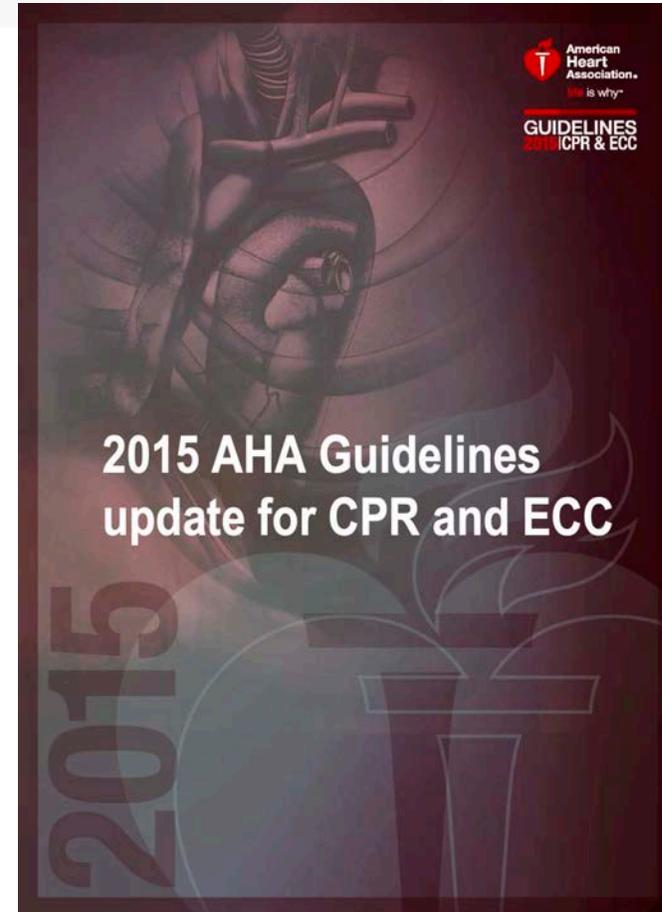
Philips HeartStart Onsite **79** seconds

Zoll AED Plus **114** seconds

# AHA 2015 Guidelines

## Chest Compression Feedback

“There is some evidence that the use of CPR feedback may be effective in modifying chest compressions rates that are too fast, and there is separate evidence that CPR feedback decreases the leaning force during chest compressions. However, studies to date have not demonstrated a significant improvement in favorable neurologic outcome or survival to hospital discharge with the use of CPR feedback devices during actual cardiac arrest events.<sup>1</sup>”



<sup>1</sup> <https://cpr.heart.org/en/resources/cpr-facts-and-stats/out-of-hospital-chain-of-survival>

# Selling AEDs

Ask, Understand, Assess, Act



# Selling AEDs

## ASK

Do you have AEDs? If yes, ask to see it.  
If no, why not?

What Brand? How old are they?  
Are they in working condition?

Do they have AED Program Management?

Are you happy with your AEDs? If no, what is  
keeping you from doing something about it?

Who provides medical oversight for your AEDs?

Would an AED with a full-color interactive video  
display that shows step-by-step videos reduce  
apprehension about using an AED?

# Selling AEDs

## UNDERSTAND

Has there been occasions when an AED was needed or actually used in an SCA emergency?

Does the customer already have AEDs deployed at their facility; are they in working condition?



# Selling AEDs

## ASSESS & ADD ONS

Why the facility / corporation doesn't have an AED? If they do have an AED, explore expanding, standardizing, upgrading their AED program.

Despite durable design, AEDs should be sold with a carry case and/or wall cabinet. Discuss this with potential buyers.



# Selling AEDs

## ACT & NEXT STEPS

### TIPS FOR CLOSING THE SALE

Always sell on value, educate the customer, & lead with Lifeline VIEW. It overcomes language & noise barriers and is the first AED that's small, compact, durable, & contains full-motion color video.

Talk with Defibtech sales rep about AEDs, AED Program Management, and CPR & AED training.



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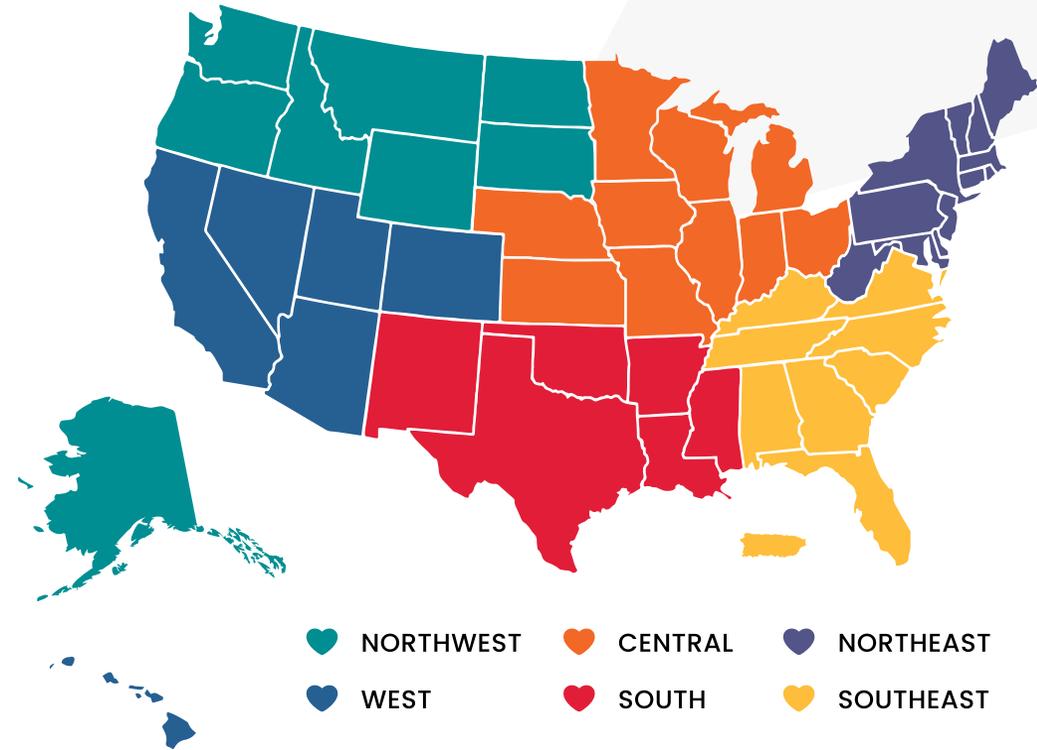
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OPEN



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# Thank You!

