



Give your business the power to save a life

The role of early defibrillation programs in the retail industry

Retail facilities that can benefit from deploying Philips HeartStart AEDS include:

- Shopping malls
- Superstores
- Grocery stores
- Warehouse clubs
- Financial service centers
- Speciality stores
- Retail outlets
- Automotive dealerships
- Franchises
- Corporate offices

Understanding sudden cardiac arrest

Sudden cardiac arrest (SCA) is one of the leading causes of death in the world, afflicting more than 340,000 people each year in the U.S. and hundreds of thousands more worldwide. Whether in a large shopping center, a warehouse club, or a neighborhood grocery store, SCA can strike anyone, anywhere, anytime—and usually without warning. A victim's best chance of survival is to receive treatment within the first few minutes of collapse, but fewer than 5% survive,¹ because emergency medical services don't reach them in time.

Philips HeartStart Defibrillators enable virtually anyone to treat the most common cause of SCA

(ventricular fibrillation) by delivering a shock to the heart quickly, wherever it happens. The devices are designed to be safe, reliable, and easy to use, for those who get there first. Features like clear voice prompts and a simple user interface are specifically designed to help lay responders in an emergency situation.

Early defibrillation programs help retailers be prepared

Because SCA is life-threatening and fast response is critical for survival, a growing number of retailers, including grocery chains, shopping centers, and large merchandisers, are adopting early defibrillation programs as a way to help ensure customer and employee safety in their





AEDs can be deployed in grocery chains, shopping centers, large merchandisers, and any other retail establishment.

facilities. These programs, often part of a broader health and safety initiative, provide automated external defibrillators (AEDs) along with the planning and implementation needed to help ensure their successful use.

Perhaps your company is already using AEDs in distribution centers or on freight aircraft. It can be equally beneficial to extend your AED program to include public areas that are open to customers and other visitors as well as employees. In addition to helping save lives, deploying AEDs as part of a well-run, well-designed program can help your company:

- Increase employee morale and customer satisfaction by providing a safer environment.
- Create a positive public image.
- Differentiate your company in the marketplace.
- Reduce your organization's liability risk (when AEDs are required).
- Support franchise licensees by providing them with suggested best practices relating to SCA.

The opportunities to deploy AEDs in the retail industry are numerous. Depending on your emergency security model or health and safety guidelines, public accessibility of AEDs at your place of business may be an option when implementing an early defibrillation program. Alternatively, AEDs may be placed with trained emergency or security personnel or strategically positioned in warehouses or distribution centers as well as in corporate offices. Depending on the laws of each state, AEDs may be required in corporate-owned health club facilities. Legislation regarding AED placement changes frequently, so to best understand the requirements for your business, consult the state and local laws where your company has operations.

Turn to Philips for comprehensive AED program management services

We understand that your successful early defibrillation program requires more than just defibrillators. You want a complete solution that helps you manage the entire spectrum of your AED program, including site assessment, training, data management, regulatory support, medical direction, risk mitigation, and more. With HeartStart Essentials comprehensive

program management services, our team of specialists will work with you to design an early defibrillation program that best meets your facility's needs. We can also provide valuable advice on program structure and how to get started. Talk to your Philips representative to discuss which HeartStart Essentials program is right for you.

Philips—the trusted choice

For more than a century, Philips—a Fortune Global 500 company—has pioneered technology that makes life better, including products like innovative lighting and flat-screen TVs. Today we're taking this commitment one step further by creating products that not only enhance life but also help preserve it. More than 375,000 HeartStart Defibrillators have been deployed worldwide, with 44% of Fortune 100 companies, 8 out of 10 major airlines, and 43 professional sports teams relying on Philips HeartStart Defibrillators. You can count on Philips—the trusted choice of thousands of companies around the world.



The family of Philips HeartStart Defibrillators is designed to be safe, reliable, and easy to use.

Learn More

To learn how your organization may benefit by implementing an early defibrillation program that includes Philips HeartStart AEDs and HeartStart Essentials, contact us today for more information:

- **By phone:** 800.453.6860
- **Via email:** medical@philips.com
- **On the web:** www.philips.com/heartstart

References

¹American Heart Association. 2004 Heart and Stroke Statistical Update. Dallas, Texas: American Heart Association, 2004.

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