Welcome to the ZOLL AED Newsletter

A Golden Year

by Adrian Waller, PAD & Distributor Sales Manager

What a year 2012 has turned out to be, so far! The fantastic triumph of team GB’s performance at the Olympic Games and the tremendous success of the games themselves.

I don’t think there has been a time in recent history when there has been so much positivity about British sport and our athletes.

Sport has also played a major role in raising public awareness in the use of AEDs and the importance of CPR in the event of a cardiac arrest. People of all walks of life are now talking about how they think AEDs should sit alongside fire extinguishers in public places. This is a phenomenal shift in thinking considering that only a couple of years ago the majority would have struggled to think what a defibrillator was.

Encouraging as it is, important to note that when you are talking with your customers that they should know that not all defibrillators or AEDs are the same... They all deliver a shock if required. But only ZOLL AEDs assist the rescuer to deliver high quality CPR, utilising “Real CPR Help” a technology developed by ZOLL, proven clinically to improve the delivery of CPR by up to 277%. Only ZOLL can demonstrate this capability.

Like team GB, ZOLL has produced some tremendous results this year with many news stories of lives saved and to top it all record AED sales. Can you afford not to have this discussion with your customers and be part of this success?

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Providing the best support...

If a patient collapsed and was left untreated for ten minutes, the probability of survival would be around the 0% mark. Even if left for only eight minutes, only 1/5 would survive*.

These figures make stark reading.

But if bystanders can immediately begin CPR after the patient collapsed, and keep it up, then the chance of survival remains at least 60%. So what can we learn from these stats? Survival increases with early intervention, dramatically so when CPR is performed.

No other AED on the market supports the rescuer as thoroughly as the AED Plus®, whether it is the Real CPR Help® Technology that guides users to the correct depth and rate of compressions, or the easy to place one piece CPR-D-padz, ZOLL is committed to providing the best support for rescuers.

As an organisation, ZOLL also offers the best support for its distributors; whether it is through product training, marketing support or even customer service advice - ZOLL is committed to helping you sell AEDs. 


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Providing the best support...
Reducing the duration of interruptions 
During CPR

See-Thru CPR filters out compression artifact (‘noise’) so you can see the patient’s underlying cardiac rhythm (ECG) while performing CPR. Pauses are inevitable, but reducing the amount of time without compressions results in a higher chest compression fraction (CCF), the proportion of time spent delivering compressions during CPR. A higher CCF predicts better survival to discharge in patients who experience out-of-hospital cardiac arrest.


Patient Monitoring Your Way

The AED Pro not only relays advanced CPR feedback, it also supports a vital signs patient monitor that can be configured to the way you work.

• A three-lead cable allows basic monitoring using ECG electrodes.
• Flexible operating modes let the professional rescuer apply manual override to access more advanced capabilities, including heart rate displays, and to decide if and when to deliver treatment.
• A high-resolution auto-gaining LCD display keeps the ECG trace within a specific area, always displaying the gain, so the rescuer can easily see the patient’s rhythm.

Key Markets for the AED Pro

GPs, Private Doctors, Oil Rigs, Military, Emergency Response.

SAVE £190 off the normal Distributor price of the AED Pro® RRP = £2696.00. Usual Distributor price =£1685.00. Be quick this offer is only valid till 28th December 2012.*All prices shown exclude VAT and will be charged at the prevailing rate.

Special Promotional Distributor Price = £1495.00*

The package
1 x Semi Automatic AED Pro with Manual Override. 1 x Disposable Lithium Battery. 1 x Soft Carry Case. 1 x 3 Lead ECG Cable. 1 x CPR-Stat padz®
Punters could get a shock when they next visit the Kings Arms and spot a portable heart defibrillator nestled among the ales behind the bar. In a move thought to be the first of its kind in Cornwall, the pub has installed the lifesaving equipment – which works to restart a heart – in a bid to provide quick treatment for people who suffer a heart attack.

Landlord Keith Stocker said: "The idea had originally come from a resident. The village is fairly isolated and apparently you’re looking at around five minutes in an emergency to respond so if you can save a life it has got to be worth it."

"We have to check for no pulse, no breathing and no consciousness. The machine governs itself and talks you through CPR. It is a very intelligent piece of kit."

Currently, only police officers in the village are trained to use the defibrillator but CMT Direct Learning is providing villagers with a free initial training session as well as subsequent sessions by the British Heart Foundation.

Mr Stocker, who runs the pub with wife Patricia, said 26 volunteers have so far come forward for the training.

The beating heart of the village.

"The community here is very close. The pub works like pubs always used to work and this is just another example," he said.

"This is about the community. If anyone in the close vicinity is interested in a training session, please contact us."

The defibrillator was partly funded by the Luxulyan Feast Week committee, with money raised during the event and match-funded by the British Heart Foundation.

Margaret Hammond, vice-chairman of the Bodmin BHF branch, said: "It is fantastic that the Kings Arms wanted to install a defibrillator. A pub is a central part of the community and so it makes sense that it is home to such a valuable lifesaving device."

Mr Stocker, who runs the pub with wife Patricia, said 26 volunteers have so far come forward for the training.

A good cause...

Ciaran Geddes was just seven years old when he collapsed and died while playing football with his friends in Warrington.

On Tuesday, 17th April 2012, he went out for a game at Locking Stumps Community Primary School in Birchwood. But he suffered a suspected cardiac arrest before even making it to the pitch.

Following Ciaran’s tragic death, a not for profit charity “Ciaran’s Cause” has been established to help raise funds to supply schools and sports clubs with defibrillators, so that hopefully another family doesn’t have to go through the heartbreak that Ciaran’s parents, Marika and Steff have been through.

This September ten more Warrington schools were handed defibrillators thanks to the ‘continued support and generosity’ of people in the town. Cheryl Stewart, charity trustee, said they hope to supply more schools with equipment before the end of December.

Clr Tony Higgins said: “Ciaran’s mum Marika has done a marvellous job and I think her achievements so far have been immense. “It’s unbelievable the amount of money collected so far and we are committed to getting these machines in schools.”

The councillor has plans to meet MP Andy Burnham at Westminster in November to discuss making it a national campaign and bring in new legislation regarding defibrillators.

ZOLL fully support Ciaran’s Cause, donating an AED Plus at the Charity’s first fund-raiser Chester Football Club, and will support Marika’s lobbying to ensure CPR is a mandatory part of the curriculum and AEDs are part of Schools’ Health and Safety requirements.

Got a good news story to tell? Get in touch and let us know. We are looking for ‘Livesaver’ candidates from the Public Access market, as well as hospital and EMS staff who have gone above and beyond the call of duty.