

Philips and the American Heart Association

join together to increase global survival rates of Sudden Cardiac Arrest

Every year,

17.7 million¹ people die prematurely from cardiovascular disease (CVD), including heart disease and stroke.

It is the world's **number one killer** today and by 2030 this figure is expected to rise to

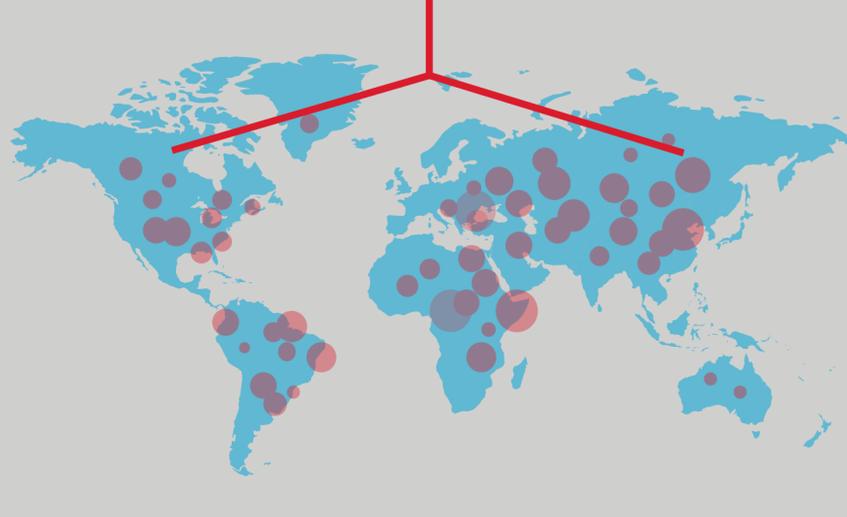
23.6 million².

Philips and American Heart Association Connected Pulse Program combines education, training and technology for an integrated customized solution in major metropolitan areas around the world.

The **Connected Pulse** program leverages a unique end-to-end solution combining education programs to increase awareness of CPR, the use of publicly-available AEDs (Automated External Defibrillator), and new technologies to strengthen the 'chain of survival' from the moment an incident occurs to the patient reaching the hospital. The alliance marks the first time two major global organizations have come together to offer a worldwide, scalable solution to increase out-of-hospital sudden cardiac arrest survival rates.

Connected Pulse program: strengthening the chain of survival for sudden cardiac arrest

7M⁺
lives claimed worldwide³



Learn about the top SCA misconceptions

1 Myth: Sudden Cardiac Arrest (SCA) is the same as a heart attack



A **heart attack** is a circulation problem where blood flow to the heart is blocked⁴



Sudden Cardiac Arrest is an electrical problem, where the heart malfunctions and stops beating unexpectedly so the heart can't pump blood to the brain and other organs⁵

2 Myth: victims are better off waiting for professional help to arrive



Death occurs within minutes if victim does not receive treatment⁶



70-80% of SCAs happen outside the hospital⁷

For every minute that passes without CPR and defibrillation, an SCA victim's chance of survival decreases by 7% to 10%⁸

3 Myth: Automatic External Defibrillators (AEDs) are designed to be used by trained personnel only



I'm afraid to intervene...I might do damage and **I don't think I'll remember all the steps to take.**

... Most victims will die if not treated within minutes⁹



Actions can only help — AEDs are designed to only shock victims who need to be shocked.

With bystander intervention and treatment with an AED, the survival triples to **31.4%**¹⁰

With access to the right equipment, training and support, **everyone can help save a life**



Don't wait

For the best chance of survival from the most common cause of Sudden Cardiac Arrest, a shock from a defibrillator should be delivered within the first few minutes of collapse.¹⁰ **Philips HeartStart AED contains simple step-by-step process with clear, adaptive voice instructions — empower even the most inexperienced responders.**



3-5 min

React quickly

Studies have repeatedly shown the importance of immediate bystander CPR plus defibrillation within 3-5 minutes of collapse to increase the delivery of survival from Sudden Cardiac Arrest.¹¹ **Accelerate CPR delivery and potentially lifesaving defibrillation — the only definitive treatment to improve the chances of survival.**



Increase survival

Cities where defibrillators are provided have SCA survival increased rates by as much as 45%.¹¹ **SMART Analysis automatically assesses heart rhythm to help the delivery of safe and effective therapy — for every man, woman or child.**

Discover how **Connected Pulse** can help your community increase survival rates from Sudden Cardiac Arrest.

Visit www.connectedpulse.org today.

1. Source: 2017, 'Cardiovascular diseases' World Health Organisation (WHO), <http://www.who.int/en/news-room/fact-sheets/detail/cardiovascular-diseases-cvds>
 2. Source: 2018, 'About cardiovascular diseases', World Health Organisation (WHO), http://www.who.int/cardiovascular_diseases/about_cvd/en/
 3. Cardiac Arrest vs Heart Attack, American Heart Association, September 16, 2016
 4. Cardiac Arrest vs Heart Attack, American Heart Association, September 16, 2016
 5. Cardiac Resuscitation, Mickey S. Eisenberg; Terry J. Mengert, New England Journal of Medicine, September 16, 2016
 6. CPR Facts and Stats, American Heart Association, September 16, 2016
 7. Cardiac Arrest vs Heart Attack, American Heart Association, September 16, 2016
 8. AHA Releases 2015 Heart and Stroke Statistics, Sudden Cardiac Arrest Foundation, September 16, 2016
 9. Part 4: The Automated External Defibrillator, American Heart Association, September 16, 2016
 10. Response to Cardiac Arrest and Selected Life-Threatening Medical Emergencies, Mary Fran Hazinski, et al, American Heart Association, September 16, 2016
 11. Part 4: The Automated External Defibrillator, American Heart Association, September 16, 2016