

Top 5 Proven Tips For Purchasing a Defibrillator



Marcus Pierre, RRT, CPR Instructor

&

Jennifer Gocool, RRT

The Value of this e-book and our guarantee to you.

The purpose of this book is to guide potential buyers in making informed decisions prior to purchasing a defibrillator. This is a short, concise manual to inform one of important concerns that should take priority when implementing a defibrillator program in their facility. You now hold a valuable tool to chisel away the many errors that clients make when setting up a defibrillator program for their company. The information contained in these pages is worth up to several hundreds of dollars which are not uncommon costs that companies and AED consultants charge.

Our guarantee to you upon purchase of this book - the full cost of this e-book will be credited to you upon purchase of a defibrillator(s) from Lifesavers, Inc at point of purchase.

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Top 5 Proven Tips For Purchasing a Defibrillator

Chapter One

What you need to know about Sudden Cardiac Arrest (SCA) and AEDs.

Sudden cardiac arrest is the term to describe the abrupt cessation of the heart. In other words, cardiac arrest is when the heart suddenly stops beating, no longer pumping (circulating) the blood throughout our body.

Here are some quick facts about SCA:

- Cardiac arrest results in death if not treated immediately
- Cardiac arrest is NOT the same as a heart attack
- It is one of the leading causes of death in the US
- The average age of victims of SCA is 65, however, it can affect people of all ages, even teenagers
- SCA claims the lives of more victims than prostate cancer, breast cancer, house fires and car accidents COMBINED!

According to the American Heart Association (AHA), SCA occurs in more than 250,000 victims each year in the U.S. This association even estimated that approximately 50,000 lives can be saved if more automated external defibrillators (AEDs) are deployed and are more easily accessible throughout the public.

The most common cause of SCA is **ventricular fibrillation** (VF). Approximately 90% of SCA is attributed to being triggered by this fatal cardiac rhythm.

Ventricular simply means - pertaining to the ventricles. The ventricle is the bottom, muscular portion of our heart that is responsible for the pumping of blood around our body. Fibrillation is the chaotic, abnormal electrical activity that causes seizure-like quivering of the heart muscle. During VF, no blood is pumped out from the heart, therefore no circulation occurs. In about 6-10 seconds, the victim becomes unconscious and unresponsive. If CPR is not performed, or an AED

is not used, this victim's chance of survival decreases about 7-10 % for every minute that goes by.

Here comes the good news - the most effective treatment for VF is **defibrillation**. This is key.

Defibrillation is the administering of an electric shock to the heart in an effort to convert the fibrillation (quivering) to a normal heart beat. Since the heart has electrical cells, they respond to controlled, electric shock.

This explains why automated external defibrillators (AEDs) work!

AEDs are small to medium-sized medical devices, about the size of a laptop. They contain a computer that can analyze or "read" if a victim's heart is experiencing VF. If a shock is needed to treat the irregular rhythm, the AED can deliver an electric shock.

AEDs are all battery operated, voice prompted, easy to use, lightweight, portable, effective and beneficial. They can even be used on children!

Studies also show us that if a victim of cardiac arrest is not treated with CPR and/or defibrillation, in approximately 3-5 minutes the victim's chance of brain death is imminent.

Speaking of benefits, if an AED is used within 3-5 minutes of cardiac arrest, the victim's chance of survival can be increased to around 70%

It gets even better. If the AED is used within 1 minute of cardiac arrest, it can increase the victim's chance of survival to about 90% - feel free to read those statistics again.

Moving forward...

Chapter 2

Legislation – Laws concerning AEDs

Believe it or not, even the law has quite a lot to say about defibrillators being available in certain buildings and businesses. Certain facilities are **mandated** by law to maintain AEDs on their premises. Even as you are reading this, certain bills in congress are being addressed to make it a requirement that more and more entities place AEDs onsite.

Because of the potential benefits and widespread episodes that logged positive outcomes, do not be surprised when having AEDs become as mandatory as fire extinguishers ! There's a statistic that says that there are 96 SCA deaths to every fire death in America. That's a ratio of 96: 1. Yet companies continue to spend hundreds of thousands of dollars every year on fire suppressing systems and a very minimum on AEDs and other emergency medical equipment. These statistics clearly reveal where our budgets should be focused.

AEDs have already saved lives in office buildings, Las Vegas casinos, schools and even airplanes. According to a May 2004 issue of Aviation Week and Space Technology, American Airlines has used AEDs on its aircraft 89 times in the last 7 years and have saved 50 lives. That's a 56% survival rate!

At the time of this writing, current state law in New York mandate defibrillators in schools, health clubs, all state buildings and institutions, and all privately and publicly operated entities with an occupancy capacity of 1,000 or more.

According to the Local Law 20 in New York city, the following places are required to maintain AEDS:

- Nursing homes
- Senior centers
- The publicly accessible area of facilities maintained by Department of City-wide Administrative Services
- Selected city-operated parks

- Ferry terminal with a passenger capacity of 1,000 or more
- All golf courses, stadiums and arenas

Even facilities in other states are mandated as well. For example, in addition to the state of New York, health clubs in California, Illinois, Indiana, Massachusetts, Michigan, New Jersey, Rhode Island and District of Columbia are required to have at least one AED.

Colorado, Florida, Georgia, Illinois, Maryland, Michigan, Nevada, New York, Ohio, Pennsylvania, South Carolina and Virginia require AED in their schools since 7000 children die every year to cardiac arrest in the U.S.

Oregon recently passed a law requiring their schools to also have AEDs onsite by January 2015.

Lawsuits:

In August of 1995 a passenger of a United Airlines flight died of SCA. The victim's spouse then filed a lawsuit against the airline. The claim was based on the failure to have an AED on board the aircraft although, at that time AEDs were not required by the federal government in 1995. Other major airlines did not have AEDs onboard their aircrafts as well. Despite these facts, the suit was settled for a large sum before reaching to trial. This case proves that despite there being no legal mandates in order, it offers no protection against liability.

This suit prompted other cases against other airlines such as Continental Airlines and Frontier Airlines. Even in other industries, such as fitness centers, there have been many successful lawsuits because of "failing to equip entity with AEDs" and "wrongful death."

The bottom line to all of this is that even facilities that are not yet required by law to have AEDs should have at least one, if it seems reasonable depending on the type of business entity.

For example, what type of population frequent the facility? Is it older adults? Is the facility conducive to stress, both physical (gyms) and mental (hedge fund companies, casinos)? What about restaurants? – since choking can lead to cardiac arrest. Consider doctors' and dental offices where anything can arise out of a "routine" visit.

In all instances it makes sense to protect the business from liability by having an AED than being sued. Business owners have to make the decision between spending a couple thousand on an AED and staff training than to settle for a much larger sum. The decision is up to you.

Now that we have built a solid foundation, let's kick it up a notch to the good stuff – the tips or *secrets*.

Chapter 3

Tips

1. Ease of use and advanced features that assist in rescue.

AEDs in general are quite easy to use. As long as the simple instructions are followed, anyone can safely use a defibrillator. In addition to being easy to use, most of the AEDs on the market today have many advanced features that help rescuers.

The AEDs today are designed to maximize the rescue process and therefore increase the chance of survival. Before purchasing a defibrillator, consider the convenience and ease of use for your staff and yourself, who just might be infrequent rescuers. Most people that are not familiar with dealing with a cardiac arrest situation will most likely panic.

Defibrillators that are easy to use and have advanced features will build confidence in rescuers – even infrequent ones. Consider the feature in most AEDs today called the “CPR coaching” or “CPR help,” and the detail of coaching available with each unit.

For example there is the “Real time” CPR feedback from the Zoll AED Plus unit. This defibrillator is the first on the market to offer “real time” feedback on the depth and speed of the rescuer’s compressions. It even has a digital screen that displays how deep the rescuer is pushing on the chest compared to how deep they *should* be pushing. If the compressions are just right, the unit will tell you.

Another example is with the popular Cardiac Science unit that contains a metronome or a “beep” that guides the user in the correct number and speed for compressions. It even tells you when to deliver rescue breaths.

Chapter 4

2. Don't focus on AED as much as staff training. High end AED vs. Staff training in CPR and AED.

All AEDs are designed to save lives. Physical size, price, advance features are not half as important as a well trained user. Remember that for cardiac arrest, both CPR and defibrillation are critical in the successful resuscitation of the victim. Defibrillation is needed about 50% of the time – that's half of the time. CPR is needed 100% of the time – all of the time.

AEDs don't do the job of the rescuer. They supplement the rescuer. AEDs do not and cannot do compressions or deliver breaths. Therefore the unit does not take the place of well delivered CPR from the rescuer.

It is not a wise decision to purchase the most expensive unit on the market thinking that you do not need to have a well trained staff, because the defibrillator will do "all of the work."

This is erroneous thinking. When purchasing a defibrillator, you should make the decision based on the features that will supplement you in the rescue effort and that will ensure both you and your staff confidently and safely operate the device.

It matters very little if you have the latest, most expensive defibrillator one can get but yet the staff is not trained and certified in CPR and AED. The unit is only as good as the person using it. You, as the decision maker must ensure that the staff is confident in their CPR and AED skills so they will (a) effectively perform high quality CPR and (b) not be unsure about using the defibrillator.

When the heart is in SCA, no blood flows out of the heart, however the veins are still transporting blood back to the heart. The heart will become as a "sac" that is overfilled or swollen with blood. In order for defibrillation to be effective, most of the blood has to be ejected or "pumped out" of the heart. This is where high quality CPR is paramount.

When effective chest compressions are delivered, the blood will then be pumped out of the heart ensuring that defibrillation will be successful.

Chapter 5

3. Avoid mishaps by having additional accessories.

Having an AED on the premises of your business is always a wonderful idea since you never know when someone might experience cardiac arrest, including you. However, having an AED is not all. Sometimes during a rescue, using an AED might require accessories.

Depending on certain situations, you cannot effectively or properly use an AED without specific, additional pieces of equipment.

Most AED distributors also supply what's called a "rescue prep kit" or a "rescue ready kit." These kits come stocked with equipment such as a pair of scissors, face mask or other barrier device, gloves, razor, shaving cream and a towel or gauze.

The pair of scissors is used for cutting off clothing for quick access to the patient's bare chest.

A face mask is used for rescue breathing during CPR.

A pair of gloves is used to protect user's hands from blood and other body fluids.

Razor/ shaving cream is provided for shaving hair on the victim's chest. A male victim can have enough chest hair to prevent the pads from sticking to the skin.

A towel or gauze is supplied for wiping sweat/ water from the chest prior to attaching the electrode pads.

Additionally, it is always recommended to have an extra set of adult electrode pads in the event the first pair becomes compromised during a rescue.

Child pads are also strongly recommended if children regularly frequent your place of business. For example, a Pediatrician's office or a large day care/preschool would be a perfect candidate to include child pads in their AED program.

Chapter 6

4. Don't buy an AED just based on price.

Buying the cheapest AED is not necessarily the best way to keep cost down. It is also not necessarily the most optimal way to manage your AED program.

Although price is *usually* a prime factor when purchasing equipment for your business entity, with an AED program it's just not that simple. It is also not difficult to make a decision on which AED to buy. The point is - don't just purchase the cheapest AED you can find, thinking that your AED program is complete and you made the best decision.

You must realize that the most expensive defibrillator is not necessarily the "best" one, nor is the cheapest unit the one that you may prefer once you quickly learn about the features.

Here's a little secret...

Most AED distributors don't reveal that in some of the lesser expensive or popular units, both the battery and electrode pads have to be replaced simultaneously when the pads have been used on a victim.

A quick word about the pads, once the electrode pads have been used, they **MUST** be disposed of and **CANNOT** be re-used ! Electrode pads are all single-patient use. It does not matter which brand of AED it is.

When purchasing, go ahead and ask questions about the advanced features, the level of detail and CPR help that the unit offers. Consider also, the shelf life of the battery and the electrode pads; and the cost of these consumables.

These accessories will eventually have to be replaced.

Depending on the brand of AED, the pads have a shelf life of 1.5 - 5 years. Batteries have a shelf life of 2-7 years depending on the brand of course.

When calculating the “Total cost of ownership” for your AED program, consider not just the dollars you will spend. Take into consideration also, the logistics and time it takes to maintain these units. Consider how it will be scheduled, managed and tracked; and by whom? Plan to develop a system to do so. A simple spreadsheet can do the job just fine or you can subscribe to an online management system. You can easily locate one of the several AED management systems by a simple search online.

I hope you have learned something new so far, but guess what, we aren’t done yet. Hopefully the information here isn’t overwhelming. Easy read? I certainly hope so.

Well the good news is - we’re now at the home stretch, so read on...

Chapter 7

5. Secrets on saving when purchasing an AED.

The prices of AEDs range from \$1200- \$3500 depending on brand, features, add-ons and the number of accessories. There are, in some states tax credits that are given to any entity (individual or business) that purchases an AED.

Currently in the New York State, there is a tax credit that is given in the amount of \$500.00 *per* AED that is purchased.

This tax credit is called “Claim for credit of the purchase of an AED”. One must use the IRS form IT-250 to claim this credit. Using this form will enable the entity to receive the \$500 tax credit.

The tax credit can only be claimed for the year of purchase. So for example, let’s say you purchased 3 defibrillators in the year 2010, you can receive a tax credit for \$500 x 3 which equals to \$1500.00 when you file your taxes in 2011.

At the time of this writing, legislation is being worked on to increase that tax credit from \$500.00 to \$1500.00 ... just for your information. It means that while the government is mandating more and more businesses to have AEDs on their premises, they are making financial provision for them by implementing these tax credits.

The only problem is, not many business owners are aware of these tax credits. The reason being, the government does not “advertise” or educate the public on this type of profitable knowledge. Sad but true. But, now *you* know!

In New York State, individuals, partnerships, estates and trusts should use the IRS form IT-250. This form can be downloaded online for free. Also, please obtain a copy of the form IT-250-I which are the “instructions” that corresponds with the IT-250 form. This important document will contain all the juicy details you will need when completing the IT-250 form.

For C and S corporations, the shareholders must use the form CT 250.

Even if you are not located in the State of New York, please do consult with your CPA about this tax credit or you can search online for your state's tax credits for purchasing an AED.

The Section 179 Deduction - Depreciation and Amortization.

This is another very useful tip or secret when purchasing defibrillators you may or may not have already known about.

First, let's get a little background on the section 179...

Businesses always need equipment. The Section 179 Tax Code allows businesses to deduct the *total* purchase price of qualifying equipment that was purchased or financed during the tax year. This means that if you purchase a defibrillator (or qualifying equipment), you can deduct the total purchase price from your gross income.

The section 179 must be elected to receive the tax benefits. It is not automatic. Electing to take the section 179 deduction means you simply complete the IRS form 4562 and attach it to your tax return like any other document. This form 4562 and its instructions can be downloaded for free at the site indicated below.

This form can be used to depreciate the cost of the defibrillator over a number of years. Since defibrillators are classified as medical equipment, it can be depreciated over 5 years.

This is a very basic introduction and just scratching the surface on the Section 179 deduction. Please visit www.section179.org for the complete details. It will be worth your while to educate yourself about this lucrative tax code.

****We encourage you to refer to your CPA about this tax code if it seems too complicated for you. We do not claim to be CPAs and therefore assume no responsibility of damages or loss that may arise from misuse or abuse of these tax credits and codes. In order to be well informed and properly educated we direct each client to the appropriate personnel – their accountant. ****

Conclusion...

So, there you have it. As promised a short, informative book that was direct and to the point. We strive to keep it simple while providing as much pertinent information as possible.

We hope you enjoyed reading and learning from this manual as much as we have enjoyed writing it. Our aim and mission was to make this book an easy read without the fancy and complicated words, so readers will grasp the concepts with ease and clarity. We believe words should be used to communicate not impress.

Additionally, we aim to lead with value to our clients by constantly providing useful and valuable content that is important to *them*. We believe that this is the basis of relationship with each client and adds to our credibility in what we strive to perfect. All egos set aside, we put the client first.

We welcome any questions, comments, reviews or testimonial you may have and can be directed to our “contact us” page on our website listed below.

We certainly hope that you now have a clearer understanding of some of the important aspects when making the decision to purchase a defibrillator for your home or business. This short e-book certainly does not address all of the issues when purchasing an AED but it definitely puts things into perspective. For a free*, full AED consultation, please contact us using the information below.

We provide excellent, professional AED consultations to all our clients that can guide them in the right direction concerning brands, capabilities, maintenance, site placement etc.

*AED consultations are free to any client upon purchase of an AED. No purchase is necessary to receive a consultation; however a nominal fee will be applied.

Who We Are and Our Company

We are the owners of Lifesavers, Inc. Our company is an authorized distributor of AEDs. We distribute a variety of brands and many of the latest models of defibrillators – all equipped with the newest life-saving technology available. We also provide **free medical prescriptions to all our clients**. We educate the client by showing how they can save when buying AEDs from the same methods disclosed in this book. AEDs are distributed to all states within the continental US.

Our company is also a certified American Heart Association training site. We offer exceptional training and certification in CPR/AED, First Aid courses for lay persons and Basic Life Support (BLS) courses for healthcare providers. Training is held onsite at any client location within the states of New York and New Jersey at no additional cost.

For more information, to schedule a class, AED consultation or purchase AEDs please visit our website at www.lifesaversny.com

As previously mentioned, the cost of the e-book will be credited to you when purchasing a defibrillator from us. This credit together with a free consultation can potentially result in tremendous savings and a wealth of knowledge.

Marcus Pierre, RRT, CPR Instructor
President, Lifesavers, Inc
Respiratory Therapist
www.lifesaversny.com

Jennifer Gocool, RRT
Vice President, Lifesavers, Inc
Respiratory Therapist
New York Hospital Queens

Pricing Policy:

Any AED(s) purchased within 2 weeks of e-book purchase qualifies for the “E-book special” price listed. AEDs purchased after 2 weeks will be subjected to “Post 2 week” prices.

Upon purchase of an AED, it is a requirement by state law that users of AEDs be certified in CPR/AED. It is strongly recommended that a minimum of 2 staff members be certified. Groups larger than 2 are always encouraged to be certified since the more that are trained, the better, since it is hard to predict which member of staff will “step up to the plate” in an emergency.

Pricing for training are as follows:

Healthcare Provider – Basic Life Support (BLS) course price

E-book special - \$75.00 per head

Post 2 weeks - \$95.00 per head

Non healthcare (lay person) CPR/AED course price

E-book special - \$65.00 per head

Post 2 weeks - \$75.00 per head

It is also mandatory by law to maintain proper signage to indicate location of AEDs – just like fire extinguishers. As a token of our appreciation of your patronage, **each AED purchase receives a free wall sign per AED** (a \$25 value.)

Ex. 4 AEDs purchased = 4 free wall signs.

AED List

Medtronic PhysioControl LifePak CR Plus Semi-Automatic



E-book special - \$1995.00

Post 2 weeks - \$ 2195.00

List Price - \$2395.00

Notable Placements:

JFK Airport (NY), the Bronx Zoo

Medtronic PhysioControl LifePak CR Plus Fully-Automatic

Same unit as pictured above

E-book special - \$2195.00

Post 2 weeks - \$ 2395.00

List Price - \$2595.00

Medtronic PhysioControl LifePak Express Semi-Automatic



E-book special - \$1795.00
Post 2 weeks - \$ 1995.00
List Price - \$2195.00

Notable Placements:

JFK Airport (NY),

Medtronic PhysioControl LifePak 1000-1



E-book special - \$2595.00
Post 2 weeks - \$ 2795.00
List Price - \$2995.00

Notable Placements:

EMS response teams

Medtronic PhysioControl LifePak 1000-5

Same unit as pictured above

E-book special - \$2950.00

Post 2 weeks - \$ 3095.00

List Price - \$3295.00

Notable Placements:

EMS response teams

Cardiac Science Powerheart G3 Semi-Automatic & Fully Automatic



E-book special - \$1800.00

Post 2 weeks - \$1950.00

List Price - \$2350.00

Notable Placements:

Merrill Lynch, NYS DMV, GE, Gold's Gym, ExxonMobil, Wrigley

Cardiac Science Powerheart G3 Plus Semi-Automatic & Fully Automatic

Same unit as pictured above with additional CPR coaching

E-book special - \$1880.00

Post 2 weeks - \$2080.00

List Price - \$2500.00

Cardiac Science Powerheart G3 Pro

Same unit as pictured above with additional features for professional rescuers

E-book special - \$2895.00

Post 2 weeks - \$2995.00

List Price - \$3195.00

Cardiac Science Powerheart G3 Pro with rechargeable battery

Same unit as pictured above with additional features for professional rescuers

E-book special - \$2995.00

Post 2 weeks - \$3095.00

List Price - \$3295.00

Zoll AED Plus



E-book special - \$1995.00

Post 2 weeks - \$2195.00

List Price - \$2550.00

Notable Placements:

Governor's office (NY), Columbia
Presbyterian Medical Center

Heartsine Samaritan PAD



E-book special - \$1376.00

Post 2 weeks - \$1550.00

List Price - \$1700.00

Notable Placements:

White House, U.S. Capitol, McDonald's,
Dallas Cowboys, Curves Gym, Coca Cola
Corporate

Philips HeartStart FRx



E-book special - \$1953.00

Post 2 weeks - \$2100.00

List Price - \$2350.00

Notable Placements:

Office of Attorney General (NY), Over 17% of Fortune 1000 companies, 8 out of 10 major airlines, 43 pro sports teams

Philips HeartStart Onsite



Standard Carry Case

E-book special - \$1600.00

Post 2 weeks - \$1750.00

List Price - \$1925.00

Slim Carry Case

E-book special - \$1550.00

Post 2 weeks - \$1675.00

List Price - \$1850.00

No Carry Case

E-book special - \$1523.00

Post 2 weeks - \$1648.00

List Price - \$1823.00

Notable Placements: Regal Cinemas (NY)