

# ABOUT THE ZOLL AED PLUS

ZOLL's innovative and proven lifesaving technologies have made them the industry leader in resuscitation for hospitals. These same innovations transcend ZOLL's entire product portfolio and are integrated into the AED Plus®.

## Real CPR Help

Only the ZOLL® AEDs support rescuers with integrated, real-time feedback on CPR compression rate and depth. ZOLL's Real CPR Help® guides rescuers in the delivery of high-quality CPR.

### Why is high-quality CPR so important?

An AED will only recommend a shock 50% of the time on the first analysis. A cardiac arrest victim will require high-quality CPR 100% of the time.

- For those 50% of cases where no shock is advised, providing high-quality CPR increases the flow of oxygenated blood to the heart which can result in presentation of a shockable rhythm on the next heart analysis. Without CPR these victims have virtually no chance of survival.
- Even when a shock is advised, a struggling heart needs high-quality CPR to provide it with oxygenated blood to help it recover to a normal rhythm.
- High-quality CPR also provides oxygenated blood to the brain and other vital organs which can help prevent complications and permanent damage for victims who survive.

### How do you know that Real CPR Help is effective?

- The American Heart Association, in a 2013 consensus of science statement, stated that "monitoring of CPR quality should be incorporated into every resuscitation." High-quality CPR is important. Their words, not ours.

"... monitoring of CPR quality is arguably one of the most significant advances in resuscitation practice in the past 20 years and one that should be incorporated into every resuscitation and every professional rescuer program.<sup>1</sup>"

- Real CPR Help technology has been shown to more than double victim's chances of survival from Cardiac Arrest.

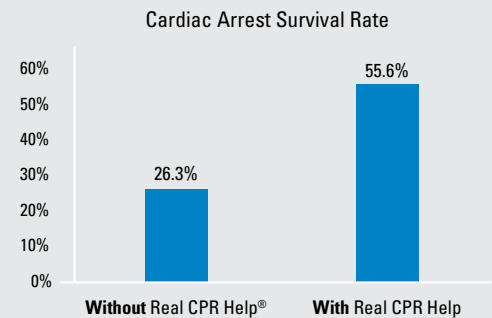
## Readiness and the lowest total cost of ownership

To be effective an AED has to be ready when you need it. With the longer life consumables in a ZOLL AED Plus, being ready also translates to lower maintenance costs over the life of your AED.

- ZOLL AED Plus pads and batteries last an industry leading five years.
  - Longer lasting consumables mean less frequent maintenance that can improve device readiness.
  - Longer lasting, lower cost consumables also mean that once installed, the ZOLL AED Plus has the LOWEST total cost of ownership of any AED.
  - ZOLL uses off-the-shelf lithium 123A batteries which are much less expensive than proprietary battery cartridges used in most AEDs. Most proprietary battery cartridges contain these same 123A batteries.

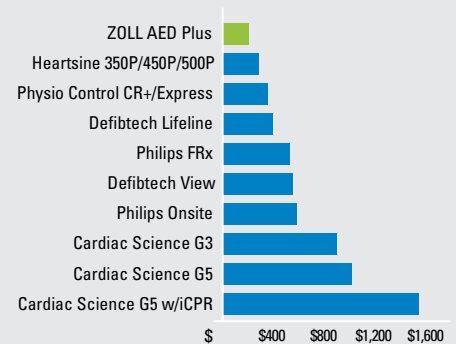


## CARDIAC ARREST SURVIVAL RATE



Research has shown ZOLL defibrillators equipped with Real CPR Help – providing real-time feedback for depth and rate of chest compressions – combined with training more than doubled the chance of survival from cardiac arrest.<sup>2</sup>

## 10 YEAR COST OF OWNERSHIP



## Additional Selling Points

- One-Piece pads – ZOLL's one-piece pad design helps ensure proper pad placement as well as helps prevent damage from mishandling (dropping pads or getting them stuck together).
- Durability – With an IP (ingress protection) rating of 55, The ZOLL AED Plus has among the highest resistance to dust and moisture.
- Rectilinear biphasic waveform – ZOLL's proprietary rectilinear biphasic waveform is the only wave form that was specifically designed for external defibrillation. Other AEDs use waveforms that were originally designed for use in internal defibrillation devices.
- Airway support – The AED Plus lid can be placed under a victim's head to help maintain an open airway.



## Key Talking Points

### Why is having an AED available so important?

Sudden Cardiac Arrest is one of the leading causes of death in the US. The only effective treatment is a shock from an AED combined with high-quality CPR. Both need to be provided as quickly as possible after a victim collapses to ensure the most favorable outcome.

### Cardiac arrest is more common than most people think

- A Cardiac Arrest is significant health issue resulting in more than 300,000 deaths annually in the US.<sup>3</sup>
- OSHA estimates that more than 10,000 cardiac arrests fatalities occur at work annually making it the single largest cause of death in the workplace. More than all other causes workplace fatalities combined.<sup>4</sup>

### Immediate treatment is critical to provide the best chances of survival

- Untreated, a victim's chance of survival diminishes by 10% for every minute that passes after collapse.
- If no AED is available, an untreated victim's chances of survival are only about 5%.<sup>5</sup>
- Chance of survival is five times greater when an AED is present. If an AED is available, the chances of survival increase to 24%.<sup>5</sup>
- The AHA recommends treatment of a cardiac arrest victim in 3 to 4 minutes from collapse to provide the best chances of survival.
- Typical response times from emergency services is usually greater than 7 minutes.

## Questions? Interested in more information?

Visit [www.zoll.com/AEDPLUS](http://www.zoll.com/AEDPLUS) or call 1-800-804-4356 for more information.

For technical support, call 1-800-348-9011.

<sup>1</sup>AHA CPR Quality Consensus Statement. Circulation. 2013;128; pg. 420

<sup>2</sup>Bobrow B, et al. Annals of Emergency Medicine. July 2013;62(1):47-56.31

<sup>3</sup>Circ.ahajournals.org/content/early/2014/12/18/CIR.0000000000000152

<sup>4</sup>OSHA Publication 3185, [2003] and US Bureau Statistics CFI December 16, 2016

<sup>5</sup>Weisfeldt M. et al. Journal of the American College of Cardiology. 2010; 55(16):1713-1720.