ZOLL AEDs
KEY SELLING POINTS

About ZOLL

ZOLL® is an industry leader in resuscitation for medical professionals, with its proven lifesaving technologies. These innovations transcend ZOLL's entire product portfolio and are integrated into the ZOLL AED 3® and ZOLL AED Plus®.

Real CPR Help®

Only the ZOLL AEDs support rescuers with integrated, real-time feedback on CPR compression rate and depth. 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 all 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. 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.

How do you know that Real CPR Help is effective?

The American Heart Association (AHA), in a 2013 Consensus Statement, highlighted the importance of devices that can measure and provide feedback on CPR quality. In a recent study, ZOLL defibrillators, equipped with Real CPR Help, along with training, were shown to more than double survial rates.[2]

Readiness and the lower total cost of ownership (TCO)

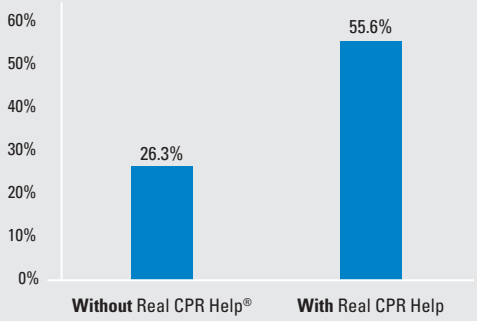
ZOLL AED 3 pads and batteries last an industry leading five years. Longer consumable life means less maintenance, which can improve device readiness and also reduce cost over the life of an AED:

- The ZOLL AED Plus has **lower TCO** when only adult patients require support
- The ZOLL AED 3 has **lower TCO** when both adults and children require support

"… 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."[1]

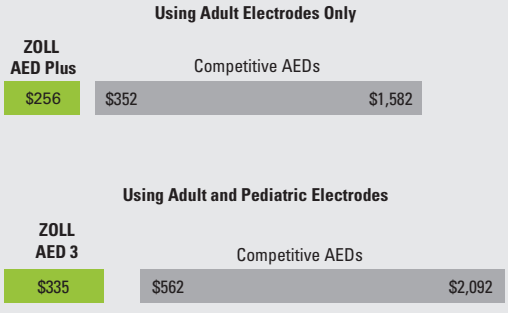
– American Heart Association CPR Quality Consensus Statement

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 chances of survival from cardiac arrest.[2]

10-YEAR COST OF OWNERSHIP (ONCE INSTALLED)



Based on 10-year cost of consumables at manufacturer's U.S. MAP (minimum advertised price) as of November 2017

WHICH ZOLL AED IS THE RIGHT CHOICE **FOR YOUR CUSTOMER?**

PURPOSE	QUESTIONS TO ASK YOUR CUSTOMERS	CONSIDERATIONS
Enhanced user support for rescuers	• Do you have responders with current CPR certifications and AED training? • Will they always be the people responding to an emergency? • Could an untrained person respond with this AED?	• Both the AED Plus and ZOLL AED 3 are designed to be used by trained or untrained responders. • The ZOLL AED 3, with enhanced features like color rescue images, CPR Uni-padz™, and a color bar gauge can provide additional guidance for untrained rescuers.
Child rescue	• Could children ever potentially be present in or around your facility? (Child is defined as under 8 years old or less than 55 pounds)	• The AED Plus supports pediatric victims with separate pediatric pads. • The ZOLL AED 3 offers 5-year CPR Uni-padz and a child mode that enables treatment of adults or children with the same pads.
WiFi reporting capabilities	• How many AEDs do you have (or do you plan to install)? • Will your AED(s) be located in the same facility as the program administrator? • Is AED readiness a top priority for you?	• Both the AED Plus and ZOLL AED 3 can be managed through AED Program Management software. • The AED Plus requires manual input of device check and accessory data, which is generally adequate in small deployments or where adequate resources are available. • In larger or decentralized AED deployments, WiFi capabilities of the ZOLL AED 3 can automate device checks and accessory data input.

Why having an AED is so important:

Sudden Cardiac Arrest (SCA) is one of the leading causes of death in the U.S. 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.

- Cardiac arrest is a significant health issue resulting in nearly 400,000 deaths annually in in the U.S.[3]
- OSHA estimates that more than 10,000 cardiac-arrest fatalities occur at work annually, making it the single largest cause of death in the workplace and more than all other causes of workplace fatalities combined.[4]

Immediate treatment is critical to provide the best chance of survival.

- Untreated, a victim's chance of survival diminishes by 10% for every minute that passes after collapse.[5]
- If no AED is available, an untreated victim's chance of survival is only about 5%.[5]
- Chance of survival is five times greater when an AED is present. If an AED is available, the chance of survival increase to 24%.[5]
- The AHA recommends treatment of an SCA victim within 3 to 4 minutes of collapse to provide the best chances of survival.[3]
- Typical response times from emergency services is usually greater than 8 minutes.[6]

For more information, visit www.zoll.com or call 1-800-804-4356.
For technical support, call 1-800-348-9011.

[1]AHA CPR Quality Consensus Statement. Circulation. 2013;128; pg. 420
[2]Bobrow B, et al. Annals of Emergency Medicine. July 2013:62(1):47-56.31
[3]Circ.ahajournals.org/content/early/2014/12/18/CIR.0000000000000152
[4]OSHA Publication 3185, (2003) and U.S. Bureau of Statistics CFOI December 16, 2016
[5]Weisfeldt M. et al. Journal of the American College of Cardiology. 2010; 55(16):1713-1720.
[6]Emergency medical services response time and mortality in an urban setting. Ian E. Blanchard, Prehospital Emergency Care Vol. 16 , Iss.1,2012, pg 145

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