



# ONE SHOCK ONE LIFE FASTER



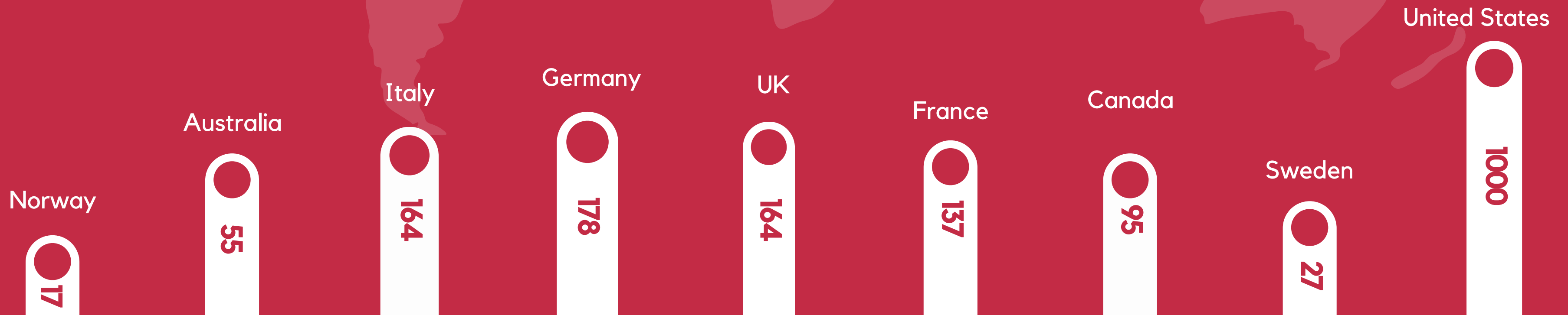
# 4 to 5 Million

People die of cardiac arrest outside  
of the hospital in the world each year



# It's 20% of all death

DEATH PER DAY (OUTSIDE OF THE HOSPITAL CARDIAC ARREST)



# The Medical community says

Victim survival doubles when a bystander immediately initiates cardiopulmonary resuscitation (CPR) and uses an automated external defibrillator (AED) rapidly.

x **2**

350,000 cardiac arrests occur in the United States each year, and approximately **90% do not survive.**

Patients who are defibrillated within 10 min of cardiac arrest have a 40% chance of surviving to hospital discharge **neurologically intact**

The total cost of OHCA\* in the United States at \$33 billion/y, and this study suggests that 17% of that total figure is attributable to index hospitalization postcardiac arrest.

*\*Outside of the Hospital Cardiac Arrests*

**3** MINUTES TO DEFIBRILLATE

Each minute lowers the survival rate of 10%



**HAVE TWICE THE RISK OF CARDIAC ARREST**

#### Global Incidence :

Childhood : 1 for 100 000 person-years

50-60 years : 50 for 100 000 persone

80+ years : 200 for 100 000 person  
sudden cardiac death (SCD) is typically around 65 to 70 years

#### Risks factor

- Coronary disease
- Cardiomyopathy
- Inherited

#### Behavior and indirect factors

- Smoking
- Diabetes /obesity
- Hypertension

# The field said

The use of automated external defibrillators (AEDs) remains low in Europe (around 4%)

**15** MINUTES FOR EMERGENCY MEDICAL SERVICES (EMS) TO REACH THE VICTIM

"IF SUCH DEVICE EXISTS I'D BUY IT FOR MY HUSBAND  
**Patricia**, caregiver

"EASIER TO TAKE ALONG ON A HIKE  
**Alexandra**, student

"IT SHALL BE MANDATORY IN ALL MEDICAL KITS  
**Julien**, physician

"IT WOULD BE RELEVANT TO OFFER IT TO INTERNS  
**Edwige**, trainer



"AED ARE DIFFICULT TO ACCESS OR TRANSPORT EVEN IF I KNOW HOW TO USE THEM

**Paul**, rescuer

"IF IT WERE SUBSIDIZED, IT WOULD BE LESS INTIMIDATING FOR PROF. LIBERALS  
**Cynthia**, nurse



"WE COULD EASILY EQUIP OUR NURSES DURING THEIR TOURS IN MY COMPANY, IF IT WERE CHEAPER AND LESS BULKY



**Paul**, director of SSIAD (Home Nursing Services for Dependent People)