

# PRODUCTS

## Tools to Save Lives



## AED Programs

### The Issue

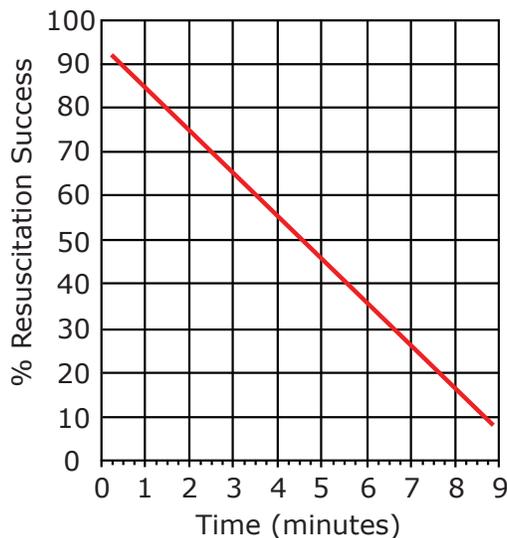
In Canada, 35,000 to 45,000 people die of sudden cardiac arrest (SCA) each year. Unlike a heart attack, which is caused by a blockage in an artery, SCA results from an electrical malfunction of the heart. The only effective treatment for this condition is the early delivery of an electric shock by an Automated External Defibrillator (AED). Response time is critical; for every minute of delay in delivering the shock, survival rates for SCA victims decrease by 7-10 percent.

### Solution

Recognizing the link between increased survival rates in SCA victims and the prompt use of a defibrillator, the Heart and Stroke Foundation of Canada (HSFC) has recommended that all Canadians:

- have widespread access to automated external defibrillators
- be trained and encouraged to apply cardiopulmonary resuscitation (CPR) and AED skills when needed

**Resuscitation Success vs. Time\***



\*Adapted from text: Cummins RO, Annals Emerg Med. 1989, 18:1269-1275

When applied to the workplace, these recommendations entail implementing a program that makes AEDs readily available and ensuring that staff are well-prepared to use them when necessary.

### The Iridia Program

Iridia Medical provides cost-effective AED programs that include three indispensable components:

#### 1. The AED device, associated accessories, and servicing

Iridia is a leading distributor of Physio-Control LIFEPAK and Cardiac Science Powerheart AEDs. Both manufacturers are renowned for their use of leading-edge technology, the reliability of their units, and the after-purchase service provided.

## 2. Initial and ongoing training

Managing a cardiac arrest involves more than merely “pushing the button” on an AED. Respondents must be able to recognize an arrest, perform CPR, and use a defibrillator properly. Our AED training workshops ensure that participants are able to respond effectively when the time comes.

## 3. Medical Direction

Iridia provides a Medical Direction service consisting of the following components:

- Integrating your AED into an emergency response plan
- Liaising with local EMS providers
- Post-AED use consultation and response review
- Physician consultation
- Critical incident stress referrals

Our medical direction package is designed to maximize the value of your AED and exceeds the recommendations from the HSFC, WorkSafeBC, and Health Canada.

## Our Company

Since 1998, Iridia has overseen the training and certification of over 10,000 lay rescuers in the use of AEDs. We currently provide medical direction to over 300 clients including 125+ fire rescue services.

## Contact Us

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