



Sudden Cardiac Arrest can happen to anyone, at anytime, anywhere



Learn about the top SCA misconceptions

1 Myth: Sudden Cardiac Arrest (SCA) is the same as a heart attack



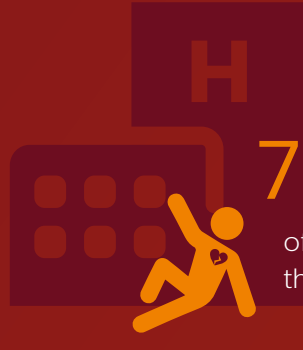
A **heart attack** is a circulation problem where blood flow to the heart is blocked³



Sudden Cardiac Arrest is an electrical problem, where the heart malfunctions and stops beating unexpectedly so the heart can't pump blood to the brain and other organs⁴

2 Myth: victims are better off waiting for professional help to arrive

Death occurs within minutes if victim does not receive treatment⁵



70–80% of SCAs happen outside the hospital⁶

For every minute that passes without CPR and defibrillation, an SCA victim's chance of survival decreases by 7% to 10%⁷

3 Myth: Automatic External Defibrillators (AEDs) are designed to be used by trained personnel only



I'm afraid to intervene...I might do damage and **I don't think I'll remember all the steps to take.**

...
Most victims will die if not treated within minutes⁸



Actions can only help — AEDs are designed to only shock victims who need to be shocked.

With bystander intervention and treatment with an AED, the survival triples to **31.4%**⁹

With access to the right equipment and support, **everyone can help save a life**



Our AED solutions with Life Guidance act as your personal coach to quickly and easily guide you through a cardiac emergency with a simple, step-by-step process.



Don't wait

For the best chance of survival from the most common cause of Sudden Cardiac Arrest, a shock from a defibrillator should be delivered within the first few minutes of collapse.¹⁰ **Philips HeartStart AED contains simple step-by-step process with clear, adaptive voice instructions — empower even the most inexperienced responders.**



3–5 min

React quickly

Studies have repeatedly shown the importance of immediate bystander CPR plus defibrillation within 3–5 minutes of collapse to increase the chance of survival from Sudden Cardiac Arrest.¹¹ **Accelerate CPR delivery and potentially lifesaving defibrillation — the only definitive treatment to improve the chances of survival.**



Increase survival

Cities where defibrillators are provided have SCA survival increased rates by as much as 45%.¹² **SMART Analysis automatically assesses heart rhythm to help the delivery of safe and effective therapy — for every man, woman or child.**

Discover how Philips HeartStart AED solutions with Life Guidance help give you the confidence to act quickly and decisively, and lead the way to save a life.

Visit www.philips.com/aed today.

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 2. Global public health problem of sudden cardiac death, Rahul Mehra, National Center for Biotechnology Information, September 16, 2016
 3. Cardiac Arrest vs Heart Attack, American Heart Association, September 16, 2016
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