

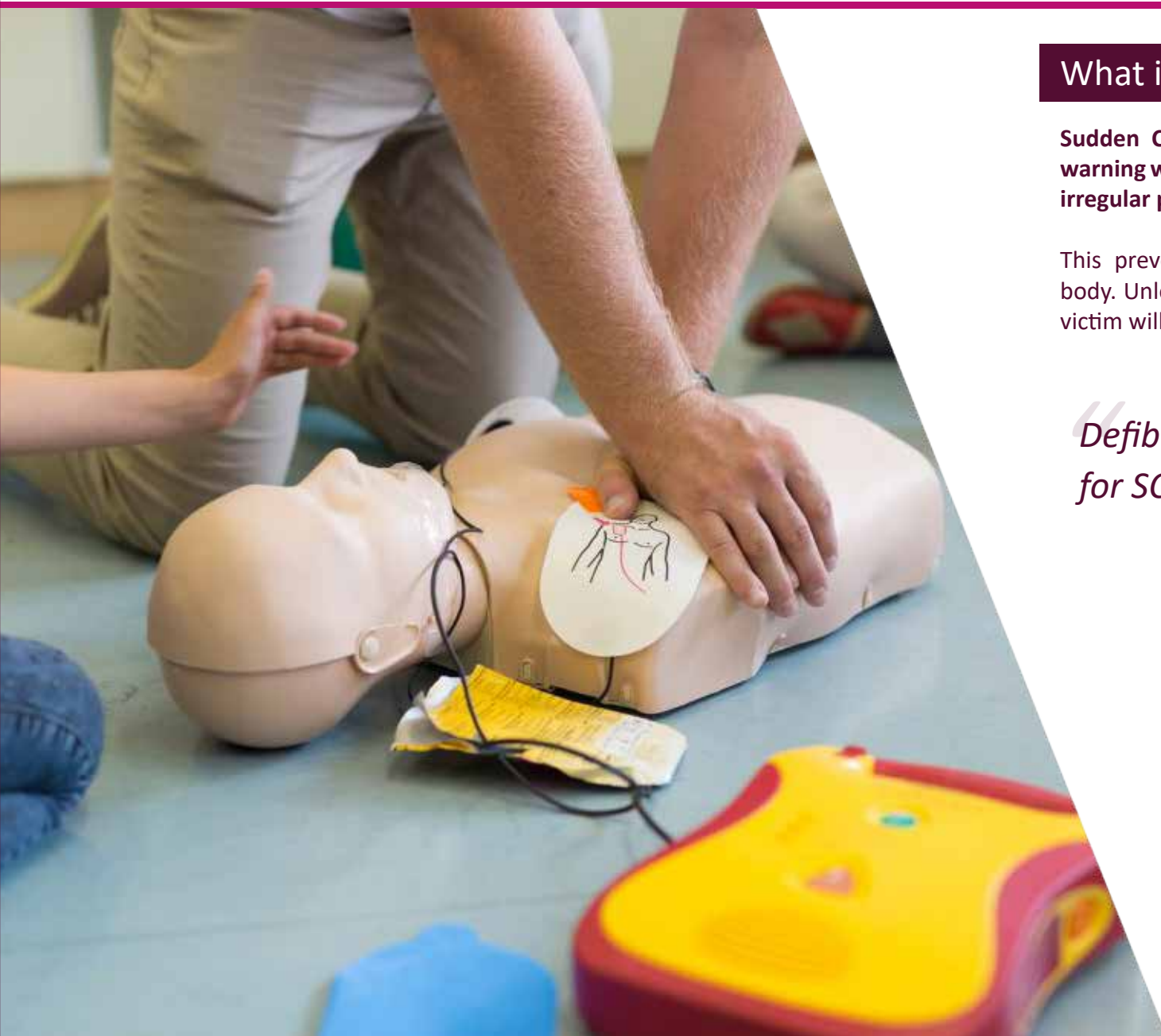
martek[™]
LIFECARE
Making Life Better

AED Buyer's Guide



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What is an AED and why do I need one?

Sudden Cardiac Arrest (SCA) occurs suddenly and without warning when the heart stops beating normally due to chaotic, irregular passage of cardiac impulses.

This prevents oxygenated blood from pumping around the body. Unless these impulses are corrected within minutes, the victim will die due to the lack of oxygen throughout their body.

“Defibrillation is the only effective therapy for SCA.”

An automated external defibrillator (AED) is a portable device that automatically checks the heart's rhythm and, if needed, delivers a controlled electric shock to the chest to try to restore the heart's natural rhythm and allow blood to pump normally once again.

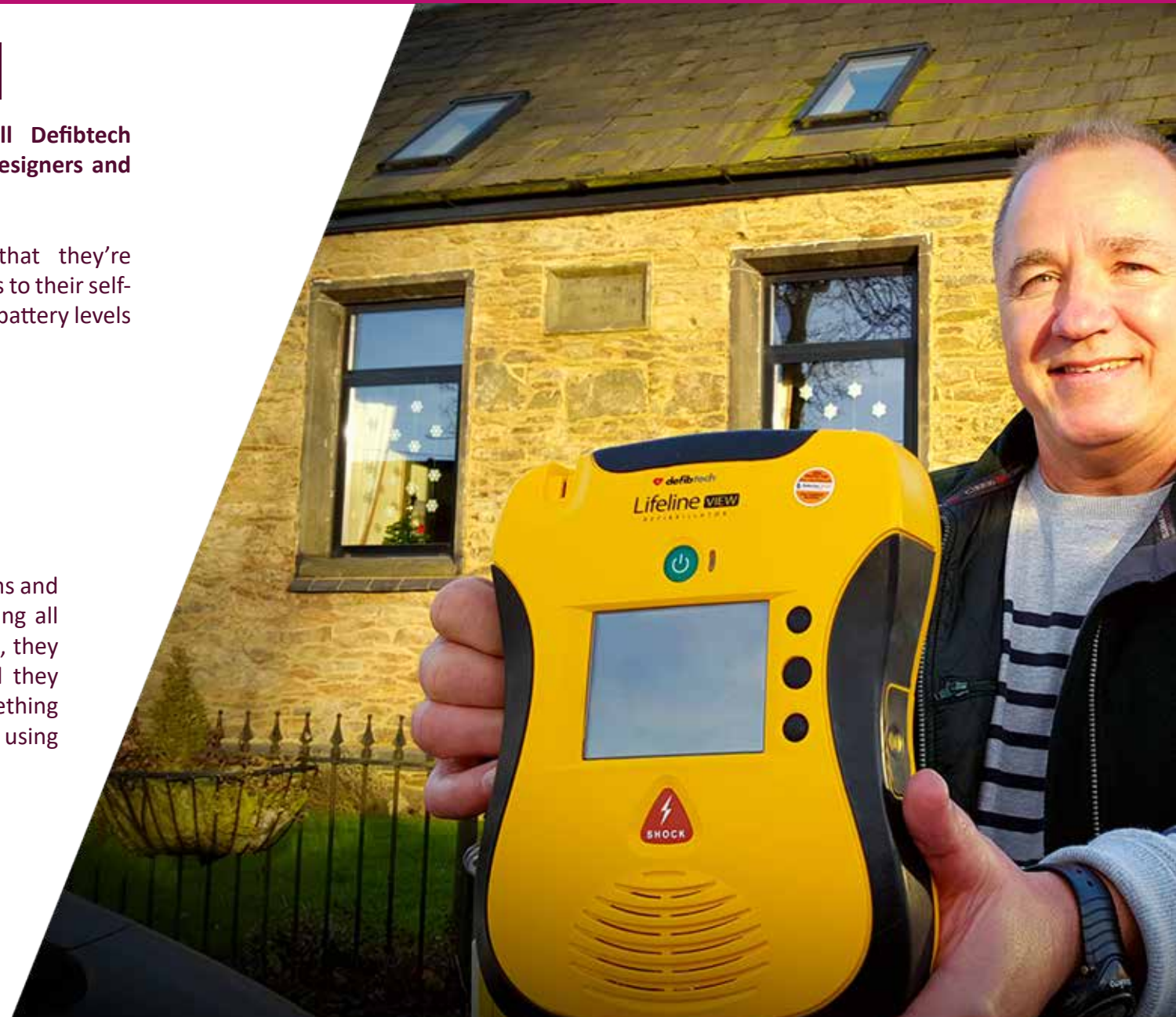
Which type of AED should I buy?

Here at Martek Lifecare, we exclusively sell Defibtech products, which is one of the world's leading designers and manufacturers of AEDs.

What makes Defibtech AEDs stand out is that they're unbelievably easy to use and highly reliable, thanks to their self-test functions which perform automatic testing of battery levels and circuitry.



Defibtech devices are able to analyse heart rhythms and determine if and when a shock is necessary, taking all the guesswork out of the treatment process. Plus, they are lightweight and compact for portability, and they look sleek, professional and non-threatening, something which is important for those who feel daunted by using an AED for the very first time.



Defibtech Lifeline AED



Lifeline is the simplest AED to use and has been designed by physicians so that ANYONE can save a life.

In a study by the University of Illinois involving 5 market leading AEDs, participants were able to deliver a defibrillation shock with the Lifeline AED quicker and more successfully than with any of the other AEDs tested.

Why the Lifeline AED?

- Simple and unintimidating design
- Clear verbal and visual instructions guide you through each step of the rescue process
- Bright oversized buttons help untrained defibrillator users
- Pre-connected electrode pads easily apply to the patient to administer treatment
- Rubberised sides protect the unit from impact damage
- Automatic diagnostic tests so the unit is always ready
- Lightweight – at only 1.9kg the unit can be easily transported to the patient
- 7-year battery with 8 years manufacturing warranty included

Defibtech Lifeline Auto



The Lifeline AUTO works out whether a shock is needed and then automatically delivers.

It also has a built-in CPR metronome to help make CPR easy and efficient. The Lifeline AUTO performs self-tests on a daily, weekly and monthly basis to make sure the defibrillator is always rescue ready. With no moving parts, the AUTO is incredibly easy and safe to use without delay.

Why the Lifeline Auto?

- Automatically delivers a shocks – without intervention – when needed
- Simple and unintimidating design - no lids or moving parts that may slow down or delay a rescue
- Advanced ECG analysis
- Advanced Biphasic technology and shock waveform adjusts shock delivery
- Automatic diagnostic tests so the unit is always ready
- Rubber handles and sides protect against drops and impact damage
- 5-year battery with 8 years manufacturing warranty included

Defibtech Lifeline View

Meet the AED that's taking "easy-to-use" to a whole new level. Other AEDs tell you what to do in an emergency. The Lifeline VIEW is the first and only one that shows you with video in full-motion colour. With award-winning design, durability and easy maintenance – we can guarantee you've never seen an AED like this before.

The Lifeline VIEW is the ONLY AED on the market with a full-colour video screen – so even a child can use it with confidence in a rescue.

Clear voice instructions and graphics on a full-colour screen help anyone use the AED. A world first, even in noisy environments the device can be easily used thanks to the easy to understand on-screen video.

It's not just us who think the VIEW is the bees knees: it's been proven time and again by independent studies to be the easiest AED on the market to use – even without training. A trial by West Midlands Fire Service resulted in a top score of 100/100, while an independent study by first aid leaders Centric proved the highest success rate for untrained users.

The standard Lifeline Defibrillator Battery (approx 5 years) is capable of performing 125 defibrillator shocks or 8 hours of continuous operation. For the Lifeline VIEW, the standard battery pack is the only option available.



Why the Lifeline AED?

- Extensive daily self-tests to ensure it's working properly
- Bright, easy-to-see, flashing indicator to show the defibrillator is ready to use
- Interactive full-colour screen shows you how to perform key stages of the rescue process
- Biphasic Defibrillation Technology allows patient-specific shock therapy to be administered
- Tested to the US Military 'drop and shock' specifications
- Rubber handles and sides for protection against drops and impact damage

Defibtech Lifeline View Auto

The Lifeline VIEW AUTO is the first and only AED that shows you with video in full-motion colour and provides an automatic shock functionality.

With award-winning design, durability and easy maintenance – we can guarantee you've never seen an AED like this before.

The Lifeline Auto defibrillator is a one-button defibrillator which analyses the heart rhythm and will automatically deliver shocks without intervention. It features clear voice instructions to help with the entire process from how to position the pads to when to perform CPR between shocks. This AED has been designed by physicians so that ANYONE can save a life. In a study by the University of Illinois involving 5 market leading AEDs, participants were able to deliver a defibrillation shock with the Lifeline AED quicker and more successfully than any of the other AEDs tested. This defibrillator really can be used by anyone.

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Why the Lifeline AED?

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At a glance

	Defibtech Lifeline AED	Defibtech Lifeline Auto	Defibtech Lifeline View	Defibtech Lifeline View Auto
Untrained User	✓	✓	✓	✓
Clear Voice Prompts	✓	✓	✓	✓
Long Life Battery	✓	✓	✓	✓
Designed for the Real World	✓	✓	✓	✓
Active Status Indicator	✓	✓	✓	✓
Highly Visible	✓	✓	✓	✓
Ergonomic Design	✓	✓	✓	✓
Training Companion	✓	✓	✓	✓
Rugged and Durable	✓	✓	✓	✓
Easy to Maintain	✓	✓	✓	✓
Easy to Upgrade	✓	✓	✓	✓
Easy to Transfer Data	✓	✓	✓	✓
Life-Saving Technology	✓	✓	✓	✓
Corporate Focus	✓	✓	✓	✓
Training Video	✓	✓	✓	✓
Shock Button	✓	N/A	✓	N/A
Personal Coach Metronome	✓	✓	✓	✓
Real-Time Protocol Selection			✓	✓
Video Display			✓	✓

What extras do I need?

AEDs need a few added parts in order to deliver rapid, effective treatment. Some are essentials and some are optional extras - let's take a look at what you should be buying alongside your AED.



Pads

Defibrillator pads, also commonly known as electrode pads, connect to the AED via cables and adhere to the chest of the patient. This is what completes the circuit to allow the shock of electricity to be delivered.

Pads are only single use and should be replaced after each use. For this reason, it's always useful to have at least one spare set to hand, so that your AED will be prepared for another use right away, even after just being used to treat somebody. In fact, it's handy to have a few spare pads in your first aid inventory just in case a set becomes compromised, perhaps as a result of being applied incorrectly to the patient.

There are two types of defibrillator pads available - adult and paediatric. Defibrillators can safely be used on children above the age of 1, but it's recommended that paediatric pads are used on children aged between 1 and 8. These special pads help to minimise the force of the shock to deliver a more controlled treatment.

If paediatric pads aren't available, normal adult pads can be used, but it's always safer to use the right ones. We recommend having at least one set of children's pads to hand just in case, even if you don't typically have children on site. For schools or public areas with a high population of kids, it's obviously wise to have plenty of both adult and paediatric pads available.



What extras do I need?

Storage

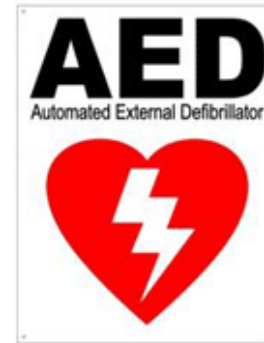


AEDs are expensive pieces of kit, and although the entire Lifeline range is incredibly hardy, it's a good idea to protect them in one way or another.

Soft carry cases are great because they're lightweight and tend to offer additional pockets and compartments to store extra first aid essentials and defibrillator pads. However, if you think your AED is likely to be in a harsher environment where it could be exposed to knocks and dings from time to time, a hard case will give it more protection.

Wall-mounted storage solutions are handy for scenarios where you want the AED to be identified quickly and easily. These can be as simple as wall-mounted brackets, or for extra protection, you can opt for wall-mounted cabinets.

Signage



Many AED machines are manufactured in bright, eye-catching colours so that they can quickly be spotted in emergencies.

However, to help people to locate defibrillators, you may want to add extra signage around your premises to direct users to the nearest one. Remember that in emergency situations, people can quickly panic and don't always think as clearly as they might under normal circumstances.

The easier it is for people to navigate to your AED, the more likely it is that the victim of cardiac arrest will survive.

What extras do I need?

Beaty

When using a defibrillator on someone that has gone into Sudden Cardiac Arrest, you will be prompted to perform CPR for 2 minutes between shocks.

In 2010, the American Heart Association published CPR guidelines, which emphasized the importance of high-quality chest compressions. These guidelines, which were based on a study by the International Liaison Committee on Resuscitation, stated that higher survival rates were found in cases where 100 chest compressions were given per minute to a depth of 5cm.

All Lifeline AEDs come with a Personal Coach Metronome that dictates the recommended compression rate, but what about compression depth? Gauging the exact depth of chest compression is very difficult for professionals, and almost impossible for those who are not first aid trained.

That's why Beaty was developed. This small and easy to use device provides audio feedback when a depth of 5cm is reached, giving those performing CPR a greater sense of confidence.

By partnering your Lifeline defibrillator with Beaty, you can offer those around you the best chance of surviving Sudden Cardiac Arrest.



AED Packages

Packages are brilliant for those who are buying an AED for the first time and don't have any of the essential extras stashed away, because they tend to offer some great savings compared to buying everything individually.



Construction



Nursery & Primary Schools



Office



Secondary School



Sports Club



Transport

Should I consider AED training when purchasing a defibrillator?

All of the Defibtech AEDs have been designed to be simple and intuitive; after all, the easier a defibrillator is to use, the more likely it is to save lives. Medical training isn't necessary to use Lifeline AEDs correctly, but when it comes to cardiac arrest you can never be too prepared.

It's always handy to have qualified first-aiders in your workplace who you can turn to for support in the event of an emergency. In fact, in many industries legislation makes it compulsory. When it comes to cardiac arrest, CPR and using an AED, it can be extremely valuable to have a trained individual on-site to perform the lifesaving treatment, direct others in doing so, or simply monitor the patient's progress. If purchasing an AED for an environment with a large population, such as a school or large factory, you could probably benefit from AED training the most because with more people on-site, there is a higher risk of cardiac arrest occurring at some point.

If training courses simply seem unnecessary for the size of your workplace, or they're out of your budget, you might want to consider CPR and AED training kits and accessories instead so that you can perform some basic training in-house. The thought of using an AED or performing CPR is daunting for those who have never done it before, and emergency situations are stressful. Even the most basic in-house training can give your staff a touch more confidence and help them to deal with the situation calmly and successfully if a real cardiac arrest occurs.

Aside from DVDs and books, you may consider purchasing some training tools to help potential rescuers get hands on and really practice some of their CPR and defibrillator skills. AED training units and training pads can be used on manikins to recreate emergency cardiac arrest situations. They're great for practice, but also handy if you want to assess the capabilities of those you provide training to.

Get free defibrillator training on our website:
www.martek-lifecare.com/free-defibrillator-training



What else do I need to know about AEDs?

We've tackled the basics of choosing an AED which suits your unique situation best, but there are still quite a few important specifications to consider when investing in an AED.

Reliability

There is no use buying an AED which isn't reliable enough to provide you with lifesaving treatment whenever its needed, so you must investigate the reliability of any AED you're considering. Find out what kind of testing an AED has been through to prove its reliability.

All of the Defibtech Lifeline AEDs, for example, are extensively tested to military standards and drop tested to ensure that they'll work even in harsh conditions.

Ingress protection rating (IP)

IP is basically how well an AED protects itself from dust and water ingress. The higher the IP, the better protected a device is. Every business will want a pretty high IP, particularly because AEDs tend to be used pretty infrequently and can easily gather dust. However, some businesses may need a higher IP than others if their work environment is particularly harsh or extreme. For example, an AED in a factory which works with wood and creates lots of sawdust is more likely to be exposed to dust ingress than an AED in a nice, clean office. All of the Defibtech AEDs are rated IP54 to IP55, which makes them suitable for use in even harsh environments. Saying that, if you want a touch more protection for your AED you could store it in a carry case or a wall mounted cabinet.

Ease of use

Trying to deal with a sudden cardiac arrest is incredibly stressful, and its very easy to get flustered when rushing to save a life. An AED must be easy to use and intuitive to help rescuers deal with the situation as calmly as possible and deliver the treatment successfully. Be sure to ask plenty of questions about the usability of any AED you consider, and check out video demonstrations where possible so you can see exactly how easy or difficult is it to use. An independent usability study has proven Lifeline AEDs to be the easiest to use on the market, so if you choose a Defibtech product you can rest easy in the knowledge that, even in the most stressful situation, a user will be guided safely and confidently through the rescue process.

Warranty

AEDs are pretty serious investments and lifesaving pieces of kit, so you'll want peace of mind that your device is protected under a warranty in case anything goes wrong. Warranties for portable defibrillators tend to provide cover from anywhere between 2 and 8 years, and the longer the warranty, the more reliable the AED is likely to be. All of the Defibtech Lifeline AEDs come with an 8-year warranty - they're the only defibrillators on the market to offer a warranty of this length.

What else do I need to know about AEDs?

Battery life

The main battery on an AED is what provides that all-important, heart-starting shock to save a life. Look out for the number of years and shocks that a battery will provide when considering any AED device so that you can be prepared for the frequency of battery replacements. Note also that with each shock a battery provides, its life timescale will reduce, and even if an AED is never used to deliver shocks, its battery power will still diminish over time and a replacement will still be needed.

When it comes to Defibtech Lifeline portable defibrillators, all models are offered with either 5-year (125 shocks) or 7-year (300 shocks) batteries. The latter obviously means that you don't have to worry about replacement quite as often, but it does make the initial purchase price of the device a little more expensive.

Maintenance and servicing costs

All of the Lifeline AEDs feature self-test functions to check for faults and battery levels, and sound alerts if problems are found. This gives you peace of mind that your device is always ready to save lives, with no need for manual servicing. However, we know that for some businesses, annual service checks are compulsory in accordance with their own internal policies. If this is the case, be sure to purchase your AED from a company that can provide this service.

At Martek Lifecare, we're happy to drop by your premises to perform a

full manual test of your AED. As part of this annual service, we also perform a maintenance check and a site review to assess the placement and storage of your AED and its accessories. We'll then provide you with a full, confidential report outlining what you're doing well, and where you should consider improvement to ensure your AED is in the perfect location and with a suitable inventory to deal with emergency situations properly.

Battery life

There's more than just the initial cost of an AED to think about, so be sure to consider the running costs involved, too. There are three key aspects to consider:

1. Pads need to be replaced after every use of the defibrillator, and otherwise every two years.
2. The 9-volt battery of Defibtech Lifeline AEDs, which powers self-test functions and alerts, tends to need replacement every 18 months to 2 years.
3. The main battery pack needs replacement every 5 or 7 years depending on the type you choose when purchasing your AED.

It's important to be vigilant about your AED maintenance because failure to replace parts when necessary could make the device unfit to save a life. Since we provide unlimited aftersales support, we always remind our customers when batteries and pads are about to expire. This way, you should never find yourself with expired accessories when an emergency strikes.

Defibrillator rental options

Have you been looking at buying a defibrillator but feel that your budget doesn't quite stretch enough to be able to commit to buy?

We know that budgets can be limited and buying a defibrillator outright might not be the best or most efficient way to make your environment heart safe.

Therefore we have launched a leasing programme to help companies and communities obtain all the benefits of having a defibrillator without the upfront costs involved.

- NO Capital Outlay
- NO Hidden Costs
- ONE Annual / Monthly Payment
- Peace of Mind
- Social Corporate Responsibility
- Staff Retention
- Continued Customer Support

Example Rental Pricing

Lifeline AED - Deposit of £100

1-year lease £2.90 per day/£87.11 per month

2-year lease £1.58 per day/£47.34 per month

3-year lease £1.09 per day/£32.83 per month

Contact us on info@martek-lifecare.com or call **01709 599 222** for a quote.



A photograph showing a person's hands performing chest compressions on a white CPR training mannequin lying on a blue mat. The mannequin has a diagram on its chest showing the correct hand placement for CPR. A yellow packet and a pair of glasses are on the mat next to the mannequin. The background is slightly blurred, showing other people in a training environment.

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