



Lifework PAD News

AEDs in the News

For more information on any of these articles, contact Lifework at (410) 418.4989.

- The American Heart Association introduced a **public health initiative to help schools prepare to handle life-threatening medical emergencies such as cardiac arrest**. On many days, as much as 20 percent of the combined US adult and child population can be found in schools. The AHA, endorsed by many national organizations, encourages schools to develop a plan to reduce the incidence of life-threatening emergencies and maximize the chances of survival during an emergency.
(American Heart Association, January 2004)
- The National Institutes of Health, National Heart, Lung, and Blood Institute has developed a **collaborative research program** with it's Canadian counterpart, the Institute of Circulatory and Respiratory Health of the Candian Institutes of Health Research. The institutes are initiating three research programs, including one **to address new strategies to resuscitate heart attack and trauma patients**.
(FYI from the NHLBI, January 2004)
- Results of a large study sponsored by the National Institutes of Health and the American Heart Association revealed that **sudden cardiac arrest (SCA) victims are twice as likely to survive in places where (AEDs) are publicly available and volunteers have been trained to use them**.
(American Heart Association, Business Wire, New York Times, etc. November 2003)
- Royal Philips Electronics received a **2003 "Best of What's New"** award for its **HeartStart Home Defibrillator** in an annual contest conducted by *Popular Science*.
(Philips press release, November 2003)
- According to a University of Iowa/University of Michigan study, **AEDs installed in public places are good investments** if the location expects to be the scene of at least one cardiac arrest every seven years.
(Health Day News, September 2003)

Winter 2004

February is
**American Heart
Month!**

Contact Lifework today for
Heart Month specials!
(410) 418.4989

2 new product offered by Lifework

We are pleased to add the HeartSine Samaritan AED to our inventory of quality life-saving products.

3 are you ready for a disaster?

2003 survey of executives on disaster readiness.

4 calendar

See what heart health events are coming to our area.

4 what's new at Lifework



new product offered by Lifework

HeartSine samaritan®



Key Features:

- Lightweight—only 4.2 lbs
- Long-lasting battery
- Built-in memory (inside battery)
- Large display
- Easy-to-use
- Easy-to-follow voice and text prompts
- Auto self-test
- Optional override capability
- Extended warranty

Introductory Pricing Available

contact Lifework for more information.

Lifework is proud to introduce a new defibrillator to its current inventory of quality life-saving products.

The HeartSine samaritan® AED is built on over 30 years of clinical research and bioengineering development by the pioneers of portable defibrillation.

The samaritan® uses SCOPE™ technology to automatically adjust the biphasic waveform to each patient, allowing the delivery of an escalating biphasic shock. During development, the samaritan's internal computer was challenged with 15,000 test rhythms, to be sure it would discern which rhythms would be "shockable." Event information is recorded in the samaritan's Data-Pak battery and can be downloaded and read on any standard PC using HeartSine's Saver® data management software.

HeartSine Technologies, Inc was founded in 1997 with the goal of developing an effective, easy to use, low cost AED. The company established its R&D department in Northern Ireland, forming a formal collaboration with the University of Ulster's Bioengineering Centre (NIBEC) as well as its partner, the Royal Victoria (RVH), a local teaching hospital.

Why Ireland? In the mid-1960's, Professor Frank Pantridge at the Royal Victoria Hospital directed a study hoped to improve the survival rate of out-of-hospital cardiac arrest. As part of this study, the world's first mobile coronary care unit was created—including the world's first defibrillator. It used a 12 volt car battery and weighed 120 lbs!

HeartSine's Chief Technology Officer, Professor John Anderson, was involved with this ground-breaking work in early defibrillation and was instrumental in developing one of the first truly mobile defibrillators in 1967. Today, Professor Anderson guides the activities of HeartSine's R&D team, focusing research efforts on the science of defibrillation, and the development of innovative technologies that prove the most effective with the least amount of energy possible.

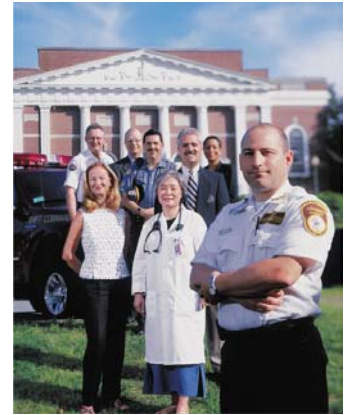
As you know, Lifework is extremely selective about the products we sell. The HeartSine samaritan® meets our requirements for placement in public settings and we are happy to add it to the Philips defibrillators we currently carry.

Please feel free to contact Lifework at (410) 418.4989 for more information on this product.

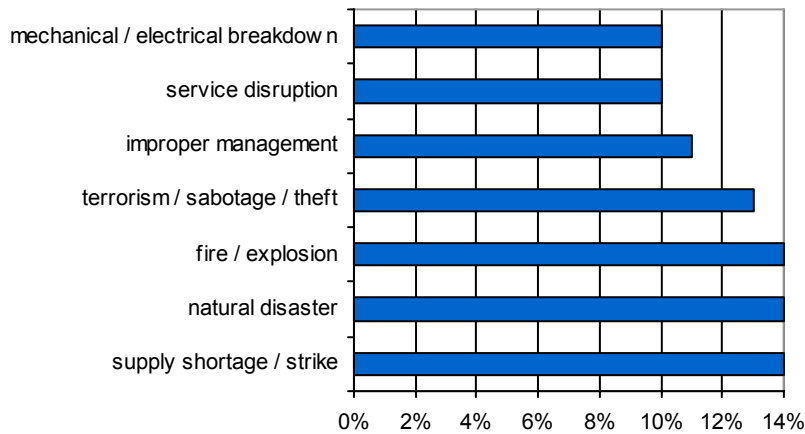
are you ready for a disaster?

According to a 2003 survey, a surprising number of executives say they are not prepared for a disaster.

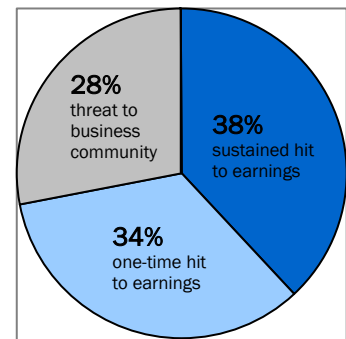
from *The Baltimore Business Journal Book of Lists 2004*



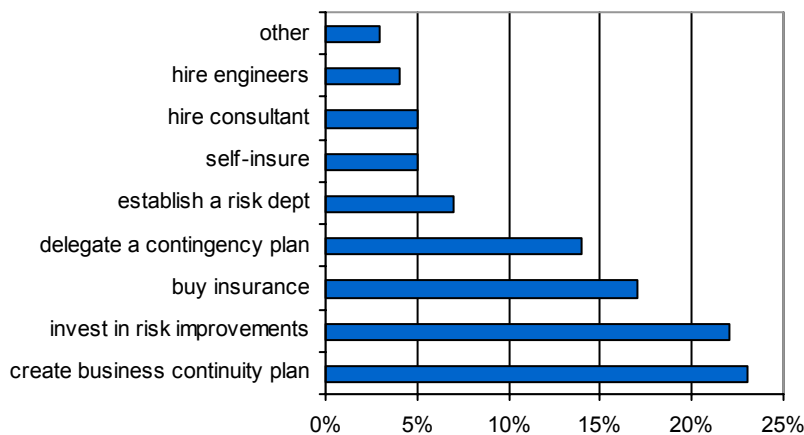
Disasters executives say would cause the most harm to their revenues



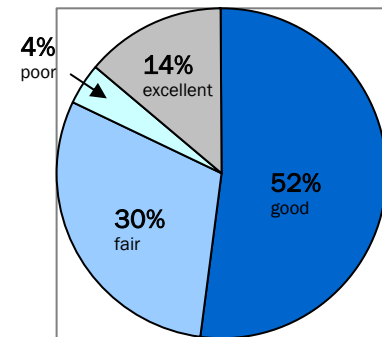
If disaster strikes, the impact executives expect on their business



How executives spend to protect their business from the risk of disaster



Executives rate their preparedness in the event of disaster



upcoming Events

February

American Heart Month



March 4-5, 2004

American Safety and Health
Institute

2004 ASHI Annual Conference

St. Petersburg, Florida

for more information:

[www.ashinstitute.com/
conference2004.htm](http://www.ashinstitute.com/conference2004.htm)

March 18, 2004

National Institutes of Health
Office of Research on
Women's Health

Women's Health Research for the 21st Century: Women and Heart Disease

Bethesda, Maryland

for more information:

301.402.1770

April 23-25, 2004

Adult Congenital Heart
Association

National Conference

Rochester, Minnesota

for more information:

www.achaheart.org/conference/index.php

April 24, 2004

American Heart Association

Queen Anne County Heart Walk

Stevensville, Maryland

for more information:

410.770.3060

April 29 - 30, 2004

US Dept of Health and
Human Services

2nd National Steps to a Healthier US Summit

Baltimore, Maryland

for more information:

www.healthierus.gov/steps

what's new at Lifework, Inc.

Lifework is growing and we're excited! We thought we'd share some of what is going on and introduce you to who does what on our staff.

Carol Stemple, RN, is the heart and soul of Lifework. An emergency medicine nurse for over 20 years, Carol believes in the life-saving power of Automated External Defibrillators—it's why she founded Lifework. Carol is our head salesperson and keeps our focus on the mission of lifework—to save lives by educating and providing people with AEDs. carol@lifeworkhealth.com

Pierre Cox, PhD, is Lifework's Education Director. Pierre is responsible for making sure Lifework Training Center classes and instructors meet both Lifework and American Heart Association guidelines. He teaches basic life support classes and designs program initiatives to reach additional audiences with the message of AEDs. pierre@lifeworkhealth.com

Kerry Cleaver, MSW, is, among other things, the Training Center Manager. She handles the details of our basic and advanced life support classes, including: scheduling, coordinating instructors and training materials, issuing completion cards, etc. Kerry is also an instructor. She and Amy share the general administration of the Lifework office. kerry@lifeworkhealth.com

Amy Galloway is Lifework's Communication Manager. She responds to information requests, produces the quarterly newsletter, and manages the website. Amy also monitors those in our Medical Direction program to ensure they are compliant with regional regulations. amy@lifeworkhealth.com

One of our new programs in 2004 is a Web-Based PAD Management Program. By logging onto our secure site, you can check who in your organization is due for training and when your defibrillation pads or batteries expire!

Lifework's training rates went up at the beginning of the year. In part, because the American Heart Association now requires first time participants to buy books. AHA has introduced brand new AED books which include a CD-ROM review. Lifework's AHA Heartsaver AED class will now cost \$570 for up to six people (including books).

For more information on Automated External Defibrillators, our new web-based management system, or for information on the new rates for Lifework classes, please give us a call: 410.418.4989 or find us on the web: <http://www.lifeworkhealth.com>



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