



## Being HeartSmart® at work

Create a more productive, safer workplace with the CellaAED®



Together, we can save lives.





## Together, we can save lives

For many workplaces and offices, health and safety are a priority. Yet they are often unprepared for one of the most dangerous medical emergencies – Sudden Cardiac Arrest (SCA).

SCA can strike anyone at any time, regardless of age or physical health. With 75-80% of SCA events occurring far away from first responders, it makes it essential that effective, rapid treatment is available onsite in offices, factories and worksites. For every minute that passes without CPR and defibrillation, chances of survival decrease by 10% - faster than when most emergency services can arrive to assist. Tragically, this means that only around 14% of victims survive.

The Cardio First Angel and CellaED® are changing this by making it easier for you to care for your family and community, ensuring you can act when a SCA occurs.



## The problem

**In New Zealand 93 people die every week from out-of-hospital sudden cardiac arrest. At present, just over 2 people per week receive public access defibrillation using an Automated External Defibrillator.**

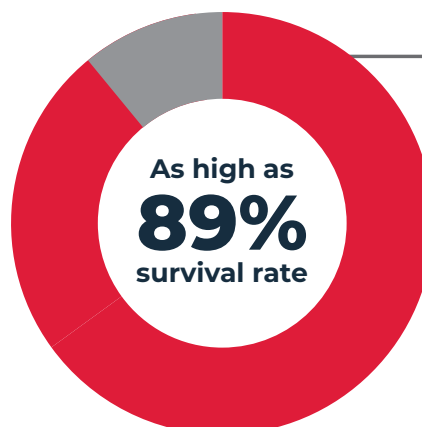


**In New Zealand, 5 people per day are treated for an out-of-hospital sudden cardiac arrest.**

**Only 4% of out-of-hospital sudden cardiac arrest receive defibrillation by a responder before emergency services arrive.**

**Only 6% of all out-of-hospital sudden cardiac arrest patients survive.**

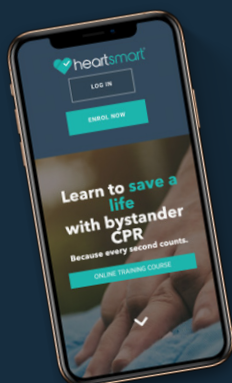
**SCA can happen to anyone, of any age, at any time. Because rapid treatment is essential to increasing chances of survival, responders – you and me – are often the first responders available to help when an SCA occurs.**



**Survival rates as high as 89% have been recorded when AEDs are used within the first 10 minutes following a SCA.**



# The solution



## Educate

### Learn to save a life with the Monash University approved HeartSmart Program

Our FREE CPR and defibrillator training program gives you the knowledge you need to know when and how to act when SCA strikes. Learn to save a life in just 30 minutes.

## Get CPR ready

### Get CPR ready and be prepared as a first responder

Cardio First Angel is a CPR compression device designed to assist a first responder in their CPR efforts until the emergency services arrive.



## Defibrillate

### Be responder-ready with CellAED® the portable defibrillator

CellAED® is an easy to use device that will make it possible for responders to have the tools and knowledge to act with confidence when it's needed most.



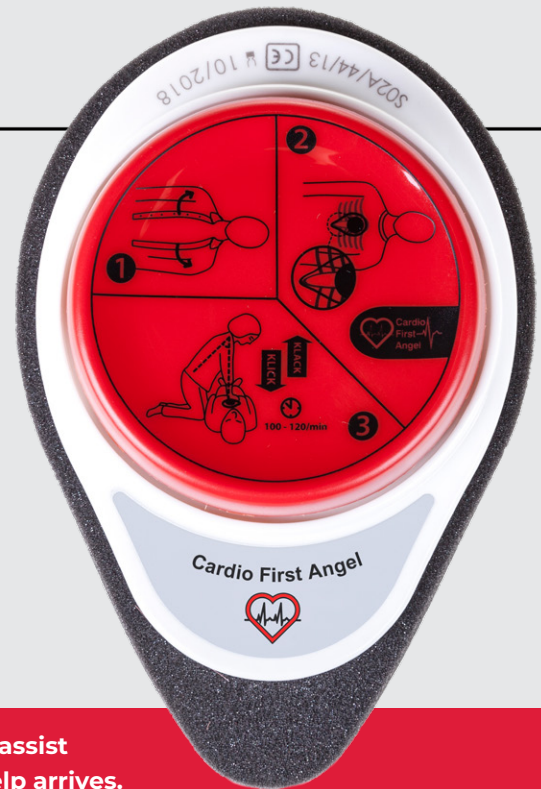
## Practise

### Learn, practise, repeat with CellAED® TRAINER and CellaAED® TRAINER app

Practise and refine your defibrillator skills with the affordable CellAED® TRAINER, a simplified training device that helps you gain confidence and improve your technique, so you can act quickly to potentially save a life.



**The Cardio First Angel is a lightweight CPR-feedback device that is designed to assist laypersons and first responders deliver effective CPR at the recommended depth and rate for patients 16 years and older.**



**The Cardio First Angel is a CPR-feedback device designed to assist laypersons and first responders deliver effective CPR until help arrives.**



## Product features

- Specifically designed for laypersons, the Cardio First Angel is intuitive and very easy to use.
- The Cardio First Angel is recommended for use on patients 16 years and older who require CPR.
- Purely mechanical, compact and lightweight, the Cardio First Angel does not require batteries, power, or maintenance.
- The simple design of the Cardio First Angel makes it easy to understand and ready to use at any time.
- Simple positioning instructions, the teardrop shape, and the non-slip foam backing ensure the Cardio First Angel is quickly ready to act as a CPR buffer, making laypersons and first responders more willing to perform CPR.
- Acoustic real time feedback (click) is provided by the Cardio First Angel when the correct CPR pressure is applied.
- Tested up to 35,000 clicks at temperatures ranging from -18 to 70 °C, the Cardio First Angel will not let you down.
- Each Cardio First Angel has the 5-year expiration date, which is engraved into the device along with the batch number and the CE mark.
- The Cardio First Angel is CE, TGA and FDA approved, and registered on the Medsafe Database (WAND). Clinical trials were undertaken in Germany, Iran and the USA.

# CellAED®



## Your handheld, smart, personal defibrillator

For every home, business  
and community.

CellAED® is designed to save lives from sudden cardiac arrest. An arrest can happen to anyone, anywhere, anytime.

If you were to experience a sudden cardiac arrest, your heart would start beating erratically and you would immediately fall unconscious. At that point, you have only minutes for someone to save your life.

To save you, someone nearby needs to call for help, start CPR, and apply a defibrillator. With CellAED®, you can ensure there is always an AED (automated external defibrillator) nearby to help save your life, or the life of someone you love, from sudden cardiac arrest.



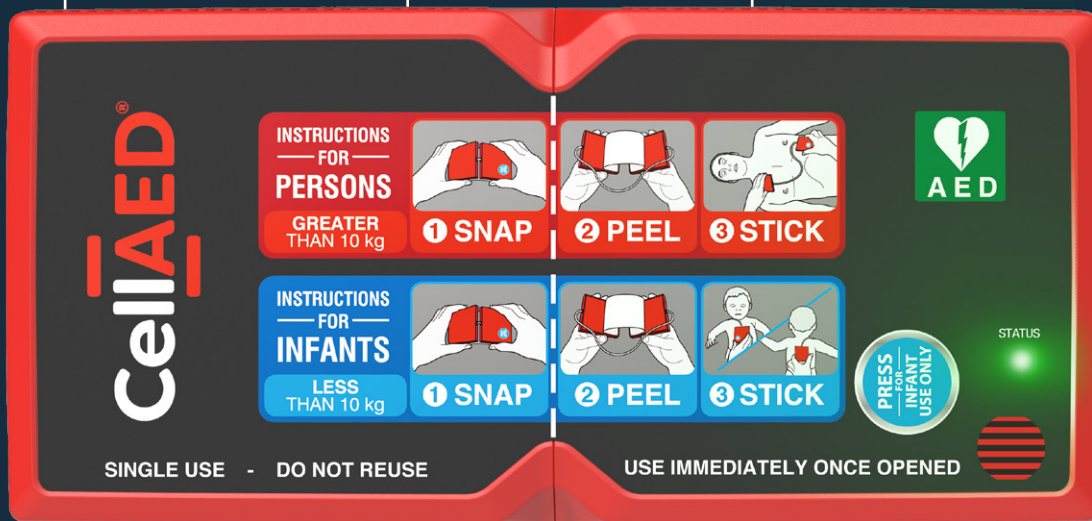
TIME IS EVERYTHING™

Be prepared and confident to act quickly to save a life. CellAED® can be applied in seconds.

Graphics show how to apply the device on both adults and infants.

A perforated label marks the place for easy snap activation.

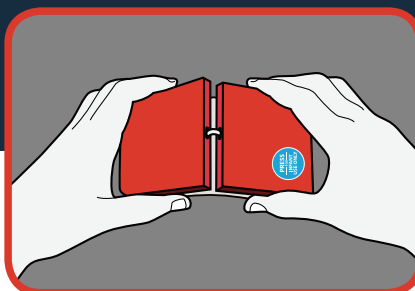
Audio speaker gives instruction on what to do, every step of the way.



Infant mode button for use on infants weighing less than 10 kg.

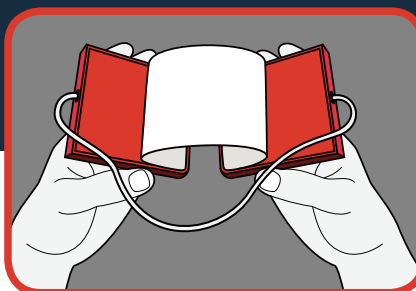
Length: 19.6 cm  
Width: 9.3 cm  
Depth: 1.7 cm  
Weight: Approx. 300 g

LED indicator with periodic blinking showing the status of the device.



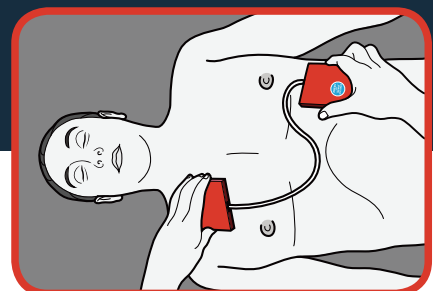
## SNAP

Power device by snapping in half along perforated centre line. This will automatically start the audio instructions guiding you on what to do, every step of the way.



## PEEL

Remove the protective liner under the device by continuing to separate the two halves. This will expose the integrated gel pads and extend the connecting cable.



## STICK

For adults, place each half of the device on the bare chest (as shown). For infants, place one half on the infant's chest and the other half on the infant's back.





## **Together, we can make HeartSmart workplaces**

We all deserve to come home safely after a day on the job, and when safety is a priority and the right measures are in place, workplaces become safer, more productive spaces. Let's take on the challenge of SCA and develop the skills that can potentially save a life by making the spaces where we all work safer. Become a part of our HeartSmart® community with DefibsPlus.



Get in touch



**Join us and become  
a part of the solution.**

*Together, we can save lives.*

Talk to us to discuss opportunities that  
complements the needs of your community.  
Let's work together to make a difference.

**DefibsPlus New Zealand**

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**REFERENCES**

Brian Haskins, PhD Scholar - NHMRC Centre of Research Excellence in Pre-hospital Emergency Care Australia and New Zealand (PEC-ANZ), Department of Public Health and Preventive Medicine, Monash University.

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