

PHILIPS

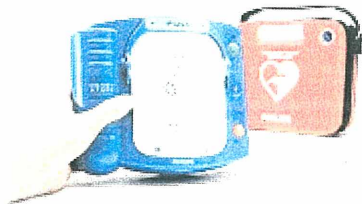
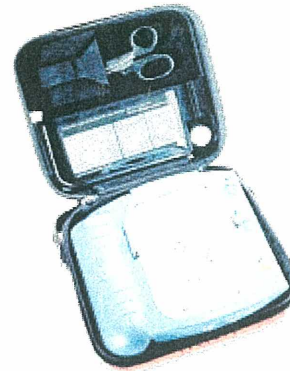
HeartStart Home Defibrillator

Sudden cardiac arrest (SCA) is an electrical malfunction of the heart, disrupting that muscle's normal rhythm; the heart stops beating and the patient will die unless it can be started again within a few minutes. If SCA is left untreated, the abrupt loss of heart function will result in cardiac death within minutes of onset.

SCA is unpredictable and can happen to anyone, anytime, anywhere. The average victim is 60 years old, however SCA can affect anyone despite of age, race or gender.

More than 95 percent of sudden cardiac arrest victims die before reaching a hospital, resulting in approximately 250,000 deaths each year in the U.S. More people die from SCA than from breast cancer, prostate cancer, house fires, handguns, traffic accidents and AIDS combined. The main tool for saving these victims is a device called a heart defibrillator, which uses an electric shock to restart the heart's beating.

Philips has come out with the HeartStart Home Defibrillator. Originally only available by prescription, it is now available to everyone through online sites such as Sam's Club, Walgreen's and Amazon.com retailing for around \$1,495.



The HeartStart comes in its own carrying case, convenient for on the go or to remain at home. It comes complete with everything needed for a single, adult resuscitation. Additional pads for infants and children can be purchased from Philips with a prescription.

An explanatory DVD along with clear instructions accompany the defibrillator. The pads contain diagrams to show the user exactly where to stick them, and after pulling the "pull" handle, a voice automatically gives the user step-by-step instructions. Optional training pads are available for purchase and come with a plastic mat that substitutes for a person, although most users will not need them to operate the HeartStart successfully in an emergency.

The pads use digital technology to immediately analyze the heart's rhythm in order to determine whether he or she needs a shock while the voice explains what is happening during the process. If a shock is needed, the defibrillator will administer one and give further instructions based on the victim's heartbeat. If a shock is not needed, the voice gives the user carefully paced instructions for CPR, telling the user when to breathe into the victim and an audible rhythm to follow when applying pressure to the chest.

HeartStart runs constant maintenance checks on itself to let you know when to replace the battery,

usually every four years. A flashing, green button can be seen through the case to let you know that the device is always on standby and ready to be used.

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