



Association of First Aiders in partnership with HeartSine Technologies

The Association of First Aiders (AoFA) is the UK's largest independent group of over 3,500 first aiders and first aid trainers. Associated with The Royal College of Surgeons, Edinburgh - Faculty of Pre-Hospital Care and supported and approved by the Health & Safety Executive, the AoFA seeks to be the independent authoritative body, representing and supporting a membership of all persons and organisations involved in the training, provision and practice of first aid.

HeartSine Technologies is a world leader in personal and public access cardiac rhythm management, the company's mission is to advance the deployment of lifesaving defibrillation therapy in non-traditional areas of care through the development of market leading technologies and quality products.

The Association of First Aiders (AoFA) is pleased to be associated with HeartSine in promoting their range of Automatic External Defibrillators. David Arnold, Chairman of the AoFA said "The importance of AEDs in the home and in the workplace is not fully recognised. Teaming up with HeartSine will help us in expanding the take up of AEDs through training and promoting sales."

Time is critical in the event of Sudden Cardiac Arrest. More than 84% of all incidents occur in non-medical locations (either in the home or in a public place). HeartSine's sole purpose is therefore to design and manufacture an affordable defibrillator for the non-medical consumer that is lightweight, portable, and easy to use. Based on 40 years of experience HeartSine® products offer outstanding clinical efficiency, ease of use and a cost effective solution specific to public access use.

HeartSine's research, design, development and production all take place within the UK. The company's technology and innovation is based on a proven history of development in the field of cardiac defibrillation which began in the 1960s. Research and development is spearheaded by the best technology experts in the industry. HeartSine's Chief Technology Officer is Professor John Anderson who was pivotal in the groundbreaking work that created the world's first mobile coronary care unit. Professor Anderson has been miniaturising defibrillators for four decades. He has been a cornerstone in developing HeartSine's state-of-the-art samaritan® PAD Public Access Defibrillator.

"HeartSine are delighted to be working with the AoFA." says Joy Taggart, UK & Ireland Sales Manager at HeartSine Technologies. "Sudden Cardiac Arrest can affect anyone anytime, anywhere and awareness of the difference the use of automatic external defibrillators can make in the outcome of a SCA should be recognised. As a defibrillator manufacturer we recognize the AoFA's members ability to emphasise this message to all sectors of society and to offer as many people as possible the opportunity to save a life in the event of Sudden Cardiac Arrest. I look forward working closely with association members in the future."



About HeartSine Technologies (www.heartsine.com)

A world leader in personal and public access defibrillators, HeartSine's mission is to advance the deployment of lifesaving defibrillation therapy in non-traditional areas of care. HeartSine samaritan defibrillators are easy-to-use, compact, lightweight, designed for users of all skill levels and are ideal for sports facilities, schools and businesses.

Professor Anderson sits on the board of HeartSine Technologies and is the company's Chief Technical Officer.

Additional information: www.heartsine.com, info@heartsine.com, 028 90 93 94 00 (ext 442)

About the Association of First Aiders (AoFA)

The Association of First Aiders – AoFA is the UK's largest independent community of first aiders and first aid trainers.

Additional information: www.aofa.org, Admin@AoFA.org, 01908 610093