



HeartSine[®]

FORWARD HEARTS

A Distributor's Guide to Forward Hearts

Forward Hearts provides you, the distributor, with a unique opportunity to promote your business, the need for AEDs, and HeartSine — all while potentially saving a life. To maximize the opportunity provided by an AED save, this document provides you with all the information you will need to participate in the HeartSine Forward Hearts program. Here you will find a description of the program, the procedure to report an event and donate an AED on behalf of a survivor, and marketing ideas for publicizing the donation in your local area and online.



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Contents

WHAT IS FORWARD HEARTS? 3 

HOW THE PROGRAM WORKS 3 

REPORTING AN EVENT 4 

MARKETING ACTIVITIES 5 

CONTACT 5 

Links

SAVER™ EVO FILE INSTRUCTIONS 

CUSTOMER EVENT REPORT FORM 

FORWARD HEARTS DONATION DETAILS FORM 



What is Forward Hearts?

The Forward Hearts program enables individuals who have survived a sudden cardiac arrest event as a result of a HeartSine defibrillator to potentially save another life by donating a HeartSine samaritan® PAD to the charity or organization of their choice. To celebrate the life-saving event, the donation is made in the survivor's name, in HeartSine's name, and in the distributor's name.

HeartSine is committed to saving lives and making Automated External Defibrillators (AEDs) readily available in public places. The donation of a defibrillator through the Forward Hearts program provides more individuals with protection and a better chance of survival after suffering sudden cardiac arrest.

How the Program Works

When a HeartSine samaritan PAD has been used to save a life, you (the local distributor) begin the donation process by contacting the owners of the site of the save, the saved individual (survivor) and HeartSine.

The survivor can choose to make his/her donation to the charity or organization of their choice in their own name or anonymously, and confidentially or as part of a public announcement. In addition to being donated in the name of the survivor, the AED is donated on behalf of HeartSine and the local distributor.

As the local distributor you will coordinate the donation, the presentation to the organization, and any activities associated with the Forward Hearts program. HeartSine should be informed of these details and can assist where necessary.

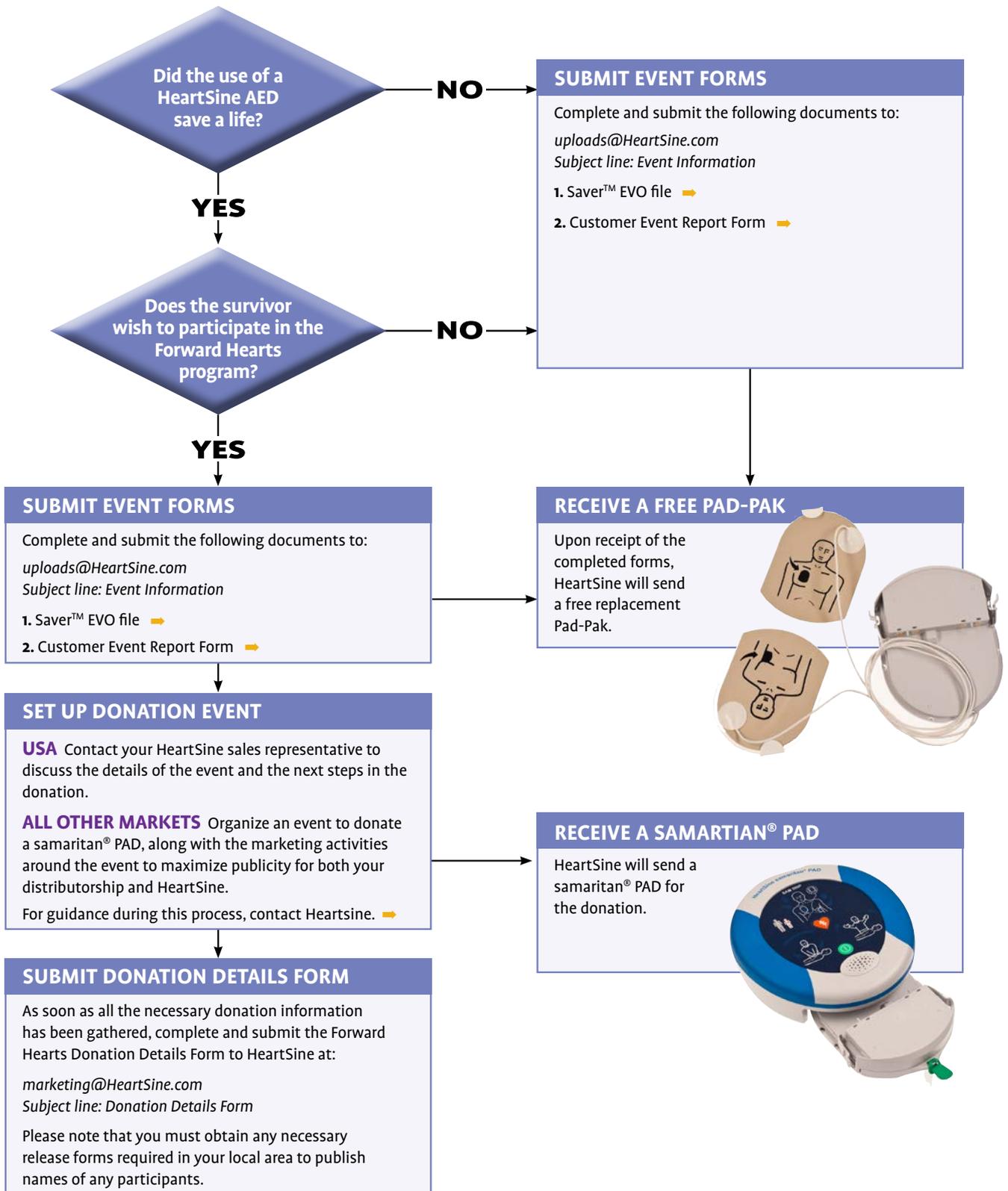
As part of the Forward Hearts program, HeartSine requests the submission of valuable clinical information via the Saver™ EVO file after any use of a HeartSine defibrillator as this information is vital in the development of current and future life-saving products.

If you return the Saver™ EVO file and Customer Event Form to HeartSine, you will receive a free Pad-Pak with your next order. So that we can properly document the donation and publicize the event, you also must submit the Forward Hearts Program Donation form to HeartSine as soon as all the necessary donation information has been gathered.



Reporting an Event

Immediately upon being notified that a HeartSine samaritan PAD has been used, please take the following steps:



Marketing Activities

The Forward Hearts program provides your business with a marketing opportunity around the donation. To publicize the donation, HeartSine recommends that you write and distribute a press release to local media and online media, along with photographs of the donation event, survivor, and organization receiving the AED. For additional publicity, you can share the press release and photographs on social media.

Please be sure to send your press release and photography to HeartSine so that we can publicize the donation on our web site and social media sites.

Tips for writing and distributing a press release and taking photographs of the donation event are provided in the HeartSine Distributor Portal. ➔

Contact

Please direct questions about the Forward Hearts program to:

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Links

Saver™ EVO
File Instructions

Customer Event
Report Form

Forward Hearts
Donation Details Form

It's Lifesaving, **Pure and Simple**

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