



# CellAED<sup>TM</sup> *for life* MEMBERSHIP

**Protect the  
ones you love**

We often take for granted the simple things in life, like waking up to a new day and seeing the people you love, dreams you envisaged of your future together and cherishing those special moments that made you smile.

Moments have the power to transform your life through a chain of events and decisions we make...But what if sudden cardiac arrest was to affect your family? Would you know what to do? Would you have the tools to respond effectively? Would you want to know what happened?

**Sudden cardiac arrest can happen to anyone, anywhere, at any time and the reality is, most cardiac arrests occur at home**



## What is **sudden cardiac arrest**?

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**When sudden cardiac arrest happens, the heart stops pumping blood around the body. At that point, you have only minutes to help save someone's life.**

Being prepared and confident to respond in those first few minutes of an event is critical. To help save a life, someone nearby firstly needs to recognise that a sudden cardiac arrest is occurring and then quickly jump into action by calling emergency services, starting CPR, and applying an automated external defibrillator (AED).

CellAED® is the device that can coach you how to perform CPR and provide a small electrical shock to the heart to start it beating normally again. But **CellAED for life™** is more than just the AED that sits on your wall until such an event occurs.

**Having a personal CellAED® is only the beginning**



# What is **CellAED for life™**

**CellAED for life™ is a membership designed to help prepare and empower you and your family to respond confidently to a sudden cardiac arrest.**

Being a **CellAED for life™** member is designed to give you peace of mind, so that you and your CellAED® will always be ready if called into action and it also helps to provide answers after such an event.

## Membership inclusions:

### Be Prepared

#### Education

- Instructional training video on how to use CellAED®
- Empowered educational learnings, tips & tricks for the whole family

#### Always Ready

- Complimentary replacement prior to reaching expiry of your current CellAED®
- Skip the queue - you'll always get priority off the manufacturing line in the event that you use your CellAED® on a patient
- Monthly device status updates on battery and storage temperature\*
- Notification of device data observed outside of thresholds\*

### After a sudden cardiac arrest

#### Get Answers

- Personal access to the data relating to the cardiac arrest event\*
- Shared access of event data to their medical team\*
- Connecting the responder and survivor
- Complimentary CellAED® gifted to the HERO Responder

#### Additional Benefits

- Be the first to know exclusive offers and benefits
- Free shipping and returns on each replacement CellAED® over the life of your membership

## Membership Benefits

### Build Family Confidence

Being able to identify a sudden cardiac arrest and being confident to act could be the minutes that make the difference between life and death.<sup>1</sup>

**Only 1 in 10 people could identify a sudden cardiac arrest<sup>2</sup>**

### Prepare my family

**Prepare with the skills and knowledge you need to confidently respond and help save a life.**

#### Knowledge

Save precious time by learning what signs to spot in a sudden cardiac arrest and how to apply your CellaAED® for all different ages and types of situations.

#### Practise

Safely practise the application and use of your CellaAED® in all types of scenarios with CellaAED *TRAINER*™ - a replica training device for the whole family to learn, practise and repeat.<sup>†</sup>

#### Prepare

Know how to deactivate your CellaAED® after it's been used to capture the cardiac arrest event data\*, and be in the position to offer some key answers.

**91% who were confident in using an AED were likely to act<sup>2</sup>**





## Membership Benefits

### Be Ready

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Most out-of-hospital cardiac arrests happen in the home, yet until now, very few AEDs were for personal use. Most existing AEDs are found in public places like shopping centres and airports, but sadly, too often they're not maintained and when called into use, they don't work because the electrode gel pads had dried out or the battery was depleted.<sup>3</sup>

Have peace of mind that your CellaAED® is always ready for use. If sudden cardiac arrest strikes, **CellAED for life™** is designed to help ensure you always have a working CellaAED® ready for use.

#### **Internet of Medical Things (IoMT) enabled<sup>1</sup>**

Your CellaAED® is a smart medical device that periodically connects to the cellular network every 30 days to check the status of your device. We'll send you email updates including the readiness of your battery and the storage temperature of your CellaAED®. If we observe data outside of determined thresholds we'll let you know that too. Most importantly, we'll remind you when your CellaAED® is nearing expiry and confirm the details of your next delivery.

#### **Priority Replacement Service**

We'll reserve your place in the manufacturing queue for your new CellaAED® and contact you to take delivery before your current one reaches expiry date - and you simply return the expired one in the same packaging. In the event of your CellaAED® being used in a sudden cardiac arrest, you'll also skip the queue and we'll get a replacement sent to you immediately.

#### **Priority Support and Data Access Service\***

You and your family will also have access to priority support services after using your CellaAED® in the event of a sudden cardiac arrest - so contact us any time and we'll gladly assist.



## Membership Benefits

### Get Answers

There are often questions left unanswered for the individual and their family after a sudden cardiac arrest. Too often the responder(s) who jumped into action don't learn the outcome. When the patient arrives in hospital their medical team is starting from scratch with no clear understanding of the heart rhythm or the cause of the arrest. The patient themselves may never know the cause of their sudden cardiac arrest.

#### Personally Registered

Each CellaED® comes off the manufacturing line and is individually registered via its unique identified serial number so that we can directly communicate with you about the data received from your CellaED®.

If your CellaED® is used on an individual in cardiac arrest, the data during the event can be captured (such as heart rhythm analysis, number of defibrillation cycles and whether defibrillation was delivered). This data is stored on the device and, upon deactivation, uploaded to the cloud, offering the opportunity for some information to be provided to medical professionals\*.

#### Access the Data

As a **CellAED for life™** member we'll waive the fee to access the event data collected by your CellaED® when used\*. This may help support the medical team in their clinical decisions or rehabilitation program. You may be one step closer to truly knowing what happened during the event and be in the position to offer some key answers.

#### Connecting Responder and Survivor

There is no better feeling than closure with **CellAED for life™**. You don't have to be left wondering what happened. We'll assist with connecting members and their family who are responders or survivors - often considered a valuable step in the rehabilitation journey.

**In about 30-40% of cases, doctors cannot explain what caused the sudden cardiac arrest in a patient<sup>4</sup>**

# Membership Benefits

## Exclusive Offers

**CellAED for life™ is an exclusive membership made only available at the time of purchase of your CellAED®.**

### Free Shipping & Handling

We've got you covered with free postage of your replacement CellAED® over the life of your membership as well as the management of your unique registration process and device data notification system.

### Special Member Offers

Access to special member-only offers.

### Sneak Peek Benefits

Be the first to find out about new product updates, have your say on future product development and get priority access to pre-sale offers.

### Replacement CellAED®

If in doubt, use your CellAED®. Rest assured that if the situation arises that you spot the signs of a sudden cardiac arrest we want you to spring into action and use your CellAED®. If your CellAED® was used in a suspected sudden cardiac arrest, we'll send you a replacement device as part of your **CellAED for life™** ongoing membership. We'll also gift a free CellAED® to the HERO who first responded and performed CPR.

### Easy Recycling

We're committed to minimising waste and managing recycling efforts for this special medical device. We've specially designed the packaging we ship your replacement CellAED® in so that it can be repurposed for you to return your used or unused CellAED® to us.

### References

<sup>1</sup> St John Ambulance, Nov 2016

<sup>2</sup> Forethought, Sep 2021

<sup>3</sup> Sudden Cardiac Arrest Foundation, Aug 2011

<sup>4</sup> Baker Institute, April 2021

### Disclaimers

\* Monitoring features are subject to cellular connection availability

† Optional accessories, additional charges apply

‡ Cellular coverage is not required for product to function. This does not replace the need for you to carry out your Monthly Product Inspection Checklist. It will be time to have your CellAED® replaced when you observe the green LED on the front of your CellAED® change to amber or your product expiry has been reached, whichever comes sooner

This is a summary of key features only. Exclusions apply. Please refer to the **CellAED for life™** Terms and Conditions for full details.

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