

Frequently Asked Questions (FAQ) by Meeting Planners Regarding the CardioReady® Certification Program

In order to advance meeting safety, and as part of an industry-wide initiative in conjunction with the American Heart Association and CR Certification Corporation (CardioReady), StarCite >|< OnVantage is encouraging meeting planners to include the following question in their RFPs:

“Will there be a CardioReady® certified cardiac emergency program - including AEDs - in place for this meeting? Due to evolving standards of care, a CardioReady certified property may receive preference over a non-certified one.”

1. Why does it matter if a facility is CardioReady certified?

- At least once every two minutes, someone in America dies from Sudden Cardiac Arrest (SCA) which can strike anyone, anywhere, regardless of age.
- That's 300,000 deaths per year - more than breast cancer, lung cancer, colon cancer, automobile accidents, and homicides combined.
- The chances of surviving SCA increase from 0% to 70% if a shock from an Automated External Defibrillator (AED) is delivered within 3-5 minutes of collapse.
- Since professional emergency response can take an average of 12 minutes or more, onsite AEDs are necessary to provide any chance of survival in the critical 3-5 minute window.
- While easy-to-use AEDs have been widely deployed in many types of public venues such as airports, arenas, shopping malls, amusement parks and casinos, it is estimated that less than 10% of hotels and only 10-20% of convention centers have even a single AED available.

2. What does a CardioReady designation mean?

The CardioReady designation program establishes much-needed standards and guidelines for the industry. The CardioReady certification process incorporates the American Heart Association's Automatic External Defibrillator (AED) program recommendations, and includes an assessment of a property, as well as the installation, implementation, and maintenance of AEDs. It also includes the training of onsite personnel using the American Heart Association's Heartsaver AED curriculum or equivalent and following accepted best practices in compliance with local and state regulations.

3. Who is CardioReady?

CR Certification Corporation ("CardioReady") is a totally independent entity comprised of doctors, attorneys and AED industry veterans, dedicated to reviewing cardiac emergency readiness programs to determine if best practices have been employed. CRCC certifies only those facilities as CardioReady® which have met or exceeded this strict standard.

4. What do I do with this information?

You and your clients may already be protected by AED programs at your places of business. If your employer has acknowledged the importance of AEDs in the workplace, shouldn't those same protections continue while traveling - especially on company-mandated trips? In being responsible for the procurement of meeting space it is your job to be the expert consultant, in tune with evolving trends and standards of care to best advise your clients.

5. What does it mean if a facility says that it will have a CardioReady certified AED program in place for my meeting?

It means that the facility is either: a) already CardioReady certified and will maintain its certification, b) is already in the process of becoming certified, or c) is willing to become certified if required to book your meeting.

Of course, as we all know, mistakes and incorrect information sometimes make their way into RFP responses. Like all pricing, services, and amenities that are important, you want to make sure that you communicate directly with the facility and include the requirement in the final contract. Suggested wording is as follows:

“There will be a CardioReady® certified cardiac emergency program - including AEDs - in place for this meeting.”

6. I can't find a CardioReady facility in the chosen destination for my next meeting. What can I do?

Much like the requirement and installation of high-speed Internet access was driven by customer demand, meeting buyers have the buying power to provide the incentive for meeting facilities to implement CardioReady certified programs to protect attendees, guests and employees alike. In many cases, the booking of a single meeting will more than cover the cost to a hotel for an entire year.

7. Where can I find out more?

More information on the CardioReady initiative can be found at www.cardioready.com, or you may call (330) 405-8233.