

Independent Monitoring and Accreditation for Essential Lifesaving Programs

According to the American Heart Association, more than 325,000 deaths occur each year as a result of sudden cardiac arrest (SCA). The chances of survival increase from less than 5 percent to more than 70 percent if an Automatic External Defibrillator (AED) is used within 3-5 minutes of collapse. A CardioReady® Certified Cardiac Emergency Readiness Program (CERP) including proper placement of AEDs in conjunction with training, maintenance, and communication with local emergency response providers ensures that you are mitigating the risk associated with a critical event occurring to one of your clients and assures that your clients will get the benefit and protection of the Good Samaritan Laws.

An Essential Standard for the Insurance and Loss Prevention Industry

CardioReady certification establishes a much-needed standard and set of guidelines for insurance companies and their clients. Without certification, there is no way for your clients to ensure compliance with applicable statutory and regulatory requirements or reduce exposure to potential liability for failure to provide an AED program consistent with the established standards.

CardioReady's certification process incorporates the American Heart Association's AED program recommendations and includes a free assessment of your clients' facility, as well as assistance with the purchase, site selection, installation, implementation, training and maintenance of the AED

"Anyone who has lost someone to sudden cardiac arrest understands the importance of AEDs in saving lives... We're proud to partner with CardioReady to address this preventable loss of life while further improving patron safety at golf and country clubs – a focus of the Preferred Club Program since we began in 1994."

Philip J. Harvey,
President,
Venture Insurance Programs

Benefits of including CardioReady Certification into a Managing General Agency loss prevention program

- ♥ Differentiation from your competition
- ♥ Ability to be the first and only exclusive program provider for your MGA's target market
- ♥ The CardioReady CERP is a validated, patented inspection-based audited program
- ♥ Reduction in number of claims related to cardiac arrest
- ♥ Improved claims experience for your carriers and their policyholders
- ♥ Value-added benefit delivered by you and realized by your carriers and their clients

CardioReady Certification supports loss control mission

- 👉 Mitigating risks through on-site assessments and best practice protocols for Certification
- 👉 Evaluating the quality and effectiveness of the clients' current cardiac emergency readiness program
- 👉 Designing a program from assessment through equipment procurement, installation, personnel training and ongoing maintenance and program monitoring
- 👉 Post-incident assessment and support
- 👉 Generating specific recommendations to mitigate risk and reduce claims
- 👉 Working closely with Managing General Agencies and insurance companies to reduce the client's overall risk

Fact

Sudden Cardiac Arrest (SCA) strikes without warning to people of any age, lifestyle or ethnic background. CardioReady Certification ensures that all of the necessary requirements have been met to offer the best and quickest response.

When 5 minutes could mean the difference between life and death, why would you risk not being Certified?



CR Certification Corporation

CR Certification Corporation is an independent entity comprised of doctors, attorneys and AED industry veterans, dedicated to developing cardiac emergency readiness programs and ensuring that best practices have been employed. CRCC certifies facilities as CardioReady only if they have met or exceeded these best practices and strict standards. CardioReady is a federally registered certification mark owned by CR Certification Corporation. For additional information visit www.cardioready.com.