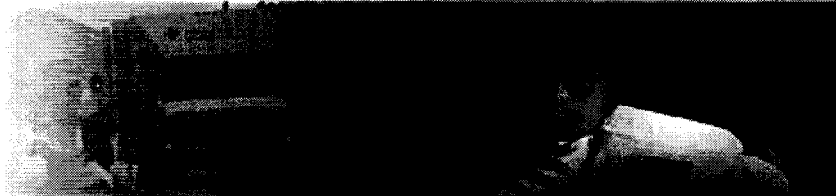




Together, we can save a life








American Red Cross of Greater Columbus

Information about
AEDs

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Investment in AEDs pays off by saving a life

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Alliance Data Systems made an investment in employee safety four years ago, and on Jan. 24 the company was glad it spent every penny.

The company purchased an automated external defibrillator (AED) for each of its four locations, after Nancy Elekes, lead safety officer, saw a presentation about the life-saving machines hosted by the American Red Cross of Greater Columbus.

"I knew immediately how important the machines would be," Ms. Elekes said.

For four years, the machines went unused until Linda Glaze, a safety worker at the Reynoldsburg location, had to use an AED to shock a co-worker back to life.

Jeff Rarick, 41, was in a meeting when he collapsed. Ms. Glaze assessed his condition, then applied the AED. She learned to use the machine through a Red Cross course. The machine analyzed the situation and instructed her to administer a shock. When the emergency squad arrived several minutes later, Rarick's heart rhythm had returned to normal.

"The machine saved my life," Rarick said later. "The doctor said CPR alone wouldn't have been enough."

Ms. Glaze is a Red Cross-trained instructor and teaches co-workers CPR and AED use, however, the action she took could have been taken by anyone trained on the device.

"I knew our AEDs would be a valuable lifesaving tool. I was right," Ms. Elekes said.

Some 220,000 Americans die every year from sudden cardiac arrest. Immediate use of an AED, in conjunction with CPR, could save up to

50,000 lives a year.

Rarick, who turned 42 in February, along with his family and co-workers are glad one saved his.

Red Cross Workplace Education staff assists businesses with the purchase of AEDs and training on the machine. Call (614) 253-2740 Ext. 2432 to find out how to have an AED installed at your workplace or to schedule training. Send email for more information.