

AED programs come with significant costs for equipment, training and maintenance. This document will help you quantify the results of your program and understand the value the AED Smart® Station brings. To do this you must be able to answer the following questions:

- ✓ What are the goals for your AED program?
- ✓ Are you getting the expected results from your program?

Using the Performance Assessment and Analysis Approach

This process develops a Return on Investment (ROI) for your AED program based on more than just money.

Step 1 – Verify the Problem / Opportunity for the Program

- Problem:** Sudden Cardiac Arrest is the #1 cause of death, in public places or the workplace. Emergency Responders cannot always get to the patient fast enough to help them.
- Opportunity:** Implement an AED program to increase survival rates from Sudden Cardiac Arrest.

Step 2 – Identify the Challenges to the Success of the Program

1. AEDs are not easily accessible to the public or are difficult to locate.
2. Devices are not functional due to poor tracking of the components needing maintenance.
3. Bystanders are not willing to get involved when Sudden Cardiac Arrest occurs.
4. AED usage and CPR skills need to be regularly refreshed to be effective.
5. Program statistics are not readily available to justify the money that has been spent.

Step 3 – Agree on the Improvements Needed to meet the Challenges Identified

1. Bystander training is needed.
2. AED location and maintenance improvements are needed.

Step 4 – Create the Baseline for the Program Measurements

Document key measurements for: Incident and Survival rates, Training costs and attendee numbers, per unit costs, maintenance costs

Step 5 – Deploy AED Smart® Stations in appropriate locations

Place AED Smart® Stations in locations where people have “time to wait”. Recommended locations include airports, bus/train/subway stations, schools, sports/recreation centers, public buildings, hospitals, libraries, city hall, shopping malls, hotels, golf courses, jails, any lobby or waiting room. Promote the additional training offered by the Smart Stations.

Step 6 – Measure Impacts and Publish Results

The AED Smart® Station provides maintenance information, metrics on the numbers trained and their confidence level in getting involved. Combine this information with the performance statistics for categories you established in Step 4 and monitor the impact on survival rates. Share these results in management reports, white papers, and all other program success channels.

You should have created the following ROI Results

AED Program Goals	Intangibles
Increased survival rates	Increased staff and public confidence
Increased Bystander involvement	Increased program awareness
Increased number of people trained	Improved image of the program
Increased community response	Reduced complaints

