

From: DXE Medical Inc.  
Sent: 10/5/2015 11:18:41 AM  
To: Haley, Nikki  
Cc:  
Subject: October Newsletter - SCA Awareness Month, \$100 Coupon, PMA Q&A, Meet Terrance the Chihuahua and More!

## OCTOBER SPECIALS

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## DXE OCTOBER NEWSLETTER

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### October is Sudden Cardiac Awareness Month

Over 360,000 people suffer sudden cardiac arrest (SCA) outside of the hospital every year in the United States. Sadly, survival rates remain less than 10% and in some areas, close to 5% due to lack of public awareness and immediate medical care.

Sudden Cardiac Arrest is fatal if not treated within minutes. In rural areas, EMS may not arrive in time for defibrillation to be effective. DXE Medical's recertified AED offering makes it possible for you to own a personal AED for your home, or to take to sporting activities. Be prepared to save the life of someone you love with an AED. Shop our fully recertified and cost-effective AEDs [here](#) <https://t.e2ma.net/click/ox6mg/c4rywj/swonpb>.

During the month of October, we will feature a fact or tip about Sudden Cardiac Arrest each day on social media. Follow us on [Facebook](#) <https://t.e2ma.net/click/ox6mg/c4rywj/8opnpb>, [Twitter](#) <https://t.e2ma.net/click/ox6mg/c4rywj/ohqnpb> or [LinkedIn](#) <https://t.e2ma.net/click/ox6mg/c4rywj/49qnpb> to get the latest!

Excited to learn more about SCA now? Check out our [infographic on AED.com](#) <https://t.e2ma.net/click/ox6mg/c4rywj/k2rnpb>.

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### **Duke Professor in Cardiac Arrest Saved By Students**

Four EMS students at Duke University are heroes after working together to save a professor suffering from cardiac arrest late one evening on campus. Read the fully story [here](https://t.e2ma.net/click/ox6mg/c4rywj/gntnpb). [<https://t.e2ma.net/click/ox6mg/c4rywj/gntnpb>](https://t.e2ma.net/click/ox6mg/c4rywj/gntnpb)

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### **A Heart Attack and Cardiac Arrest Are The Same - True or False?**

False. While both are potentially fatal cardiac conditions, there are major differences that everyone should know. Do you know when to perform CPR or use an AED? Read on to find out how you can help if your spouse, parent or friend needs your immediate help. [Click here](https://t.e2ma.net/click/ox6mg/c4rywj/c8unpb) [<https://t.e2ma.net/click/ox6mg/c4rywj/c8unpb>](https://t.e2ma.net/click/ox6mg/c4rywj/c8unpb).

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### **5 Myths About Sudden Cardiac Arrest**

1. Sudden Cardiac Arrest would never happen to Me/Employees/Students/Customers
2. Heart Attack and Cardiac Arrest are the same thing.
3. CPR is the best treatment for Cardiac Arrest.
4. "I cannot help because I am not trained"
5. "I will be sued for intervening with a cardiac arrest patient"

Click here [<https://t.e2ma.net/click/ox6mg/c4rywj/s0vnpb>](https://t.e2ma.net/click/ox6mg/c4rywj/s0vnpb) to read these myths debunked!

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### **DXE PMA Series Launches with Trade-in & Trade-Up Program**

This year, the FDA released a final order requiring all manufactures with AED technology in their medical devices to go through the Pre-Market Approval (PMA) process. This has forced each manufacturer to evaluate whether to apply

for the PMA or to cease distribution of certain devices. To find out about your device and more about the FDA's ruling, [click here](https://t.e2ma.net/click/ox6mq/c4rywj/olxnpb) [<https://t.e2ma.net/click/ox6mq/c4rywj/olxnpb>](https://t.e2ma.net/click/ox6mq/c4rywj/olxnpb) and join in on the conversation!

If you have a device affected by the PMA, DXE offers a **Trade-In & Trade-Up Program**. Right now, if you are ready to trade in your M Series, you can use this trade-in value for a new or recertified Lifepak 12 or Philips HeartStart MRx defibrillator from DXE Medical today. *To learn more, please call 866-349-4363 or email [CustomerService@DXEMed.com](mailto:CustomerService@DXEMed.com) [<mailto:CustomerService@DXEMed.com?subject=>](mailto:CustomerService@DXEMed.com?subject=>).*

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### **New Hire: David Favours - Customer Service**

David Favours joined the DXE Customer Service Team at the beginning of September. David is from Columbia, TN, where he attended college at Columbia State. After graduating with a degree in Early Childhood Education, David worked as a Youth Program Coordinator at the YMCA for several years.

Just before joining the DXE team, David had been honing his customer service skills in the Medical Billing and Collections Department at Community Health Systems (CHS). In his spare time David enjoys being outdoors, camping or hiking and rooting on his favorite NFL team, the San Francisco 49ers. Welcome to the team David, we're thrilled to have you!

To meet the rest of the DXE team, please visit our [About Us Page](https://t.e2ma.net/click/ox6mq/c4rywj/4dynpb) [<https://t.e2ma.net/click/ox6mq/c4rywj/4dynpb>](https://t.e2ma.net/click/ox6mq/c4rywj/4dynpb).

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### **Employees Recognized for Going Above and Beyond**

Each fiscal quarter, three outstanding individuals across our entire family of companies (over 500 employees) receive a "Sarnova Star award". This award is given to individuals who have gone above and beyond to consistently deliver our company's mission, vision, values, and guiding principles. Candidates are nominated by Directors and Managers, and the final choices are made by the