

Enerspect

Summer Newsletter

Volume 1, Issue 1

September 2, 2008

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Tim Russert, What Went Right?

The recent unexpected death of Tim Russert brought frenzied coverage to most news outlets throughout the U.S. What went wrong that day can certainly be viewed as a personal tragedy, without question. However, as I sat and reflected on the story, I began to wonder what went right? Specifically, how it relates to the business we are in and the common mission we all have in preventing sudden death.

Like so much of the population today, Tim Russert had risk factors for heart disease and sudden death. Dr. Barry Romo recently opined that Tim had metabolic syndrome: abdominal obesity, hypertension, and a combination of low HDL cholesterol with high triglycerides. Tim also had diabetes, a disease that often is the result of metabolic syndrome.

Tim of course was aware of his risk factors and was under a physician's care for prescribed hypertension and cholesterol medications. In fact, much of the publicity was focused around the fact that Tim, two months prior to his sudden death, passed a stress test. Tim probably gained comfort in learning he had passed his stress test. The unfortunate truth is that when Tim's coronary artery ruptured from the cholesterol-filled plaque, formed a clot, and subsequently closed off the blood supply to the front of his enlarged heart, he died. It is from this point that intervention from the people around him was the only hope for survival. Of course, my first thought was my direct experience with treating similar patients and the likely shock and chaos that took place as his coworkers were suddenly thrust into being rescuers. I then switched to wondering if an AED was available and deployed appropriately and if so, was CPR performed? What was the down time? Did this particular NBC studio provide adequate emergency response training? Many of the same thoughts that you most likely had as the story broke. I had hoped that we would be able to point to what went right. Comfort could be gained if we knew the staff was trained in proper CPR and AED response. That everything possible was in place and Tim was given the best chance for survival. After all, defibrillators have been available on the commercial market and deployed in workplaces throughout the world, not to mention that CPR has been available since Moses.



**Tim Russert
Meet The Press**



Philips HeartStart OnSite AED

What Went right?

However, it appears that there were indeed problems with the response to this witnessed collapse, including reports of a delayed AED deployment. While only those who responded know exactly what played out, news reports began questioning the availability of a potentially life saving shock from an AED. It was confirmed that the studio had an AED available but that it was deployed late and the first arriving EMS crew were the ones to provide the first of 3 total defibrillation attempts.

So what went right? Other than early recognition and EMS activation, not much. And certainly not enough. A story that can be repeated all too often each day throughout the U.S. This incident should serve as a reminder to all of us that workplaces, even today, are not adequately prepared to intervene properly in sudden cardiac arrest. The Chain of Survival is so simple, yet not understood by most lay people. If we take away anything from the Tim Russert incident, and the hundreds of others that occurred that day, it should be that you and I have a powerful message and mission. It is perhaps a good time to look at your business. We must ensure that each AED sale is supported by a strong implementation plan that includes Comprehensive CPR and AED response training, Policy & Procedures templates, workplace awareness and program maintenance.

Chain of Survival



As the NBC studio just learned, having an AED does not translate into survival. It is the program that is implemented and the recognition within the workplace that will solidify a true response for the best possible outcome and hopefully point to everything that went right.

Take this time to reflect on the offering you bring to the workplace setting. It may be time to initiate improvements to the current solutions you offer or develop new strategies to differentiate yourself from your competitors. Simply put, go to your customers and ask yourself in they could save your life in the event of sudden cardiac arrest.

KEEP IN MIND

- OSHA states AED's should be conveniently installed to ensure response within three to five minutes.
- Strive for proper quantities of AEDs at worksites and proper locations.
- Philips offers tools on program implementation that includes workplace policies and procedures as well as response protocol templates.
- You should either offer training or be networked with quality training professionals that utilize Philips training materials.
- Each customer should understand the importance of program implementation that includes strong training and recognition/awareness components.
- Bundle each sale with the appropriate training items from Philips.
- Ask us about program management offerings from Enerspect that will track devices and training for your customer.
- Integrate scenario training into your implementation program.
- Consider Laerdal CPR mannequins from Enerspect that provide CPR quality feedback.

Product Focus: CPR Anytime

While many of you have businesses where you provide CPR/AED training to the communities you represent, I want to increase awareness of CPR Anytime from Laerdal, a product that I feel has great potential to help save more lives. Many times instructors are concerned this product will threaten their business, I would really like to take this opportunity to provide some clarity.

CPR Anytime is designed as a self directed learning tool to capture those individuals who typically do not and will not take traditional CPR certification courses. We simply are not training enough citizens how to do CPR with the traditional approach. Keeping focus on improving survival rates, we know that the more people in a community who have CPR awareness and training, the better the outcomes for those communities. This is a great way for communities to adopt a community initiative that embraces both the traditional instructor driven approach as well as utilize a proven method.

Family & Friends CPR Anytime is a personal learning product that teaches lay people, in the comfort of their own homes, the core skills to perform Adult and Child CPR in just 22 minutes. CPR anytime instructs the user in a “practice-while-watching” (PWW) format with the aid of a 22 minute instructional DVD, a personal, inflatable manikin with integrated adult/child compression clicker, and the AHA Family and Friends CPR Student Book.

The Family & Friends CPR Anytime program is based on the traditional AHA Family & Friends CPR Awareness Program and is a research-proven equivalent to taking a traditional course for learning the core skills of CPR.

Please contact Kory Brown for more information on this product available from Enerspect. Many communities are adopting this approach, and we can help you integrate this tool into your business model. I ask that you embrace this powerful community CPR Tool and consider approaching:

- Local EMS agencies for community CPR initiatives
- School Districts for CPR take home projects
- Local Rotary Clubs for supporting community CPR initiatives
- Retail outlets for resale
- Local Medical Directors to spearhead a community CPR initiative & improve survival rates in your community



*“Family & Friends
CPR
Anytime ..
teaches lay
people, in
the comfort
of their own
homes..”*



Philips Announces SMART REWARDS!!

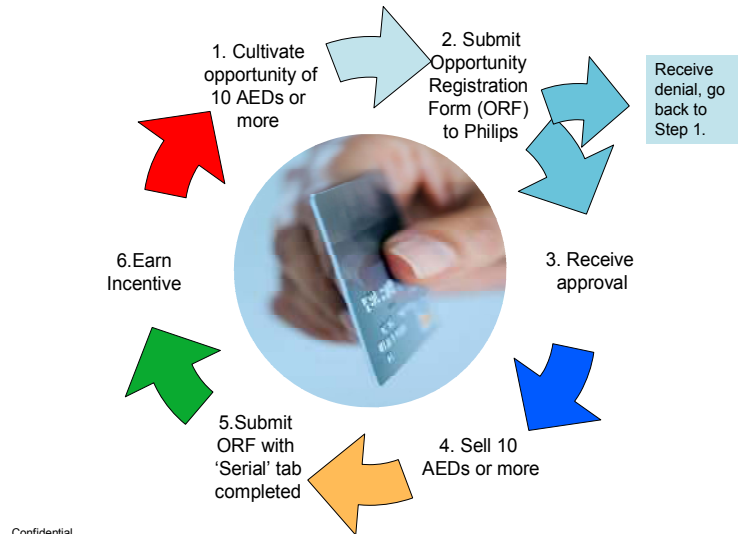
Starting August 4, 2008, Enerspect is pleased to roll out a new REWARDS program from Philips Healthcare!

To jump start the SMART Rewards program, Philips will generate leads by calling into a target account list. In addition, Enerspect Partners will identify strategic opportunities requiring 10 defibrillators or more that will be closing no later than December 22, 2008.

In order to take advantage of the SMART Rewards program, the sub-distributor must register the opportunity with Philips using the SMART Rewards Opportunity Registration Form (Available from Enerspect or your Philips ICM). Philips will approve or deny the Opportunity Registration Form based on a standard set of criteria determined by Philips. If approved, a SMART Rewards Number will be provided. Once an opportunity is won, the Sub-Distributor will place the SMART Rewards Number in the device tracings submitted to Enerspect.

PHILIPS

Sales Reps Guide to SMART Rewards!



For each registered and approved AED deal of **10 units or more** that is closed before **December 22, 2008**, Philips will give the Sub-Distributor a \$100.00 AMEX Encompass card. Maximum award per approved opportunity will be \$500.00. Sub-Distributors that earn \$600.00 or more during the SMART Rewards Program will be issued funds vial Electronic Funds Transfer (EFT) in lieu of an AMEX card.

Opportunity Registration ends September 30, 2008! So remember to register those deals of 10 AED units or more. **Deals must be closed by December 22, 2008. Rewards payouts by Philips will begin January 30, 2009!** (sub-distributors must be in good standing with Philips at time of payouts)

Contact your Philips ICM or Enerspect representative if you have questions. **HAPPY SELLING!!**

Welcome New Enerspect Team Members!



Enerspect continues to grow and develop towards a national footprint. Recently we welcomed three new team members that will play an important roll in our growth strategy.

Please welcome:

Todd Hirsch:

Director of Market Development Western Region (NV, CA)

Todd Hirsch, a native of the Midwest (Wisconsin), moved to Las Vegas in 2001 to realize his potential and pursue success in sales. His background includes Management and Real Estate. Todd is a dedicated sales professional with a strong record of achievement in sales volume, customer service satisfaction and closing deals. Todd's strong belief in fiduciary duty ensures that his clients receive a sales representative that is committed to serving them in the most knowledgeable and ethical way.



Gene McLain:

Director of Business Development Eastern U.S.

Gene has spent almost 30 years in the medical device business in various positions including sales, sales management, distribution management, federal government markets, national accounts and division management. Gene and his wife, who is a Nursing Education consultant, live in Lake Wynonah, PA.

Nicole Falsone:

Director of Market Development SW Region (AZ, NM)

Nicole Falsone was born and raised in Rio Rancho, New Mexico. She is proud to call Scottsdale, Arizona her home since 1999. Nicole is a product of a very large Italian American family who has fully embraced Southwest living. She is the proud Aunt to her beautiful nieces and uses the time she is not working to hang out with her family. Nicole has been in the medical field since 1997 and is delighted to be part of the Enerspect Team. Her passion is in educating her community and its leaders of the importance of early defibrillation, educational devices and monitoring equipment to save lives.

Welcome Aboard!

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We're on the web
www.enerspect.com



Delivering value along the chain of survival through training and technology solutions

Successful Sales– Tim Wackel

I recently had the opportunity to learn from veteran sales professional and consultant, Tim Wackel. I would encourage all of you to visit www.timwackel.com and sign up for his informative email newsletter.

Tim Shared with me some interesting figures that I thought would be of interest to you. I know I will remember his advice as I evaluate my future sales efforts.

Regarding the biggest challenges facing the sales representative today, Tim reports:

- *99% Don't set good objectives*
- *95% Talk too much*
- *86% Ask ineffective questions*
- *82% Don't know how to differentiate*
- *62% Fail to gain collaborative agreements*

For Success:

- *Outline objectives that have attainable and measurable outcomes that position you where you want to go!*
- *Don't talk the customer to death, data dumping is bad. You are there to learn about THEM and THEIR needs.*
- *Ineffective questions get you nowhere and waste time. Embrace open ended questions while avoiding closed questions. (closed questions require short response, while open questions require an explanation)*
- *Understand and promote the solutions you bring to the customer and how it addresses their needs.*
- *Collaborate on a meaningful goal and close the deal!*

Did you know?

Much recent media has focused on lay rescuer CPR and the 2005 AHA Guidelines. Specifically, the acceptance and promotion of compression-only CPR. By utilizing the Heart-Start Configure Software, the FRx AED can be configured for compression only CPR coaching.

PHILIPS