Philips Announces Its Portfolio of Lifesaving Solutions Supports New American Heart Association 2010 CPR and ECC Guidelines

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ANDOVER, Mass., Nov. 11, 2010 /PRNewswire/ -- Royal Philips Electronics (NYSE: PHG; AEX: PHI), a worldwide leader in defibrillation technology, today announced that its entire line of emergency care and resuscitation solutions supports the newly updated American Heart Association Guidelines for Cardiopulmonary Resuscitation (CPR) and Emergency Cardiovascular Care (ECC). The European Resuscitation Council (ERC) has also released its Guidelines for Resuscitation 2010 and Philips supports those as well.

The 2010 Guidelines reaffirm many of the recommendations in the 2005 Guidelines and highlight the importance of coordinating multiple therapies to help save lives from cardiac events. They emphasize high quality CPR, chest compressions for untrained rescuers, current-based defibrillation, effective CO2 monitoring and successful post-resuscitation care, including therapeutic hypothermia.

Defibrillators treat the most common cause of sudden cardiac arrest (SCA), an electrical malfunction of the heart that causes it to beat erratically rather than pump in a normal rhythm. SCA is a leading cause of death around the world. In the United States, SCA claims more than 325,000 lives each year – or nearly 900 Americans a day.(1) In Europe, SCA is responsible for more than 60 percent of adult deaths from coronary heart disease.(2) For every minute that goes by without defibrillation, a cardiac arrest victim's chances of survival decrease by about 10 percent.(3)

"Philips technologies were developed with the insight that the science behind resuscitation is constantly evolving and our products need to be flexible in order to make updates and adjustments easily," said Derek Smith, senior vice president and general manager, Therapeutic Care, Philips Healthcare. "We fully support the intent of the Guidelines which is in sync with our mission of improving and saving lives."

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