February 11, 2014



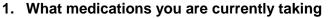
## **Canadian MedicAlert Foundation**

Heart Month Emergency Preparedness Plan Checklist

Show loved ones you care this February (Heart Month) with a lifesaving sterling silver heart-shaped medical ID from the Canadian MedicAlert Foundation.

Most leading health organizations recommend that people with chronic medical conditions wear a MedicAlert ID. In fact, the Heart & Stroke Foundation of Canada recommends that people living with heart conditions wear a MedicAlert ID as part of their emergency preparedness plan.

MedicAlert can help you be prepared in an emergency by telling paramedics:



• Knowing exactly what medication a heart patient is on when paramedics arrive on scene at an emergency can be crucial. Common heart medications can be extremely harmful when interacting with other medications. For example, patients with a cardiac arrhythmia, called atrial fibrillation, are at high risk for stroke and are commonly treated by anticoagulants. The major risk of anticoagulants is bleeding, and it is critical for EMS and emergency departments to know if a patient is on this medication.

## 2. Your exact medical condition

 In an emergency situation, paramedics and ER doctors must know exactly what your current and previous medical conditions are so that they can properly assess and treat you.

## 3. MedicAlert will call your emergency contacts

 The unique MedicAlert Family Notification service will directly contact a member's loved ones listed as emergency contacts immediately after paramedics call the 24-hour hotline.

## **About the Canadian MedicAlert Foundation**

Canadian MedicAlert Foundation is the largest membership-based registered charity in Canada and has been a provider of emergency medical information services for more than 50 years.

When you purchase a MedicAlert ID or membership, in addition to providing peace of mind for a loved one you are also helping to support one of Canada's most trusted charities.

While there are a number of medical ID copycat devices on the market, only an authentic MedicAlert ID is supported by a 24/7 emergency hotline service staffed with medical professionals.

The Foundation's services include electronic health records, a state-of-the-art secure database, a 24-hour emergency hotline for paramedics and first responders. Learn more about MedicAlert products and services, how they work, and how you or a loved one can become a member by calling 1-866-679-3166 or visiting MedicAlert.ca.

-30-

For more information, contact Kertney Russell, Debra Quinn or David Weinstein at Strategic Objectives.

Tel: 1-866-366-7733 X241

Email: krussell@strategicobjectives.com

dquinn@strategicobjectives.com davidw@strategicobjectives.com