



---

## HeartSine Recruits Athlete Saved by Defibrillator



---

HeartSine® Technologies ([www.heartsine.com](http://www.heartsine.com)), the leading manufacturer of Automated External Defibrillators (AEDs), has recruited an inspirational swimmer who was saved by a defibrillator after experiencing Sudden Cardiac Arrest (SCA).

Brian Duffield collapsed at the age of 40 in Tucson, Arizona, after a routine swimming workout in 2006.

A bystander ran for help and Brian was brought back to life with the help of a HeartSine defibrillator at the pool at the University of Arizona.

Brian, whose motivational story was featured on the front cover of one America's biggest magazines, Newsweek, in 2007, has now joined HeartSine as National Channel Manager in the United States. He said:

"I am delighted to have started working with an organization that actually saved my life.

"At the time, I knew there was one on the wall of the swimming pool, but I didn't really give it a second look or second thought. As a fit and healthy athlete, I certainly never thought it would have to be used to save my life!

"The Newsweek magazine article was fantastic in getting people talking about Sudden Cardiac Arrest. I was a fit 40-year-old man and what the coverage did was demonstrate that it's not the stereotypical 65-year-old, overweight smoker who suffers. It can actually happen to anybody, anywhere, at any time.

"My role as National Channel Manager at HeartSine will entail helping to build successful distribution channels for our defibrillators in the US. I will be using my own experience to raise awareness of Sudden Cardiac Arrest and how a defibrillator can be the difference between life and death. People are certainly always surprised when I tell them my story. They might say, 'You know, I really don't think I need one.' I laugh and say, 'I thought that too!'"

HeartSine is headquartered in Pennsylvania with large Research & Development and Manufacturing resources in Belfast Northern, Ireland.

Stephen Garrett, HeartSine Director of National Distribution for the Americas, said: "Brian Duffield is an excellent ambassador for AEDs and living proof that Sudden Cardiac Arrest can happen to even the fittest of people so we are thrilled to have him on board. His story is incredible and a great testament to how crucial AEDs are to the survival of SCA victims.

“Approximately 359,400 people in the United States of all ages experience out of hospital SCA each year.

“In fact, the number of people who die each year from SCA is roughly equivalent to the numbers who die from Alzheimer’s disease, assault with firearms, breast cancer, cervical cancer, diabetes, HIV, house fires, motor vehicle accidents, prostate cancer and suicides combined!

“But there is still a long way to go with the realization for organizations that this could happen on their premises to a colleague or customer, and that one of these devices could increase the survival rate of a victim by up to 70 percent. This is compared to a survival rate of just 5 percent for Cardiopulmonary Resuscitation (CPR) alone.”

HeartSine defibrillators are used in over 40 countries across the world and are manufactured with voice prompts in 20 languages.

Source: [BusinessWire](#)

Published on : Fri, 14 Jun 2013