



MISSION:

Our mission is to improve survival after cardiac arrest through community training and education.

PROBLEM:

Sudden death from cardiac arrest is the leading cause of death in this country. Survival rates vary by geography. In greater Louisville, the survival rate for cardiac is only 6-14%. In cities with robust CPR education, like Seattle, Washington and Rochester, Minnesota, survival after cardiac arrest approaches 50%.

STATISTICS:

Studies show that as the percentage of individuals in a community learn CPR, the chance of survival increases¹.

A person who has been taught CPR once is more than 50% more likely to perform bystander CPR if the need arises².

The cost of CPR training is seen as a major barrier to implementation of a community based training program³. *Start the Heart* will offer this training at no cost to the recipients.

SOLUTION:

Start the Heart will increase access to CPR Education and Training.

Start the Heart will offer CPR training and certification to pre-medical student interns.

Interns will then teach hands only CPR to community groups at no cost to the recipients. This service will increase the number of trained individuals in the community, improving cardiac arrest survival rates.

Training sites will include schools, community centers and local businesses with a special emphasis on areas with the highest cardiac arrest rates.





SPONSORS:

Start the Heart will seek sponsorships with individuals and organizations that have an interest in improving the health, wellness and safety of people within this community.

Sponsors will be integrated in *Start the Heart's* marketing, public relations and educational functions.

Start the Heart sponsors will benefit directly from enhanced visibility in the community and its association with *Start the Heart's* purpose.

FIRST YEAR GOALS:

Obtain contributions from organizations that have an aligned interest in *Start the Heart's* mission

Hire two pre-medical students for internships

Train and certify the interns hands-only CPR

Identify areas in Louisville with high cardiac arrest rates where hands on CPR training to citizens could help increase bystanders' responses to cardiac arrest incidents.

Teach 1,000 bystanders hands-only CPR over a 4-month period

Increase cardiac arrest symptom awareness and bystander action in cardiac emergencies

Develop key metrics for ongoing analysis and measurement of results

FOUNDER and President

Dr. William Dillon, an interventional cardiologist in Louisville, Kentucky, founded The *Start the Heart Foundation* in 2013. *Start the Heart* will be a 501(c) (3) foundation under the Internal Revenue Code and all donations to *Start the Heart* will be tax exempt.

¹ JAMA, 2013; 310 (13): 1377-1384

² Acad Emerg Med, 2006; 13: 596-601. Acad Emerg Med, 2006; 13: 596-601.

³ Civic Cardiovascular Qual Outcomes 2013; 6:00-00.



START THE HEART FOUNDATION 30 MINUTE HANDS-ONLY CPR CLASS

- Taught by trained pre-medical student interns
- Learn difference between cardiac arrest and heart attack
- Review Emergency response procedures
- Learn when to call 911
- View Be the Beat video produced by American Heart Association
- Practice Hands-only CPR on “Annie” dummies
- Learn how to use an Automated External Defibrillator (AED)
- Learn about a heart healthy life style
- Handouts supplied
- Wallet sized participation card given to every attendee



Unique Educational Opportunity Pre-Medical Students:

- ❖ Become certified CPR instructor to teach hands-on CPR to members of this community
- ❖ Obtain direct exposure to day to day activity of medical specialties for breadth and depth of experience and opportunity
- ❖ Learn practical leadership skills
- ❖ Specialties including;
 - ✓ *Cardiology*
 - ✓ *Cardio/Thoracic surgery*
 - ✓ *Emergency medicine*
 - ✓ *Anesthesiology*
 - ✓ *OB/GYN*
 - ✓ *Orthopedics*
- ❖ Learn valuable community organizational skills, group training skills, and general heart health education
- ❖ Enhance public speaking skills
- ❖ Obtain direct exposure to day to day activity of cardiology and emergency medical services, including direct patient, and procedure observational opportunities



START THE HEART FOUNDATION

GENERAL BACKGROUND

William C. Dillon, MD, FACC, graduated with a degree in Chemistry from DePauw University in Greencastle, Indiana. He attended Indiana University Medical School and completed his residency in Internal Medicine at the University of Minnesota. Following his residency he became the Chief Resident at the University of Minnesota. He then attended Indiana University where he completed a fellowship in cardiology and interventional cardiology. Since 2000, Dr. Dillon has been a practicing cardiologist in Louisville, Kentucky.

Over the last ten years, Dr. Dillon has actively worked with emergency medical services (EMS) in an effort to improve heart attack and stroke care in Kentucky. As a result of his involvement, it was clear to Dr. Dillon that cardiac arrest care in the region needed improvement. The survival rate for cardiac arrest in Louisville, Kentucky is only 6-14%. Dr. Dillon found that some communities with strong bystander CPR training have cardiac arrest survival rates approaching 50 percent.

Dr. Dillon has always enjoyed teaching and interacting with pre-medical students. He understands that pre-medical students have limited opportunities to apply their knowledge and passion in a meaningful manner. Dr. Dillon recognized he could fill a void by combining the two issues in a creative and productive fashion. Start the Heart will help educate the community on CPR and increase the survival rate from cardiac arrest to better than 50% while also creating a unique educational opportunity for enthusiastic pre-medical students.



BOARD OF DIRECTORS

William C. Dillon, MD, FACC, and President of *Start the Heart Foundation (STHF)* is an interventional cardiologist. He has a passion and interest in improving cardiac arrest care in the community. Please see “*General Background*” literature for Dr. Dillon’s full profile.

Timothy Cahill, Vice President of STHF, is a principal with AfterMath Claim Science, Inc., a data mining, analytics and healthcare services organization. Tim has over 25 years’ experience in various forms of corporate and business development activities to include innovative concept, product development and general growth related initiatives in the healthcare services industry to include several business ventures culminating in successful transactions for both principals and employees. Tim serves on the board of Health Support Systems, and is an active participant with the award winning School of Entrepreneurship program at The University of Dayton.

Bill Precious, Treasurer of STHF, is a native of Louisville and spent over 25 years working for various banks and financial institutions in Louisville concentrating in such areas as trust investment mgt., corporate cash mgt., institutional fixed income sales, mutual fund operations and financial management services. Bill previously served on the board of Stage One and currently serves as President of the board of Lakeside Seahawks swim team. He is also a registered swimming official with KHSAA, USA Swimming and the NCAA. Bill has been elected Treasurer of STHF.

Sally Dillon, Secretary of STHF, is an active volunteer for JCPS having served as a School Based Decision Making Council representative, Ballard High School tennis booster president, Kammerer tennis team coordinator, Kammerer Middle School PTSA vice president, elementary school writing tutor and organizer of school wide events. Sally graduated from DePauw University, obtained her masters in counseling and psychology from St. Mary’s University and worked in the insurance industry for 7 years.

Steve Carr is Sales District Manager for EMC Corporation, a global leader in Cloud Computing, Big Data/Real-Time Analytics, and Information Security. Steve is responsible for Kentucky and Indiana Enterprise Markets and has over 25 years of experience in Information Technology. He is a native of Louisville, St. Xavier High School Alumni (’84), and University of KY Alumni - Business Administration.

Roz Cordini is an associate attorney at Wyatt, Tarrant and Combs, LLP. A long time registered nurse, Roz practices on the health services team of the firm, advising healthcare clients in areas related to contracts, HIPAA, EMTALA, Medicare coverage and reimbursement, fraud and abuse, licensure, medical staff issues and various other patient care and regulatory matters.

John Mandrola, MD, practices cardiac electrophysiology at Baptist Health Louisville. A Native of Connecticut, he trained in Internal Medicine and Cardiology at Indiana University Medical Center. His professional interests include implantation of cardiac devices and catheter ablation techniques. Though a procedure-oriented caregiver, John remains a strong advocate for healthy living through exercise and good choices. Outside the hospital, John enjoys cycling, running and writing.



SPONSORSHIP OPPORTUNITIES

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| Platinum | \$50,000 |
| Exclusivity (within industry) and all Gold Level benefits | |
| Gold | \$25,000 |
| Primary location of organizational logo and/or tag line in all printed materials | |
| Primary location of organizational logo and/or tag line on website | |
| Special recognition and support of partnership at all community functions | |
| Complimentary invitation for two to the STHF annual event | |
| Silver | \$10,000 |
| General Location of organizational logo in all printed materials | |
| General Location of organizational logo on website | |
| General Recognition and support of partnership at all community functions | |
| Bronze | \$ 5,000 |
| Location of organizational logo on website | |
| General Recognition and support of partnership at all community function | |
| Friends of Start the Heart | \$ 1,000 |
| General recognition in printed materials | |