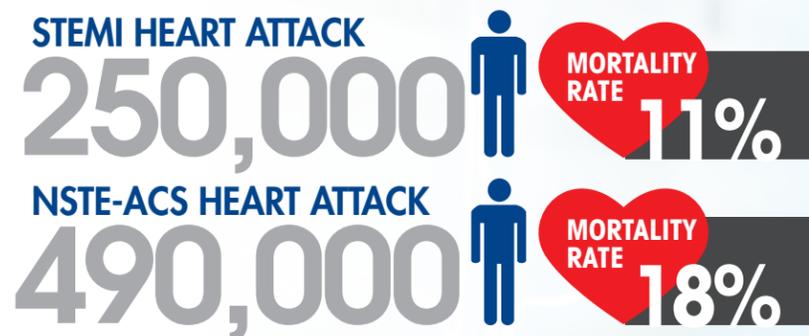


A MATTER OF SURVIVAL

TO LEARN MORE AND TO REGISTER, VISIT
Heart.org/MissionLifeline or email missionlifeline@heart.org.

Mission: Lifeline fills an urgent need in the treatment of all heart attack patients. Every year, almost 250,000 Americans suffer a ST elevation myocardial infarction (STEMI) heart attack, and nearly 490,000 have a Non ST elevation myocardial infarction (NSTEMI-ACS) heart attack. The mortality rates are staggering – 11 percent for STEMI patients and 18 percent for NSTEMI-ACS patients. **Mission: Lifeline provides life-saving measures and tools that allow participants to close serious gaps in the system of cardiac care and better coordinate treatment.**



MAKING A DIFFERENCE

Using a comprehensive and proven approach, **Mission: Lifeline enables medical professionals to use innovative methods to measure cardiac care effectiveness and efficiency.** Most importantly, participants focus on improving patient outcomes by adopting the American Heart Association's quality measures.

VALUE-ADDED BENEFITS

- Streamlines already-efficient systems that accelerate the decision-making process when treating heart attack patients with life-threatening conditions
- Provides a coordinated approach that links prehospital providers, referring (non-PCI) hospitals and receiving (PCI-capable) hospitals
- Recognizes participants for meeting high standards of performance
- Creates new data partnerships and strategic alliances with other leading organizations.



Mission: Lifeline ACS is part of the American Heart Association's Guideline Transformation & Optimization Program and is supported by an educational grant from AstraZeneca. For more information, visit Heart.org/GTO.



MISSION: LIFELINE FOSTERING LIFE-SAVING CARDIAC SYSTEMS OF CARE

The American Heart Association created Mission: Lifeline to save the lives of heart attack patients by connecting healthcare providers, prehospital providers and community stakeholders in a proactive system of care – from symptom onset through cardiac rehabilitation.





PREHOSPITAL PROVIDERS

You Play a Critical Role as the First Link in the System of Care

Mission: Lifeline helps increase your effectiveness by:

- Equipping and training paramedics to better recognize symptoms of myocardial infarction
- Providing support to acquire and interpret 12-lead electrocardiograms (ECGs)
- Developing protocols to transfer patients with positive ECG results and out-of-hospital cardiac arrest victims to the closest appropriate hospitals, bypassing non-PCI-capable hospitals when necessary

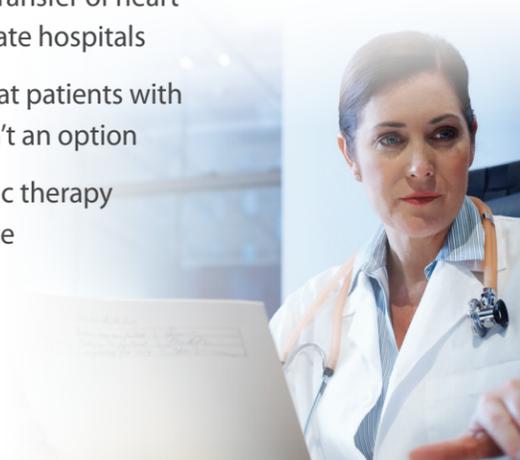


REFERRING (NON-PCI) HOSPITALS

You are a Vital Link in the Lifeline

Mission: Lifeline helps non-PCI facilities establish programs that improve survival rates for NSTEMI-ACS and STEMI patients by:

- Establishing protocols for the rapid transfer of heart attack patients to the most appropriate hospitals
- Developing new backup plans to treat patients with fibrinolysis when prompt transfer isn't an option
- Streamlining processes for fibrinolytic therapy to meet the recommended 30 minute door-to-needle timeframe



RECEIVING (PCI-CAPABLE) HOSPITALS

You are a Cornerstone in Treatment

Mission: Lifeline helps create systems that result in immediate and effective treatment of high-risk patients by:

- Reducing emergency department response time using American Heart Association tools to streamline processes
- Providing training in order to ensure performance of lifesaving PCI within 90 minutes of first medical contact
- Ensuring use of proven guidelines and evidence-based best practices for systems of cardiac care through the approved Mission: Lifeline national registry program, ACTION Registry®-GWTG™

