



## **Nobody Ever Died From A Broken Heart.....Or Have They?**

Gillett Area Ambulance Service and our dedicated caregivers need your help. It's not the typical broken heart that has us worried this Valentine's Day, it's the kind that can kill you, and kill you quick that gets our attention! The acronym that thousands have come to dread is known as STEMI or ST Segment Elevated Myocardial Infarction. A STEMI is the most dangerous type of heart attack involving a sudden blockage of one of the three coronary arteries that supply blood to the heart. Without blood, the heart muscle will die.

Mission: Lifeline<sup>®</sup> was created by the American Heart Association as a response to missed opportunities for prompt, appropriate STEMI treatment because each year, more than half a million Americans experience ST-elevation myocardial infarction (STEMI), out-of-hospital cardiac arrest, or both. The majority of these patients fail to receive appropriate treatment for their life-threatening conditions within recommended timeframes. National standards aim for 90 minutes from the time the first EMS unit arrives at the patient until balloon inflation in a Cath Lab. This standard of care is what we want to help bring to the people who call our service area home.

Regrettably, we are missing one key component to this standard of care....the in-the-field 12 lead ECG. An ECG is used to measure the heart's electrical conduction system mapping it in a readable waveform printout. The waveform is then used to measure the rate and regularity of heartbeats, the size and position of the chambers, the presence of any damage to the heart, and the effects of drugs or devices used to regulate the heart, such as a pacemaker. When an ECG indicates STEMI, with or without the additional insult of a cardiac arrest, the catheterization laboratory team miles away would be activated by EMS personnel in the field or by emergency physicians after receiving the notification of the positive ECG. This early recognition is proven to save lives and improve a heart attack survivor's quality of life.

So we ask.....will you help us help others? As with all medical advancements, highly technical services come with a price tag, a price tag that we need your help with. Everyone has a heart and may one day need this life saving technology. We are hoping to raise enough funds to equip all three of our ambulances with cardiac monitor/defibrillators capable of acquiring 12 lead ECGs and transmitting them to awaiting emergency department physicians. This is no small feat in that this technology costs in excess of \$30,000 per unit. Our current cardiac monitors are no longer manufactured and will not be serviceable in 3-4 years.

So in this season of the heart please "Have a Heart" and consider making a donation in memory or honor of a loved one who is dear to you and your family. Any donation amount would be greatly appreciated and fully tax deductible. Feel free to contact us with any questions regarding this project or stories of loved ones who've been helped by an EMT or First Responder.

It is our goal to provide the highest quality of patient care that we possibly can. Please "Have a Heart" and help us help others.

Sincerely,

***The Members of Gillett Area Ambulance Service  
P.O. Box 627  
Gillett, WI 54124***

Visit the American Heart Association's Mission: Lifeline campaign website for more information on cardiac standard of care.

Please visit our website and Facebook page for more information on our department and it's 59 years of history.

[www.gaasinc.com](http://www.gaasinc.com)

<https://www.facebook.com/GillettAreaAmbulanceServiceInc>