



## Guilford maker of defibrillators wants its product everywhere

By Maria Garriga  
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GUILFORD – For many of the 250,000 people who suffer sudden cardiac death every year in the United States, a nearby automatic external defibrillator could be a lifesaver.

"Time is what matters in cardiac arrest. For every minute that passes by, the chance of survival drops 10 percent," said Giovanni C. Meier, vice president of engineering at **Defibtech LLC**. "The goal is to have (defibrillators) everywhere."

Hospitals and ambulance services are the chief buyers of automatic external defibrillators. But **Guilford's Defibtech**, a small 4-year-old company, wants to get these heart starters into every school, fitness center, sports facility and business.

Through the Survival Group in North Haven, **Defibtech** has entered into a partnership with the Greater New Haven Chamber of Commerce to market its products to area businesses.

"We believe in this product so strongly that we are encouraging

all of our 1,700 member companies to buy one of these and put it in their locations," said Lynn Fredricksen, a chamber spokeswoman.

Survival Group provides lifesaving emergency products, emergency training and program administration. The chamber will receive a small commission on sales for its efforts.

Founded in 1999 by Dr. Glenn Laub, a cardiac surgeon in New Jersey, and Gintaras Vaisnys of Chicago, **Defibtech** managed to break into national and international markets this year after three years of research and development.

"The goal from the beginning was to design a piece of equipment that would allow the average American to save lives," said Dustin Roller, vice president of sales.

The **Defibtech** model has two buttons: on/ off and "shock."

The electrodes come attached to the unit and tuck into a back pocket, along with an instruction manual.

All a user has to do is turn the unit on to receive operating instructions.

The machine immediately tells the user what to do, where to attach the electrodes, and whether the user should press the shock button.

The machine delivers 150 joules of energy to the heart, more than 10 times the amount of energy in a typical household electrical socket.

It's just enough to reset the heart's internal rhythm, Roller said.

"The only treatment for cardiac arrest is electric shock. The defibrillator sends a shock that resets your internal pacemaker," Roller said.