

Insurance With Heart

According to the American Heart Association, more than 325,000 deaths occur each year as a result of Sudden Cardiac Arrest (SCA). In fact, more people die each year from SCA than the total number of people who die from colorectal cancer, breast cancer, prostate cancer, auto accidents, AIDS, firearms and house fires *combined*.


The chances of survival increase from less than 5% to more than 70% if an Automated External Defibrillator (AED) is used within 3-5 minutes of collapse.

That is why *the Preferred Club Program*[®] has partnered with *CardioReady*[®] to provide our Golf and Country Club clients with the knowledge and tools required to implement an appropriate Cardiac Emergency Response Plan (CERP), ensuring the safety of not only the club's guests and members, but the club itself.

Your client's investment in a CERP begins with an online assessment of the club's ability to respond to a cardiac emergency. Next, a CardioReady professional will customize a CERP which recommends the appropriate number of Automated External Defibrillators (AED) required for the facility, proper placement of the devices, and certification requirements.

Additional services such as equipment purchase, AED/CPR training and certification are also available through CardioReady at a discounted rate. But the job is not complete with the issuance of a CardioReady Certification. Critical services such as online monitoring and notification of equipment readiness, certification status of employees, manufacturers' recalls and monthly maintenance are also available at a discounted rate through *CardioRegistry*[™]. With regulations and protocols evolving daily within the industry, *CardioRegistry* tracks this critical information and reports to the club on a real-time basis; allowing your client to focus on what they do best—*the daily operations of the club*.

The Preferred Club Program is proud to be at the forefront of cardiac response, and our commitment to the Golf and Country Club industry does not end with an insurance policy. We continually study trends, identify exposures affecting the industry and provide solutions to mitigate our insureds' exposures to loss. Through CardioReady, we hope to provide your client with the means to prepare for and reduce the effects that a Sudden Cardiac Arrest event can have on their business.



It's about time
insurance had heart.

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 **CardioReady**[®]
When Life Matters *More*



Better
Insurance for Better Clubs[™]