

CPR & Emergency Cardiovascular Care

As of October 3, 2017

Course Materials Update Information

Beginning October 3, 2017, the AHA's suggested retail price (SRP) of the US (English) Heartsaver First Aid CPR AED, CPR AED, First Aid, and Pediatric First Aid CPR AED student course completion cards/eCards will be increased, while the SRP of related student online courses and student workbooks/eBooks will be reduced.

Q: Is the Heartsaver Course content and curriculum changing?

A: No. The course curriculum will remain the same, and continue to adhere to the *2015 AHA Guidelines Update for CPR and ECC*.

Q: Why are changes being made?

A: The AHA produces the highest quality products, and we want everyone to be able to access our lifesaving materials. After conducting a review, we found that not all Training Centers and Instructors were providing both the course completion cards and the student workbooks as required by the AHA's Program Administration Manual (PAM).

The shift in suggested retail pricing of the course materials should bring Training Centers and Instructors in accordance with the PAM, while also making the student workbooks more accessible as a valuable reference tool before, during, and after training.

The AHA's own student research has shown us that they find value in the content in the student workbooks, and having access to supplemental materials may give them greater confidence to act in an emergency and reduce the barriers to action.

Q: What are the changes?

A: Changes include:

- An increase in the AHA suggested retail price (SRP) of the Heartsaver First Aid CPR AED, CPR AED, First Aid, and Pediatric First Aid CPR AED student course completion cards/eCards.
 - \$17.00 ea.
- A decrease in the AHA SRP of Heartsaver First Aid CPR AED, CPR AED, First Aid, and Pediatric First Aid CPR AED student workbooks/eBooks
 - \$2.50 ea.
- A decrease in the AHA SRP of the Heartsaver First Aid CPR AED, CPR AED, First Aid, and Pediatric First Aid CPR AED online courses
 - CPR AED, First Aid, and Pediatric First Aid online: \$25 ea.
 - First Aid CPR AED online: \$30 ea.

New products available include:

- Heartsaver First Aid CPR AED, CPR AED, First Aid, and Pediatric First Aid CPR AED student course completion cards 6-pack (print only)
 - \$102.00/pkg.
- A decrease in the AHA SRP of Heartsaver First Aid CPR AED, CPR AED, First Aid, and Pediatric First Aid CPR AED student workbooks 6-pack (print only)
 - \$15.00/pkg.

Q: When do the changes take place?

A: The changes take effect on October 3, 2017.

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Q: Will this affect how I purchase materials?

A: No. The purchase process will remain the same, and you can continue to order materials through the AHA's Distributors, eLearning.Heart.org, and the eBooks Store without any interruption.

Q: How do these changes benefit Training Centers, Instructors, and students?

A: Training Centers and Instructors will be able to purchase student workbooks/eBooks at a competitive cost, allowing them to distribute these materials to all their students. Students will have the benefit of access to incredible reference material to refresh their knowledge and help them be prepared and confident in their ability to save lives.

Q: Will the AHA also be making changes affecting BLS, ACLS, PALS, or PEARS training materials?

A: No, these changes are for the Heartsaver/lay rescuer products only. At this time, there will be no changes to the AHA's healthcare provider training materials.