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EXCHANGE BANK IS A HEARTSAFE BUSINESS



TAMI BENDER (STANDING), PETALUMA HEALTH CARE DISTRICT HEALTHQUEST INSTRUCTOR AND HEARTSAFE COMMUNITY LEAD ROLE, AND TINA DEASON, HEALTHQUEST COORDINATOR AND INSTRUCTOR, CONDUCT CPR AND AED TRAINING AT EXCHANGE BANK.

Exchange Bank is the first financial institution in Sonoma County to roll out PHCD's HeartSafe program.



EXCHANGE BANK EMPLOYEES, MELIA WHITMORE (LEFT) AND SUE MICHENER (RIGHT), PRACTICE CPR AFTER A PRESENTATION BY THE PETALUMA HEALTH CARE DISTRICT (PHCD).

To implement a HeartSafe program at your organization, contact the Petaluma Health Care District at 707-285-2143.

Exchange Bank has long been known for being a financially safe company.

Now, it's a "HeartSafe" business, too, thanks to a life-saving program training employees in "hands-only CPR" and installing Automated External Defibrillators (AEDs) in several Exchange Bank locations.

The Bank collaborated with **Petaluma Health Care District (PHCD)** to implement its HeartSafe program. Exchange Bank's AEDs will be available to the Bank's employees, customers and the nearby community.

"As as a true community bank, we make decisions based on what is best for our customers and employees, and this extends to wellness and safety initiatives," explains Lori Zaret, Chief Human Resources Officer for Exchange Bank.

"We believe it's time and money well spent, even if only one life is saved through our program."

One factor in their decision to implement the program, according to Zaret, was research showing survival rates increase to as high as 70 percent when heart

attack victims receive CPR and AED deployment within three to five minutes of collapse.

The second factor? The professional approach and knowledge of the PHCD team.

The Bank had considered installing AED machines in previous years, but did not move forward due to a lack of information and concerns about liability.

Then Zaret met Ramona Faith, PHCD's CEO, in 2015 at a community event. In the ensuing months, Faith and her team helped Exchange Bank develop simple policies and procedures for AED installation and usage, and implement an ongoing plan for AED maintenance and compliance.

"PHCD staff made the process of becoming a HeartSafe Business so simple," says Zaret. "They answered our questions about liability and helped us develop a process to ensure our use of AEDs is covered by the Good Samaritan law."

The first AED machines were installed in February, 2016, at Exchange Bank's three main offices in Santa Rosa; that same month, 95 employees in those locations were trained in "hands only" CPR. The plan is to install machines in six other locations: Rohnert Park; Cotati; Petaluma Main; Healdsburg; Reinking (Montgomery Village), and Sebastopol.

In addition, Exchange Bank offers its employees the opportunity to become fully CPR/AED certified each year. Currently, the company has forty CPR/AED certified employees.

Exchange Bank is the first financial institution in Sonoma County to roll out PHCD's HeartSafe program. Zaret encourages other organizations to follow the Bank's lead.

"Exchange Bank is proud to be a leader as an early adopter of the HeartSafe program with CPR-trained employees and life-saving AED," says Zaret. "We hope to inspire other businesses to implement this life-changing program."

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