



## Pulse3 Foundation Fact Sheet

### PRONUNCIATION

"Pulse Three"

### THREE TENETS

Living. Learning. Lifesaving.

### VISION

Healthy hearts, healthy lives

### MISSION STATEMENT

We strive to create a community that is healthy and vibrant by championing causes related to the education, prevention and treatment of cardiovascular disease.

### GOALS

- Improve cardiovascular health in Michigan – with a focus on the Great Lakes Bay Region
- Increase the public's knowledge and understanding of heart-healthy lifestyles, and increase healthcare professionals' and first responders' knowledge of prevention, diagnosis and treatment techniques and technology
- Create a strong community response system that brings together people with lifesaving training, equipment and technology and information to reduce response time and save lives

### ACCOMPLISHMENTS

- Invested well over \$100,000 annually in the community through program initiatives
- Developed successful signature events:
  - Run for Your Heart Community Races held in memory of WNEM's Sam Merrill this past September, along with the Run for Your Heart Fitness and Wellness Program, where more than 100 people (families) were coached on healthier lifestyles as they trained for a 5K run/walk
  - Annual Shocks & Saves® (with Detroit Red Wing Jiri Fischer), an annual benefit hockey game with proceeds funding lifesaving equipment and programs
  - PowerPlay Saturday (with Delta Sigma Theta Sorority and the Mid-Michigan Children's Museum), an outreach effort to expose at-risk children to healthy habits
- Placed 189 automated external defibrillator (AED) units in the region, including 20 public AED deployments with 11 lives saved
- Trained 2,074 people for free in cardiopulmonary resuscitation (CPR) in 2016

## BOARD OF DIRECTORS

### OFFICERS

#### Clarence Rivette

Chair – *President, The Wirt-Rivette Group*

#### Richard Dolinski

Vice Chair – *Founder & President Emeritus, The Legacy Center for Community Success*

#### Peter Fattal, M.D.

Treasurer – *Cardiologist, MCVI*

#### Vipin Khetarpal, M.D.

Secretary – *Cardiologist, MCVI*

#### Sharon Miller

Past Chair – *President & Owner, ITH Staffing Solutions*

#### Diane Fong

CEO – *Pulse3 Foundation*

### DIRECTORS

#### Ed Bruff

*President/CEO, Covenant HealthCare*

#### Kimberly R. Houston

*Principal, KHP Consultants LLC*

#### Michael Lauer, M.D.

*Cardiologist, MidMichigan Health*

#### Katy Merrill

*Community Volunteer*

#### Leo Staudacher

*Partner (Retired), Edward Jones*

#### Steve Vance, M.D.

*Associate Dean, Clinical Education, CMU College of Medicine*

*The Pulse3 Foundation was founded by:*



**Living ♥ Learning ♥ Lifesaving**

1015 S. Washington Ave., Saginaw, MI 48601 | P 989-754-7283 | F 989-754-3365 | [pulse3.org](http://pulse3.org)

- Created a consortium of health care providers who are providing free cardiac arrest training to schools in the Great Lakes Bay Region (developing emergency plans, training staff and students in CPR and AEDs, cardiac drills to test plans, etc.)
- Created a CPR/AED community alert system in Saginaw County (with Mobile Medical Response and the PulsePoint Foundation)
  - Designed to alert trained community volunteers who may be near an emergency scene by using a smartphone app that integrates with the emergency dispatch system
  - Designed to get fast CPR help to cardiac-arrest victims – while the ambulance is on its way
  - More than 6,500 people have downloaded the app
  - 77 emergency alerts have been made to people who have been trained in CPR (2015)
- Established the Patricia B. (Peplinski) Acker Fund to provide free ultrasound screenings for aortic aneurysms (using a portion of the proceeds from the Patricia Acker estate)
- Conducted many educational events, including the annual Getting to the Heart of the Matter conference, the Women’s Health Initiative, cardiac-arrest seminars, and more
- Launched a pilot childhood obesity prevention program in collaboration with Saginaw Valley State University for grades K-3 called Learn with Heart
- Created public service CPR commercials

#### STAFFING

- Staffed by a full-time CEO (Diane Fong) and a program coordinator
- Fong has been on staff since 2007

#### TIMELINE

**2007** MCVI Foundation was launched publicly by the physicians of the Michigan CardioVascular Institute to focus on providing public education and support for better cardiovascular health

**2007** A director was hired for the MCVI Foundation

**2013** Name changed to Pulse3 Foundation with the organization’s board of directors expanding from eight to up to 15 members with the overall governance and support now coming from the broader community