

## Medlife unveils campaign to spread awareness about CPR

24 September 2019 | News

**The brand has tied up with National NGO, the Heart Care Foundation of India (HCFI) to train over 2000 people in 5 Indian cities on this basic lifesaving technique**



Medlife has launched a campaign called #BecauseHeartMatters ahead of the World Heart Day. As part of this campaign, Medlife will conduct CPR training sessions across 5 major cities in India in association with leading non-profit organization the Heart Care Foundation of India (HCFI).

An integrated digital campaign has also been launched on Facebook as a part of which, an augmented reality (AR) filter has been created. This will help people understand the CPR technique in an engaging and interactive manner. Developed in collaboration with Facebook and Bangalore based creative tech agency alive now, Medlife aims to reach out to over 35 Million Indians through the interactive filter.

Heart diseases are the leading cause of deaths in India and claim about 2.8 million lives each year. Timely interventions such as CPR to revive someone after a sudden cardiac arrest can help save many lives. However, a recent survey indicates that about 98% people are not trained in this basic technique. Through the campaign, Medlife aims to raise awareness about the importance of providing the right response to sudden cardiac arrest patients in a timely manner through CPR.

Speaking about this, Meera Iyer, Chief Marketing Officer, Medlife, said, "Medlife's vision is to help improve health outcomes for a billion Indians by making healthcare simple, accessible and personal. In this light, the campaign on CPR training assumes importance since sudden cardiac arrest is a condition that can affect anyone, anytime and anywhere. CPR can be performed by anyone and we aim to educate people about this through both our offline and digital campaigns."

Adding further, Padma Shri Awardee, Dr KK Aggarwal, President, Heart Care Foundation of India (HCFI), said, "We are happy to join hands with Medlife for conducting CPR training at such a large scale. Although CPR is a lifesaving technique, not many people are aware of how to carry out the procedure. Learning CPR is real voluntary work. It is a simple measure that can save lives when two minutes can also be the deciding factor between life and death during a sudden cardiac arrest. We hope that the campaign will create the much-needed awareness about the importance of CPR and encourage people to further educate others too."

Over 50 training sessions will be conducted across Mumbai, Delhi, Bangalore, Hyderabad and Pune at over 30 corporate organizations including Reliance General Insurance, Titan, AO Smith, LIC, Bajaj Allianz and others. Over 2000 people are expected to undergo training in the lifesaving procedure and over 35 Million people will be reached online.