



HEARTSMART, INC.

Richard Perse, EMT-P
Founder/President

www.coheartsmart.com



HeartSmart, Inc. was founded in 1989 by **Richard Perse** to provide emergency training to corporations, state and city agencies, childcare providers, church staff, and individuals. He has developed custom, practical, and cost effective classes as an alternative option to national programs such as American Heart Association, Red Cross, National Safety Council, etc. that continue to rise in cost each year. Mr. Perse was a fire/medic with West Metro Fire Department prior to forming the company and Nancy Near-Perse, RN, BSN, MSN, is a technical consultant bringing over 35 years of critical care nursing experience to class development. HeartSmart is committed to giving you the "Skills To Save A Life!"

Since 1980, Rich has been a Red Cross instructor, American Heart Association instructor/trainer, Medic First Aid instructor, and currently HeartSmart is an educational center for the Emergency Care and Safety Institute (ECSI). The courses follow all international ILCOR standards. He is a pioneer in Public Access Defibrillation (PAD) as an AED specialist for Philips Medical since 1997 and has implemented many lifesaving AED programs throughout the region including US Olympic Offices, SunCor Energy, Baker/Hughes Energy, City of Boulder, Colorado State Patrol, Colorado State Capitol, Mine Safety/Reclamation, Human Services, School Districts 49, 27J, 20, University of Colorado-Boulder, and Pueblo City Schools, to name a few.

HeartSmart specialty classes include:

- CPR/AED
- CPR/AED/Adult First Aid
- CPR/AED/Pediatric First Aid – meets State childcare licensing standard
- CPR/AED/Sport Medic – meets State CPR/AED and concussion management standards for coaching
- Tactical Casualty Care (TCC) – "Stop The Bleed" training for active shooter incidents
- Junior Emergency Responder – CPR/AED/First Aid for 10-15 year olds
- Kids Watch – babysitting class
- Standard Precautions

HeartSmart has established a nonprofit, Play With Heart, whose mission is to prevent sudden cardiac arrest in youth ages 7-19 years old. AEDs and training is donated to school and athletic teams. Partnerships include Boulder Heart, AMR Ambulance, and local fire departments to bring 12 lead EKG cardiac screens to youth athletes statewide. Events tailored to specific needs can be arranged anywhere in the state.



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Philips Medical AED Specialist Since 1997 • "Stop The Bleed" TCC Specialist

