

# WAY 16

## National CPR Training & Emergency Equipment by Code Red

**Code Red's mission is to protect your employees and visitors from sudden cardiac arrest and workplace related injuries by providing a full turn-key solution for your pharmacy's emergency response needs.**

**President and CEO:** Brian Leonard

Founded: 2005

Employees: 125+

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Chicago, IL

Website: [www.coderedcpr.com](http://www.coderedcpr.com)

### Company Background

Code Red was founded in 2005 by Brian Leonard. Brian spent 5 years working in Emergency Medical Services and in a Level 1 trauma center in Iowa City, Iowa. Brian quickly realized the significant need for every workplace to have access to Automated External Defibrillators (AEDs) and staff trained in CPR. Code Red was established based on Brian's experiences in the medical field and his passion for saving lives.

Code Red is headquartered in Chicago, IL with trainers located in every region of the United States including Puerto Rico and Hawaii. As a national training center for the American Heart Association, Code Red is able to provide our clients with life saving classes 24 hours a day, everyday onsite or online. Code Red is also a national distributor of AEDs for some of the largest AED manufacturers.

### Product Overview

Code Red offers clients equipment, service, and management of equipment. Code Red is one of the few national training centers for the American Heart Association allowing Code Red to teach onsite and online. Code Red provides onsite CPR/First Aid/AED and Bloodborne Pathogen (BBP) training for the lay-rescuer onsite 24 hours a day throughout the country. Code Red also offers Healthcare Provider CPR (Basic Life Support), Advanced Cardiac Life Support (ACLS) and Pediatric Advanced Life Support (PALS) 24 hours a day, every day throughout the country. We distribute all brands of AEDs as well as all First Aid Products and service solutions. Code Red

offers an online system to manage courses in which individual clients or companies can manage their scheduled classes and their respective rosters. We are a one stop solution center for every client's training and equipment related needs, allowing our clients to consolidate their many vendors into one. Additionally, Code Red has an around the clock program management system that tracks and maintains every AED purchased through Code Red for each individual client or entity. This system allows for replacement of AED pads and batteries, limiting the client's liabilities and keeping their companies in compliance during critical times of AED use.



### Key Customers

Code Red's clients range from some of the largest Fortune 100 companies with locations in every state to individuals that have one location. Code Red's clients include 6-10 of the largest national pharmacies, training over 30,000 pharmacists a year.

### Trade Shows/Meetings Attended

Code Red is a proud attendee of the ASSE (American Society of Safety Engineers) and APhA (American Pharmacy Association) meetings.

### Pricing Information

Code Red strives to offer its services as promptly and accurately as possible. You can receive pricing and ordering information of AEDs, First Aid products, requesting and scheduling of classes by calling us directly at our toll free number: (866) 599-AEDS (2337), or by calling Brian Leonard directly at: (312) 327-3321.