



COMMUNITY PARTNERS

JOIN US IN OUR FIGHT AGAINST SUDDEN CARDIAC ARREST

Corporate sponsors and the medical community support MCORE™ Foundation with the resources and technology to provide preventive baseline cardiac screenings. Partnering with MCORE Foundation can help elevate a company's community involvement by working toward saving the lives of young athletes and children.

THE PROBLEM

Sudden cardiac arrest (SCA) is the leading cause of death on school campuses.¹ With adequate partnerships, MCORE Foundation will be able to continue developing education about, screening for, and research of SCA within communities across the United States to help provide a clear picture of this national health crisis.

MCORE FOUNDATION MISSION

is to provide education, screenings, and enable research in sudden cardiac arrest (SCA) for children and young adults.

FACTS & FIGURES

SCA is not a heart attack or heart disease. **SCA is a life-threatening emergency** that occurs when the heart suddenly stops beating.



1 in 300

youth have an undetected heart condition²



350K-400K

people die each year from SCA³

¹ The Prevention Promise. (2018, May 22). Parent Heart Watch. Retrieved February 16, 2021, from <https://parentheartwatch.org/programs/the-prevention-promise/>

² Warning Signs and Risk Factors. (2020, September 23). Parent Heart Watch. Retrieved February 16, 2021, from <https://parentheartwatch.org/resources/sca-prevention/warning-signs-risk-factors/>

³ Cardiac Arrest: An Important Public Health Issue. (n.d.). Centers for Disease Control and Prevention. Retrieved February 16, 2021, from <https://www.cdc.gov/dhdp/docs/cardiac-arrest-infographic.pdf>

FACTS & FIGURES CONTINUED



9,500 youth are affected by SCA, which the National Heart, Lung, and Blood Institute calls a critical health issue⁴



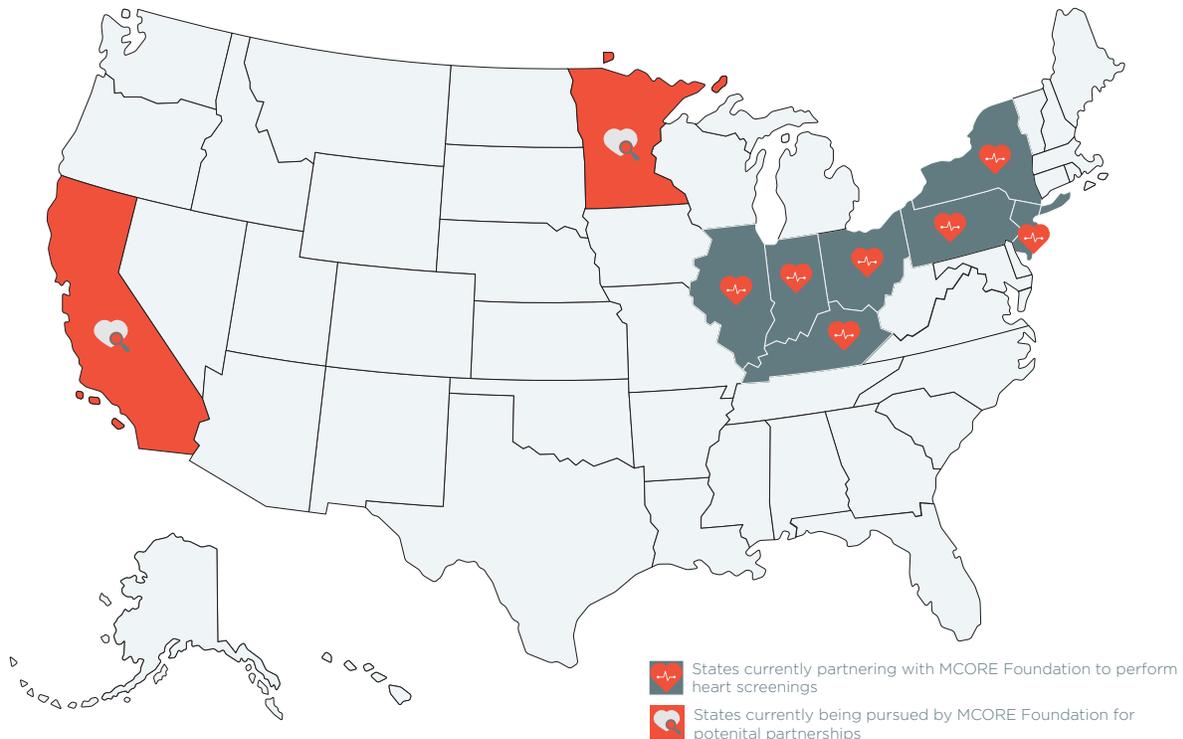
Every 3 Days
a student dies from SCA⁵



90% of youth
are at risk because of incomplete school physicals and family histories⁶

Over 36,000 children, aged 12-22⁷

have been screened by MCORE Foundation, since 2014, in OH, IN, IL, KY, PA, NY, and NJ. MCORE Foundation is currently pursuing screening in MN and CA, as seen in the map below



⁴ Heart Disease & Stroke and Statistics–2014 Update. (2014, January 21). American Heart Association. Retrieved February 16, 2021, from <https://www.ahajournals.org/doi/full/10.1161/01.cir.0000441139.02102.80>

⁵ What is SCA?. (2018, May 30). Parent Heart Watch. Retrieved February 16, 2021, from <https://parentheartwatch.org/resources/what-is-sca/#:~:text=One%20student%20athlete%20dies%20every,within%20minutes%20of%20the%20event>

⁶ The Prevention Promise. (2018, May 22). Parent Heart Watch. Retrieved February 16, 2021, from <https://parentheartwatch.org/programs/the-prevention-promise/>

⁷ MCORE Foundation. (2021, January 1). Records. Retrieved from MCORE Foundation database.

THE SOLUTION



EDUCATION



SCREENING



RESEARCH

MCORE Foundation is positioned to be the national leader of SCA education, screenings, and research. The screenings are baseline preventive cardiac evaluations that can be used for current and future heart health records. The foundation of the MCORE education and research effort has been built by gathering 36,000 heart scan records and by developing awareness through legislation and public health mandates. With this momentum, MCORE Foundation will continue to help save the lives of children and young adults through education and prevention.



EDUCATION

Many parents are not aware of the threat that SCA poses for their children. Education and screening are the key to prevention.

MCORE Foundation offers the American Heart Association Hands Free CPR-AED training at no cost to school partners.



SCREENING

Preventive heart screenings costs between \$300-\$400. MCORE Foundation helps make SCA screening accessible and affordable for children and young adults with families paying significantly less due to the generosity of corporate and philanthropic sponsors. More funding means more lives saved.

ECG and ECHO testing indicate undetected heart abnormalities that could potentially lead to SCA.



RESEARCH

Data will resolve misinformation and pushback from healthcare organizations. Research enables the funding and resources needed for screenings.

With each screening, MCORE Foundation gains valuable insight to serve its communities better.

M CORE FOUNDATION HISTORY

- The Douglas family suffered a personal loss of a 15-year-old family member who died from SCA during basketball practice.
- In 2008, Brett Douglas and Dr. Kenneth Berkovitz founded M CORE LLC (Mobile Cardiac Overview and Risk Evaluation). The goal was to provide a mobile cardiac risk assessment for Ohio student athletes aged 12-22 years.
- In 2014, M CORE Foundation was established as a 501(c)(3) nonprofit to reach beyond the athletic community. The initial goal of M CORE Foundation was to raise the funds needed to educate and screen financially underprivileged individuals.
- Today, the M CORE automated system is the only program of its kind. The EKG and ECHO testing identify undetected heart abnormalities that could lead to SCA. The education and prevention provided by M CORE Foundation saves lives.

RESOURCES

Additional resources are available at mcorefoundation.org. If you represent a school looking to provide strategic screenings for your students, please visit [mcorefoundatio.org/participating-schools/](https://mcorefoundation.org/participating-schools/)



Lisa R. Tennenbaum

is the executive director/ CEO of M CORE Foundation. Lisa earned her degree from Ohio University and has over 25-years experience in operations, fundraising, and sales. Prior to working for M CORE Foundation, Lisa held leadership

positions within the medical, advertising/publishing, corporate training, apartment, and consulting industries. Her background includes experience in marketing and branding strategies, streamlining operations, and sales and marketing initiatives. She lives in Powell, Ohio, with her husband and twins.

Email: lisa@mcorefoundation.org



Chad Ogden

is the director of operations for M CORE Foundation. Chad earned his degree from The Ohio State University and has over 25-years of sales experience, having worked in community recreation, Major League Baseball, and digital entertainment. Chad came

to M CORE in 2012 with a desire to affect change after losing a close friend to SCA. Chad also has a passion for working with young athletes. He has coached competitive youth baseball and softball for eight years. He lives in Worthington, Ohio, with his wife and their two children.

Email: chad@mcorefoundation.org

CITATIONS

- ¹ The Prevention Promise. (2018, May 22). Parent Heart Watch. Retrieved February 16, 2021, from <https://parentheartwatch.org/programs/the-prevention-promise/>
- ² Cardiac Arrest: An Important Public Health Issue. (n.d.). Centers for Disease Control and Prevention. Retrieved February 16, 2021, from <https://www.cdc.gov/dhbsp/docs/cardiac-arrest-infographic.pdf>
- ³ Warning Signs and Risk Factors. (2020, September 23). Parent Heart Watch. Retrieved February 16, 2021, from <https://parentheartwatch.org/resources/sca-prevention/warning-signs-risk-factors/>
- ⁴ Cardiac Arrest: An Important Public Health Issue. (n.d.). Centers for Disease Control and Prevention. Retrieved February 16, 2021, from <https://www.cdc.gov/dhbsp/docs/cardiac-arrest-infographic.pdf>
- ⁵ Heart Disease & Stroke and Statistics-2014 Update. (2014, January 21). American Heart Association. Retrieved February 16, 2021, from <https://www.ahajournals.org/doi/full/10.1161/01.cir.0000441139.02102.80>
- ⁶ What is SCA?. (2018, May 30). Parent Heart Watch. Retrieved February 16, 2021, from <https://parentheartwatch.org/resources/what-is-sca/#:~:text=One%20student%20athlete%20dies%20every,within%20minutes%20of%20the%20event>
- ⁷ The Prevention Promise. (2018, May 22). Parent Heart Watch. Retrieved February 16, 2021, from <https://parentheartwatch.org/programs/the-prevention-promise/>
- ⁸ MCORE Foundation. (2021, January 1). Records. Retrieved from MCORE Foundation database.