

### ACE Messaging

Goal	Intended Audience	Messages		Pathway
		Past/Present	Future	
Early Recognition of Symptoms	Patients/Public	Know symptoms, call 911	Know symptoms, call 911	HMP/community networks, HOSP OUTREACH, PCP MPCA? MMA?
	PCPs		Identify, educate patients at risk	
	EMS/Dispatch		Aspirin if not contraindicated	
	ER Personnel		Call 911	
	Non PCP Providers		Same as PCP	
	Others			
Call 911 immediately--no later than 15 minutes	Patients/Public		Ok to call 911; delay=death/disability	EMS, PCP, HMP
	PCPs		Ok to call 911; delay=death/disability	
	EMS/Dispatch			
	Non PCP Providers		Ok to call 911; delay=death/disability	
	Others			
Aspirin as indicated	Patients/Public		Call 911 first, then chewable aspirin & dosage	
	PCPs		Chewable aspirin & dosage	
	EMS/Dispatch		Chewable aspirin & dosage	
	ER Personnel		Chewable aspirin & dosage	
	Non PCP Providers		Chewable aspirin & dosage	
	Others		Chewable aspirin & dosage	
Dispatch Coaching	Patients/Public		It's Ok to call 911	
	EMS/Dispatch		?	
	Others		?	
Emergency Response: AED/CPR/911 by trained responders as appropriate	Patients/Public			
	EMS/Dispatch			
	Others			
Medical Treatment	Patients/Public			
	PCPs			
	EMS/Dispatch			
	ER Personnel			
	Others			
In a Heartbeat Process	Executive Committee			