



LEADING TECHNOLOGY AVAILABLE TO BENEFIT CARDIAC REHAB CLIENTS

CACR ANNOUNCES PARTNERSHIP WITH POLAR ELECTRO CANADA

In a recent survey conducted by the CACR, many of you expressed a desire to make Polar heart rate monitors available to your clients. We are pleased to announce that Polar and the CACR are embarking on a strategic partnership that will help cardiac rehabilitation (CR) programs/centres provide leading-edge heart rate monitoring technology to their clients to monitor activity, provide motivation for improvement and aid in promoting self-management.

Starting May 1, as part of Polar’s relationship with CACR, a percentage of proceeds from every heart rate monitor sold to a CR program’s clients will be directed to CACR for use in member services and education. In addition, CR programs with retail facilities will benefit from the consolidated buying power offered through the relationship with CACR, allowing programs to grow their revenue by purchasing Polar’s heart rate monitors at a discounted price. As promised, this rebate program has been structured to include all CR programs including those currently selling Polar heart rate monitors and those without retail capabilities.



To participate in this unique program at any of the 3 levels detailed below, please contact Dena Gordon from Polar at 1.888.918.5043 ext 3313 or dena.gordon@polar.fi. Local Polar sales reps are available to assist you in setting up your retail or referral program, in-service you to the products, or support your current local retailing arrangements.

1. CR Programs with retail capabilities

Add value to your programs by providing them with a proven and easy-to-use tool that helps ensure safe and effective exercise by rehab clients. You may purchase select Polar products for re-sell at 40% off MSRP plus an additional CACR program rebate of 4%. In addition to these discounts, your program will receive all revenue from sales plus personalized training from a Polar representative and comprehensive phone support for any technical questions. *Note: initial product orders must equal \$750 or more.*

2. CR Programs without retail capabilities

Point your clients in the right direction with Polar’s CACR referral program. Simply recommend the heart rate monitor that best suits your clients’ needs, using the Polar referral pad (see sample image), which will be sent to your centre. This referral form will direct clients to a Polar authorized reseller (e.g. The Running Room) for purchase. The referral forms will be tracked and a percentage of proceeds from every sale will be invested back into CACR member services and education.

<p align="center">CACR National Cardiac Rehabilitation Referral Program</p> <p>The following Polar heart rate or activity monitor has been recommended by _____ at _____ to help monitor your progress during your rehabilitation.</p> <p><input type="checkbox"/> FT2 heart rate monitor <input type="checkbox"/> FT4 heart rate monitor <input type="checkbox"/> FA20 activity monitor (no heart rate)</p> <p>Please present this prescription to a sales associate at _____ and receive a personalized guided tour of your new Polar monitor.</p> <p>CACR is proud to recommend Polar products.</p> <p align="center">   </p>

3. CR Programs already selling Polar products

CR programs currently enjoying local arrangements with a Polar representative will continue with no change to their standing agreement and in addition, benefit from the support from your local Polar rep. You also retain all proceeds from sales. We simply ask that you register with Polar so that sales can be tracked and a percentage of proceeds from every sale will be invested back into CACR member services and education.

For cardiac rehab clients, Polar recommends the following products:

FT2: Basic fitness training

MSRP* - \$104.99 CACR discount price - \$63.00

Less CR program discount of 4% = \$60.48

- Shows heart rate on large and easy-to-read display
- Helps improve your fitness with automatic age-based heart rate target zone
- Displays a summary of your latest workout
- Offers one-button functionality and coded heart rate transmission to avoid cross-talk



FT4: Fitness improvement

MSRP* - \$139.99 CACR discount price - \$84.50

Less CR program discount of 4% = \$81.12

- For those who want basic heart rate-based features to keep their fitness training simple
- Shows when you're improving fitness based on your heart rate
- Displays calories burned
- Comes with comfortable textile transmitter and coded heart rate transmission to avoid cross-talk
- Ten training files with summaries



FA20 : 24/7 Activity measurement

MSRP* - \$144.99 CACR discount price - \$88.00

Less CR program discount of 4% = \$84.48

- For people who want to improve their health and fitness by measuring the impact of their daily activities.
- Guides you towards a more active lifestyle with the 24/7 Activity Measurement
- Shows graphically all your effective active motion
- Tells you if you're improving health or fitness
- Displays calories burned, distance covered, active steps and the duration of your activity
- One hundred training files with summaries



* Manufacturer's Suggested Retail Price

As the leader in personal heart rate monitors, Polar is proud to support CACR's objectives to provide the best rehab tools to CR program clients. The global experts in heart rate monitoring since 1977; Polar's heart rate monitors are used around the world in the maintenance of good heart health.

To register or to learn more about the Polar heart rate monitor program and how it can work for your CR program and your clients, please contact Dena Gordon at Polar at 1.888.918.5043 ext 3313.