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Using video review of falls to empower staff and
increase engagement



Agenda

- SafelyYou statistics and an actual fall event
- The value of staff in-service
- Review success stories
- Lessons learned

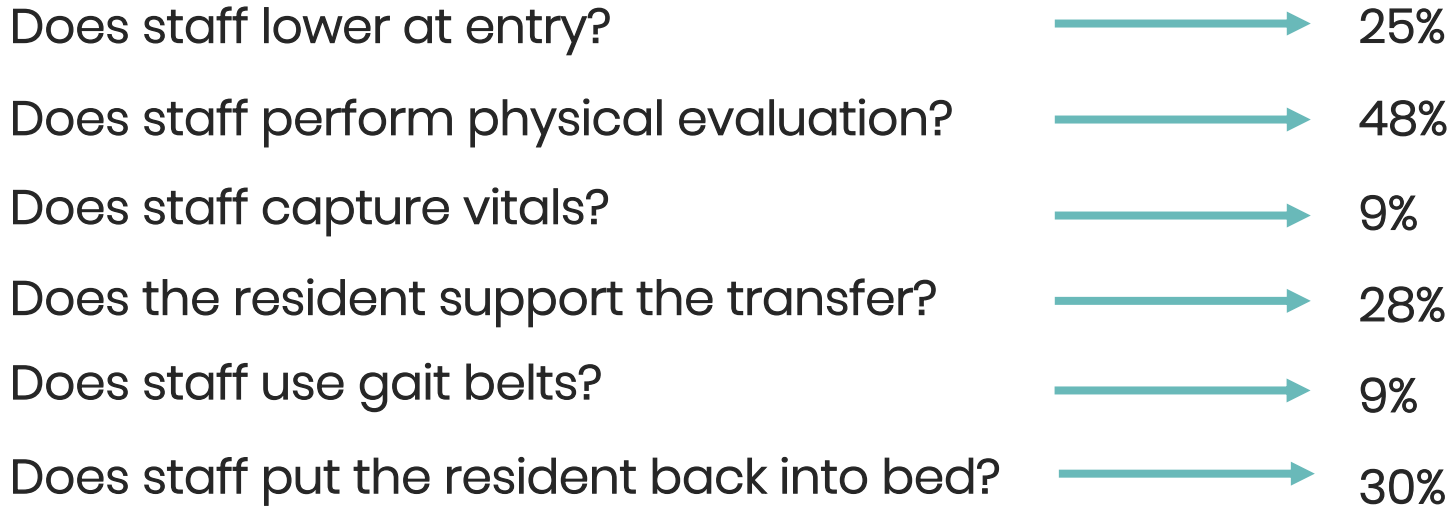
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01

SafelyYou Analysis

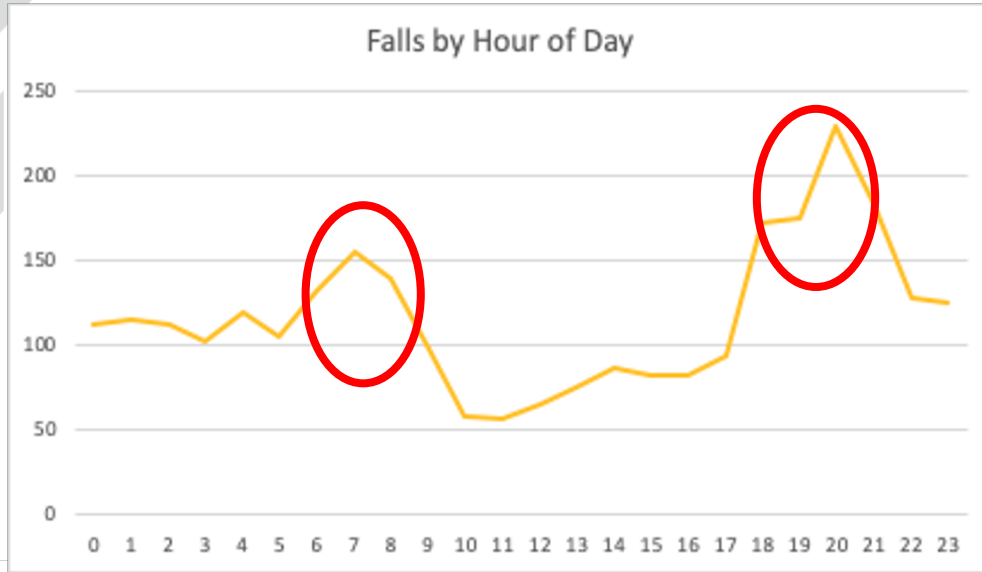
How does staff adhere to fall protocols?



Note: Data includes 500+ fall detections across 25 communities over 400+ unique residents.



How staff can reduce falls by time of day



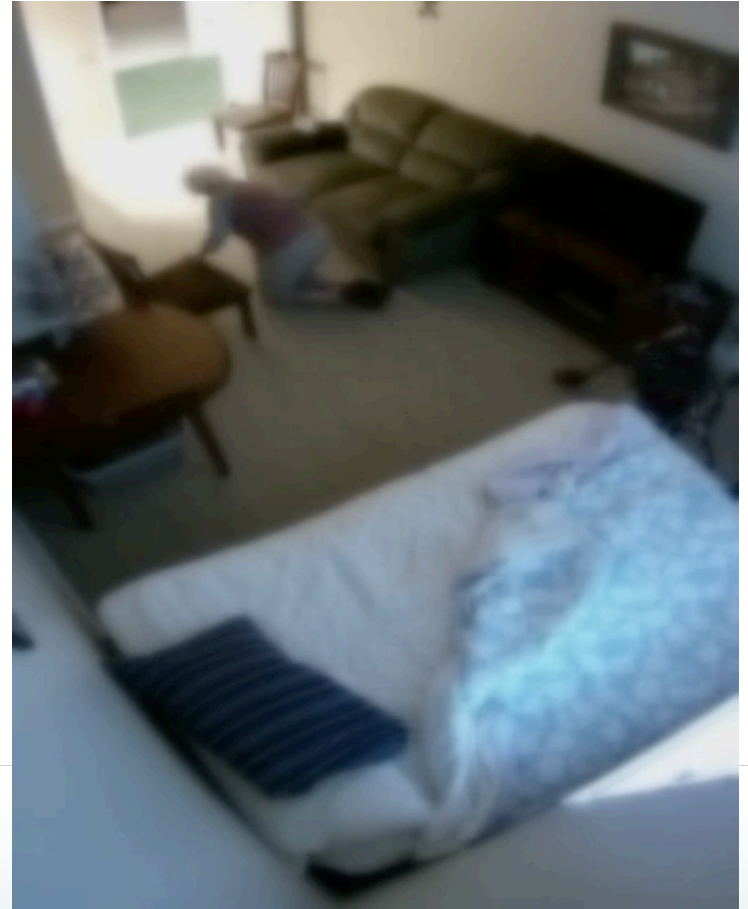
- Most falls occur between **5-8am** and **6-9pm** (Shift change)
- Opportunity to coach team on fall trends and reduction strategies
- Ensure flow of information between team members and encourage collaboration

Note: Data includes 500+ fall detections across 25 communities over 400+ unique residents.



Actual Fall Event

- How is your team responding to residents on the ground?
- Does current training address resident dignity?
- Are staff members actively engaged in fall prevention efforts?



3 Most Common Obstacles to Staff Training

- Difficulty in having seasoned care staff with high staff turnover
- Resource and cost limitations that require most trainings to be computer based vs. in-person
- Time restraints and making the time for in-service



02

The Value of In-Service Training

Effective In-Service Training on Fall Protocol Adherence

1. Focus on policy – review community specific fall response procedures
2. Examine Timing – brief 15-minute sessions work well
3. Engage the team – keep training interactive, promote demonstration of skills and fall scene investigation
4. Use real environment – resident room, common space, etc.
5. Ensure effectiveness – ongoing spot checks and in-servicing required to maintain



Training Example



Fall Scene Investigation

What can we learn from a fall?

- Is anything out of place?
- Where is the mobility aid?
- What is the position of the bed?
- What is the resident wearing? Non slip socks, clothing fit?
- Was it dark in the room?
- Was the door propped open?
- Is the closet door open?



Promote active engagement and problem solving with caregivers



03

Success Stories

1 - Actual Fall Event

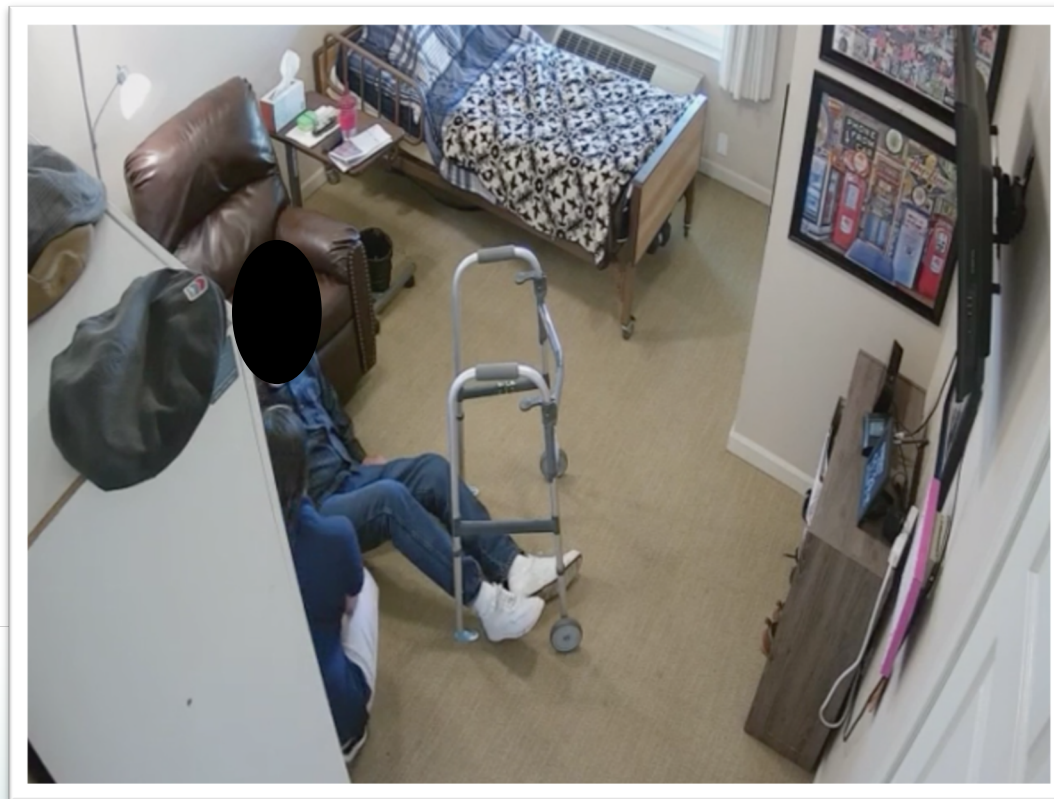
Before



After



2 – Actual Fall Event



Additional Success Stories

1. No workers comp claims for 5 months
2. Improved staff response, assessment & engagement
 - 69% lower at entry
 - 70% physical eval before transfer
 - 100% uniform compliance
3. Resident move in due to SafelyYou
4. Enhanced family engagement in fall prevention



04

Summary

Lessons Learned

- Keep the training simple and focus on critical elements, not just steps.
- Find opportunities to reinforce basics. Shift change/huddles.
- Continuously observe the techniques and immediately in-service.
- Recognize and empower those that show proper technique.
- Highlight community success stories and fall reduction



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Questions?



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SafelyYou Background



➤ **Mission driven company – family affected by dementia**

- George Netscher, CEO: Grandmother, Aunt, Mom?
- Shirley Nickels, COO: Mom
- Tom Bang, CSO: Father



➤ **Started at UC Berkeley AI Research Lab, #1 Ranked AI Research Lab**

➤ **Backed by NIH/NSF awards and top-tier VC**



Why focus on falls in dementia care?

- **Challenge** | Residents with dementia have greater needs
- Average resident with dementia fall 4 x per year (2 x more than others)
 - 80% of falls are unwitnessed
 - 26% of Alzheimer related hospitalizations are caused by falls
- **Current Solutions** | Doesn't work in dementia care

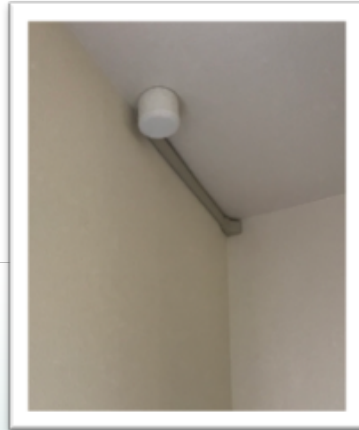
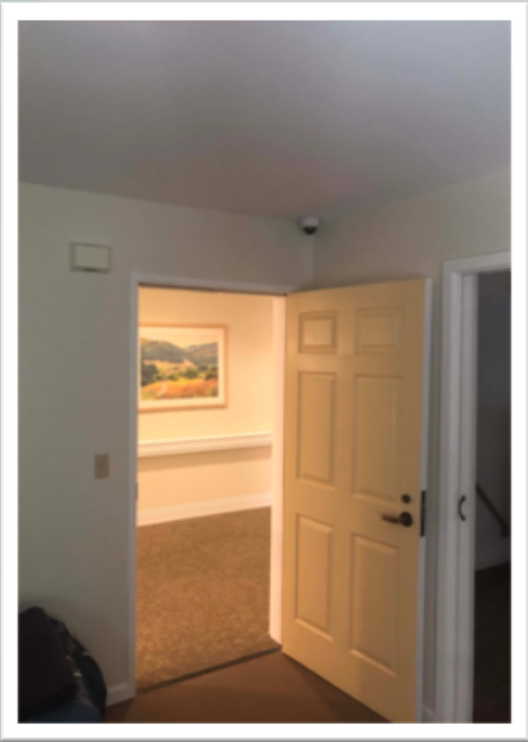


On Site Hardware | Designed to be Unobtrusive



→ Signage displayed

POE camera mounted in the corner of the private room



POE Camera mounted with raceway and a removeable cover for those that opt out

SafelyYou-Guardian wall mounted on-site includes:
Computer
Router
Switch



AI | What's become possible?

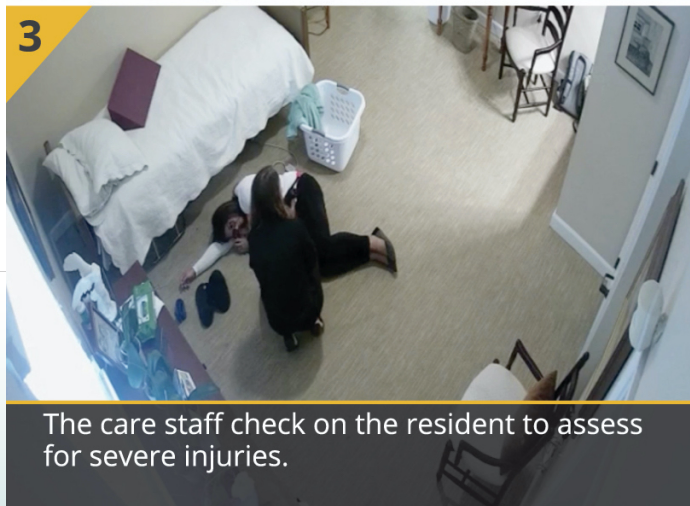




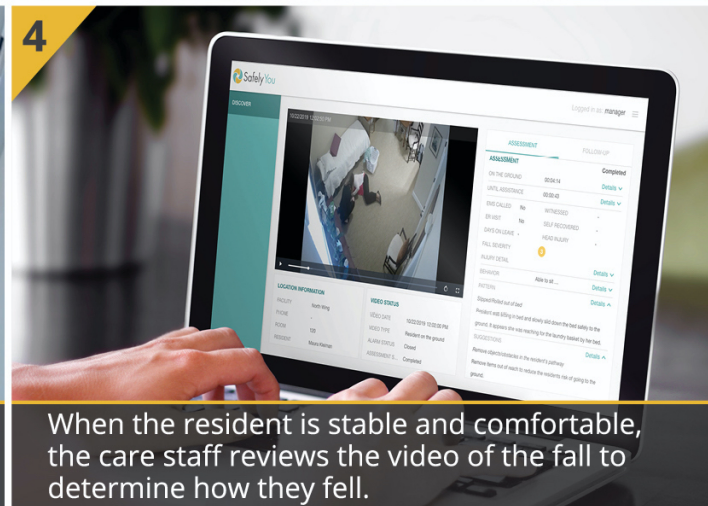
Artificial intelligence registers this resident is not on the ground. No video is being uploaded.



Artificial intelligence registers this resident is on the ground and the system alerts the care staff while uploading the previous 30min of video.



The care staff check on the resident to assess for severe injuries.



When the resident is stable and comfortable, the care staff reviews the video of the fall to determine how they fell.



Summary

THE BENEFITS

SafelyYou empowers care staff to implement fall preventions based on the **following insights** derived through the fall video review:



WHAT
caused the resident to go to the ground



WHERE
the resident falls vs where they are found



WHEN
the event started vs when the resident is found



WHY
the resident was prompted to get up



WHETHER
the mobility aids in use present a risk factor

Security & Privacy



Adherence to strict privacy standards



NO live video streaming



Non-fall video is automatically deleted within minutes



NO audio recording



Only video of falls is saved for review



NO wearable devices

