



You're **not** alone.

One in four Americans aged 65+ falls each year.¹ Seniors with dementia fall an average of 4 times per year and often can't tell you what happened.² And falling once doubles the chances of falling again.³ Add that we've seen a 20% increase in falls with the COVID-19 shelter-in-place initiatives,⁴ and it's no question that falls are a significant issue for families across the country. Many are considering safer care alternatives for their loved ones, including a move to a senior living community.

SafelyYou exists because we have been in your shoes. We enable safer memory care to senior living communities through fall detection and prevention technology. Our approach helps families and senior living communities:

- ✓ Remove the guesswork of how falls happen,
- ✓ Reduce falls and unnecessary ER visits,
- ✓ Save money from falls, and
- ✓ Have peace of mind.

See how senior living communities with SafelyYou can help you and your loved ones.

You've decided it's time to take the next step in caring for mom or dad. If your loved one is living with dementia, they are a risk for falls. It's important to choose a senior living community with memory care that specializes not only in fall detection and response, but also fall prevention to reduce the risk of future falls. SafelyYou is quickly becoming the industry benchmark for fall prevention.



Found your loved one on the ground and felt *helpless*?

Mom is on the ground, but you aren't sure how long she's been there. Or Dad was found and can't tell you how, why, or even where he fell. 94% of falls are unwitnessed.⁵

SafelyYou helps remove the unknown. Through our technology, we're able to turn these unwitnessed falls into opportunities to learn how, why, where, and when the fall happened and prevent future falls. SafelyYou utilizes cutting-edge artificial intelligence-enabled cameras to detect falls with unprecedented accuracy. Video is recorded only when a fall is detected and care staff in the community are notified to assist immediately.

But it doesn't end there. Since video of the fall is available, subsequent fall review provides caregivers the opportunity to understand the cause of the fall and put measures in place to avoid the same type of fall from occurring. We've seen that in 30% of falls, the resident moves from the original fall location.⁶ By having the video, the community is able to get to the root cause immediately. Fall prevention measures could be as simple as providing easy access to the TV remote, but could be a larger issue, caused by timing of medications, for example. Today, this proven program is successfully deployed in senior living communities across the country. **Results have shown 40% fewer falls with SafelyYou in place.⁷**

Visited *the ER* following a fall?

Your loved one is complaining of pain following a fall or the fall scene indicates an injury could have occurred, so to be safe, you head to the ER. **Every 11 seconds, an older adult is treated in the ER for a fall.⁸**

With the video that SafelyYou provides following falls, care staff in senior living communities can determine if the resident hit their head, or had another serious injury, worthy of an EMS call or ER visit. The system is specifically designed for residents in memory care who often can't tell us what happened to determine if an injury occurred that might not be initially visible.

In fact, we've seen instances where EMS, when called to assess the resident, asked to review the SafelyYou video to determine that an ER visit was not necessary following the resident evaluation and video review.

In these uncertain times, when an ER visit could risk critical COVID-19 exposure, staying out of the ER is even more important. **Our studies in communities now using SafelyYou have actually shown 80% fewer ER visits from falls.⁹**

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Falls costing you a lot of *money*?

Many are surprised at the bills following treatment for a parent's fall, injured or not. Each year about \$50 billion is spent on medical costs related to fall injuries, and **Medicare and Medicaid only cover about 75% of these costs.¹⁰**

Moving a loved one into a senior living community is a significant decision for many reasons, including financial. Budget management is certainly a concern when considering ongoing care and a move into a senior living community. Unexpected costs are challenging.

Families are most often still responsible for outside costs, such as a visit to the ER, even when under the care of a senior living community. **When a community experiences an 80% reduction of ER visits with SafelyYou, that is cost savings passed along to you.**

- ✘ Ambulance transportation to and from the hospital,
 - ✘ medical bills for evaluations, and
 - ✘ paying for treatment and supplies
- ...are all avoided.

Understanding the fall prevention program at senior living communities you're considering should be an important part of the discussion.

Unsettled leaving your parent *alone*?

As our parents age, and as dementia progresses, we often are reluctant to leave them or encourage independent living, fearing for their safety. Falls are one of the top reasons for moving a loved one to a senior living community.¹¹

Giving your parent access to on-site, consistent care, and even licensed medical staff, at a senior living community can certainly help put your mind at ease. But even assisted living communities and skilled nursing facilities can't monitor your loved one 24/7. An unwitnessed fall can still happen, leaving your loved one on the ground, potentially for hours before staff makes the rounds to check in.

SafelyYou provides that constant monitoring between family and care staff visits. Our AI-enabled cameras are continuously monitoring video for falls, only storing video and alerting care staff when a fall is detected. No audio is recorded.

Communities with SafelyYou can keep you informed and tell you exactly what happened and what is being done following a fall. Receiving a call that your parent fell and they are uncertain why is very different than hearing that she lowered herself to the ground to turn off a nightlight and needed help getting back up.

Your parent in a senior living community with SafelyYou fall detection and prevention technology will bring you peace of mind knowing your loved one is safe and that the care staff are empowered to provide the best, safest care possible.

Find a senior living community with SafelyYou *in your area.*

Not all senior living communities offer the same quality of care for your loved one, implement preventative safety measures, or provide equal peace of mind for you. If your parent is at risk for falls, considering assisted living parent communities or skilled nursing facilities with SafelyYou technology is essential. SafelyYou enables:

- ✓ Actual review of the 94% of falls that go unwitnessed to enable action,
- ✓ Reduction of falls by up to 40%, and
- ✓ Reduction of ER visits by up to 80%, reducing costs for all involved.

Visit safely-you.com/finder to find SafelyYou near you.





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footnotes

¹ Bergen G, Stevens MR, Burns ER. Falls and Fall Injuries Among Adults Aged ≥65 Years — United States, 2014. *MMWR Morb Mortal Wkly Rep* 2016;65:993–998. DOI: <http://dx.doi.org/10.15585/mmwr.mm6537a2>.

² Doorn, Carol Van, Ann L. Gruber-Baldini, Sheryl Zimmerman, J. Richard Hebel, Cynthia L. Port, Mona Baumgarten, Charlene C. Quinn, George Taler, Conrad May, and Jay Magaziner. "Dementia as a Risk Factor for Falls and Fall Injuries Among Nursing Home Residents." *Journal of the American Geriatrics Society* 51.9 (2003): 1213–218.)

³ O'Loughlin J et al. Incidence of and risk factors for falls and injurious falls among the community-dwelling elderly. *American journal of epidemiology*, 1993, 137:342–54.

⁴ Based on data analysis of senior living communities with SafelyYou prior to and during COVID-19 shelter-in-place initiatives.

⁵ Based on data analysis of bedroom fall detection video in senior living communities with SafelyYou.

⁶ Based on data analysis of bedroom fall detection video in senior living communities with SafelyYou including unintentional falls and intentional without self-recovery.

⁷ Based on data analysis of senior living communities with SafelyYou.

⁸ <https://www.ncoa.org/news/resources-for-reporters/get-the-facts/falls-prevention-facts/>

⁹ <https://www.ajmc.com/journals/issue/2019/2019-vol25-n7/realtime-video-detection-of-falls-in-dementia-care-facility-and-reduced-emergency-care>