

47% of previously undetected falls had possible injury.

Silent falls could result in \$296k per incident.*



Image: Cadence Senior Living, a Cogir Company.



What are Silent Falls?

Falls where residents self-recover but would otherwise go undetected by the community. These falls can result in injuries that go unknown and untreated, putting the residents and community at risk.

Claim
\$296K*

Potential Impact to Communities

Silent falls open operators to unfounded abuse and neglect claims. An average closed claim settlement cost for a resident abuse allegation is \$296k per incident*.

Protect your residents & your reputation.

The problem

Cadence Senior Living, a Cogir company, and American Healthcare REIT, Cadence's capital partner, sought to find a technology solution that would create a safer environment, produce better resident outcomes and help mitigate the risk of resident falls.

The solution

Cadence piloted SafelyYou in 150 memory care beds in their 7 North Carolina communities over a 90 day period. SafelyYou's Respond™ + Insights™ platform combines real-time AI video technology with 24/7 remote clinical support and has been proven to reduce fall related ER rates by 80% and falls by 40%.

The outcomes

Cogir was able to gain crucial insights and visibility into residents who fall and recover independently. SafelyYou promptly notified staff of silent falls, enabling care teams to provide immediate care to residents. Having these direct insights helped communities avoid potential complications arising from unknown injuries that may have resulted from unknown falls. These events may lead to claims that average \$296k per incident.*



1 in 5 on-the-ground events were silent falls



27% of silent falls had possible head involvement

For more information about SafelyYou or to request a demo, please visit our website www.safely-you.com or email info@safely-you.com.



“What we saw with the fall videos was so eye-opening—the falls that we didn’t know about before or the potential for injury. Now, we not only see them, we can respond more effectively. SafelyYou helps us mitigate risk for our residents, and mitigate risk for our communities.”

– Holly McMurray, Executive Vice President of Care & Compliance, Cogir Senior Living



“With SafelyYou, we saw an opportunity to be an early adopter of an innovative AI video technology solution that helps mitigate risk for us at our facilities while simultaneously supporting better outcomes and a safer environment for the residents in our communities.”

– Ray Oborn, Executive Vice President, American Healthcare REIT