



# 47% reduction in severe fall rate. In just 6 months.

When falls did occur, only 3% resulted in an ER visit or potential injury vs. the industry average of 20%.\*

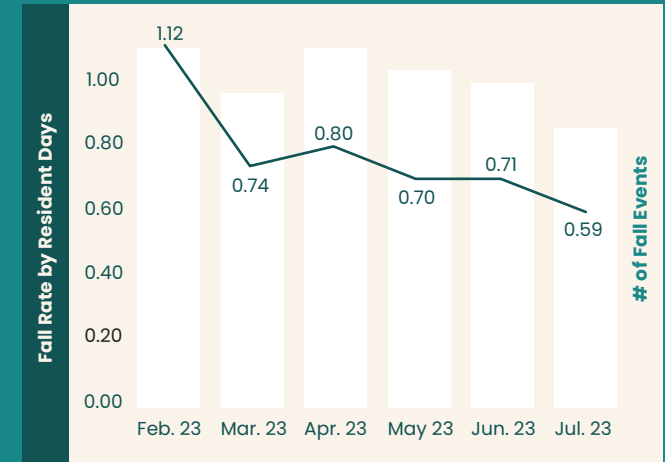
Cedarbrook Senior Living reduced their fall rate by an incredible 47% for level 2 & 3 falls—the more severe falls resulting in possible injury or an ER visit—in all three of their communities using SafelyYou. And they did it in just six months. This sizable decrease in fall rate not only creates a **tremendous reduction in risk**, but it also yields **significant cost savings**.



\*<https://www.cdc.gov/falls/facts.html>

Image: Cedarbrook Senior Living

## Cedarbrook's Fall Rate Reduction across 6 Months



## Cedarbrook's Decrease of Fall-Related ER Visits (by %)

	Community 1	Community 2	Community 3
<b>Baseline Monthly Average Prior to SafelyYou</b> (July - September 2022)	10%	13%	17%
<b>Fall Rate** with SafelyYou</b> (January - August 2023)	3%	1%	4%

\*\*Data from 1.1.23 - 8.31.23 - excludes all intentional falls with self recovery.

## The problem

Cedarbrook Senior Living was seeking an innovative solution for reducing resident falls and risk, improving outcomes, and revolutionizing their team's approach to fall prevention.

## The solution

Cedarbrook implemented SafelyYou Respond™ and SafelyYou Aware™ in all three of its communities, leveraging the power of world-leading AI technology to detect and help prevent falls and gaining the support of remote, nighttime, hourly wellness checks to reduce resident risk.

## The outcomes

With the combination of SafelyYou's fall video technology and support from SafelyYou's remote team of expert clinicians, Cedarbrook staff gained critical understanding of how falls were occurring and what interventions were needed to help prevent them—and were empowered to keep residents safer. As a result, the communities were able to dramatically reduce their severe fall rate, maintain a rate of fall-related ER visits well below the industry average, and create a culture of fall prevention among their staff.



With SafelyYou, Cedarbrook's median response time was **just 1.5 minutes to respond to a resident on the ground** compared to the industry average of 40 minutes.\*



**"SafelyYou has changed the way community staff think about falls. Before, the prevailing thought was that falls were inevitable. Now they look for answers and identify resident-specific interventions to reduce falls. It has completely changed the care paradigm."**

-Teresa Allmond, Clinical and Risk Consultant to Cedarbrook

\*Response time uncovered without SafelyYou during NIH research conducted in 2018.

For more information about SafelyYou or to request a demo, please visit our website [www.safely-you.com](http://www.safely-you.com) or email [info@safely-you.com](mailto:info@safely-you.com).

## Resident Success Story



### Problem

The daughter of a resident was becoming concerned about her mother's falls, and that there was no true understanding of how often they were happening or why they were occurring.

### Solution

SafelyYou was activated in her mother's room, and revealed 11 falls in 2 weeks, most of which occurred in the early morning hours. Insights from SafelyYou fall video showed that the room was significantly cluttered, with furniture creating trip hazards. It also showed that the resident's shoes did not fit properly, and she was exhibiting high anxiety. Based on these insights, SafelyYou clinicians recommended several interventions.

### Outcomes

Before SafelyYou, the resident's high fall volume put her at risk of moving to a higher level of care. Because of SafelyYou's recommended changes to the room and collaboration regarding changes to the resident's care plan, she's had no falls in 6 months and has been able to stay in her community.