

# 3 months longer length of stay with SafelyYou

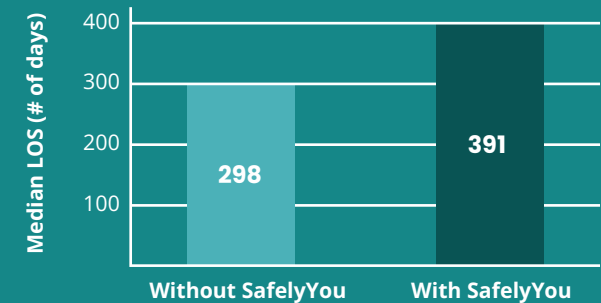
**Merrill Gardens residents stay 31% longer with SafelyYou, or 3 months longer, than residents without SafelyYou**

We analyzed two years of memory care resident move-in and move-out data (January 2021 through December 2022) for **six Merrill Gardens communities**. Of the 320 residents analyzed, those with SafelyYou stayed significantly longer, **increasing occupancy and revenue**.



Image: Merrill Gardens at Ballard

## Length-of-stay comparison\*



\*Move-in/move-out data analysis of 320 memory care residents across six Merrill Gardens communities between January 2021 and December 2022.

**“SafelyYou has made a significant impact on our communities, both clinically and financially. Since our partnership began, SafelyYou has helped us reduce falls and provide higher-quality care to residents while also increasing NOI. SafelyYou offers incredible fall detection and prevention technology for memory care.”**



**Tana Gall**  
President  
Merrill Gardens

## How it started

In September of 2019, Merrill Gardens began a two-month pilot in two communities to elevate care quality and fall management while reducing costs and risk, leveraging SafelyYou to address falls, frequent fall-related ER send outs, and staff response time.

## How it's going

Four years after proving its value in the initial pilot, SafelyYou continues to deliver for Merrill Gardens, with:

- Fewer fall-related ER visits
- Faster response times
- Increased move-ins

## What they're saying

"SafelyYou's advanced technology allows for real-time monitoring and immediate response to any emergencies or alerts, while the user-friendly design ensures ease of use for our team members. The expertise of SafelyYou's clinical staff further enhances the system's effectiveness, providing personalized support and guidance to team members at community, regional, and corporate levels. **Together these elements reduce falls and risk while helping us to improve care, promoting peace of mind for our families and higher quality of life for our residents.**"

**Jamie Johnson, LPN, CDP, CMDCP**  
Corporate Director of Memory Care  
*Merrill Gardens*

"We always talk about SafelyYou on tours. We know that families are going to look at 3-8 communities and make their pro/con lists. SafelyYou is a big one on the pro side for Santa Maria. **It sets us apart from our competitors.**"

**Kim Adams**  
Community Relations Director  
*Merrill Gardens at Santa Maria (CA)*

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

# Resident success story



### The problem

A new resident had 5 silent falls in her first 3 months at the community. Silent falls are falls in which a resident may be injured but self-recovers, and does not alert staff to the incident.

### The insights

SafelyYou fall video revealed that the resident's falls were occurring while she was using a rocking recliner or attempting to navigate to the bathroom, but confusing it with the hallway. Video also showed that her bed was too large and too high.

### The intervention

After collaborating with SafelyYou clinicians, community staff removed the recliner, added a sign to the bathroom door, and switched out the bed for a much smaller, lower model.

### The result

Because SafelyYou fall video enabled staff to assess the severity of the resident's silent falls, she had no trips to the ER. And because of the interventions staff was able to put in place after reviewing the videos and partnering with SafelyYou's remote clinicians, she's had no falls in over 4 months.

## Why silent falls increase risk



Silent falls put both the resident and community at risk: residents may experience injuries that go unknown and untreated, and communities may face unfounded abuse and neglect claims from injuries of unknown origin. According to the latest data from the CNA, these claims can cost \$296k per incident.\* Without SafelyYou, the community wouldn't have known about these falls—and wouldn't have known to assess the resident.

\*CNA, Aging Services Claim Report: 11th Edition.