

# 54% reduction in severe fall rate. In just 4 months.

All while opted-in residents increased over 63% across 5 communities.

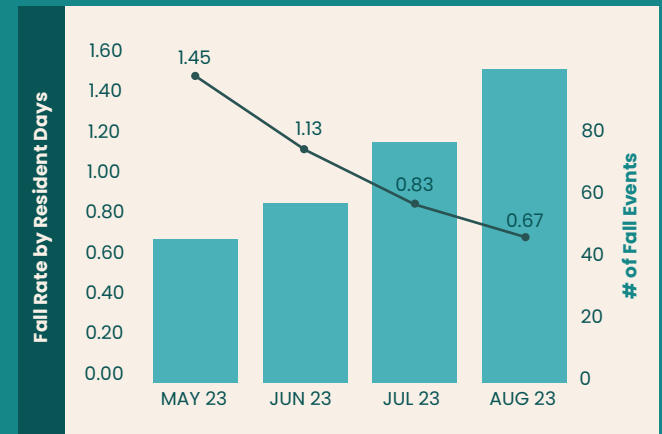
In just 4 months, SafelyYou not only helped Sonida Senior Living reduce their severe fall rate by an impressive 54%, they did it while more residents were opting in to SafelyYou services. This reduction in falls which are more likely to result in injury or an ER visit means a dramatic decrease in costs and risk for the communities and families. **When falls did occur, only 3% resulted in an ER visit or potential injury vs. the industry average of 20% for potential serious injury.**<sup>1</sup> Maintaining this remarkable ER rate for falls yields significant savings for families, helping them keep loved ones in communities.



<sup>1</sup><https://www.cdc.gov/falls/facts.html>

Image: Sonida Senior Living

## Sonida's 4-Month Fall Rate Reduction



“With SafelyYou, we were able to reduce risk and retain residents. Not only could we provide higher-quality care, we were able to take some of the financial strain off families and help keep residents out of the ER and at home in their communities.”

— Brandon Ribar  
President & CEO  
Sonida Senior Living



## Reducing ER visits can drive resident retention

Preventing falls—especially those with the potential for an ER visit—reduces stress for residents and reduces costs for families and communities. The average cost of a fall for an operator is over \$5k.<sup>1</sup> And out-of-pocket costs for a trip to the ER can result in families spending up to \$2,907 or more per visit.<sup>2</sup> When 1 in 7 move-outs is fall-related, having residents stay safer and stay out of the ER—and having money stay in families' pockets—means residents stay in your communities. And longer length of stay means higher NOI for you.

### And it doesn't stop there...

#### Impact of falls without SafelyYou

- 45% of residents have at least 3 falls per year<sup>1</sup>
- 1 in 7 move-outs is fall-related<sup>1</sup>
- Every 11 seconds, an older adult is treated in the ER for a fall<sup>3</sup>

#### ER visits

- ER fees vary widely and are increasing faster than overall healthcare costs
- 43% of older adults return to the ER following a fall-related ER visit



**Reduced response time and fall-related ER visits, while improving reporting accuracy**

With SafelyYou, Sonida's median time to respond to a resident on the ground was just **1 minute 24 seconds**, compared to the industry average of 40 minutes,<sup>4</sup> giving staff and families peace of mind.

**"In addition to significantly reducing our fall rate and fall-related ER visits, SafelyYou helps us with the accuracy of incident reporting and enables more accurate QA of falls."**

— Lisa Kuykendall, Regional Clinical Director, Sonida Senior Living

<sup>1</sup>SafelyYou. *Cost of Falls Report*. 2022.

<sup>2</sup>Schwartz H., et al. Emergency department visits exceed affordability threshold for many consumers with private insurance. *Peterson-KFF Health System Tracker*. 16 Dec. 2022. [healthsystemtracker.org/brief/emergency-department-visits-exceed-affordability-thresholds-for-many-consumers-with-private-insurance/](https://www.healthsystemtracker.org/brief/emergency-department-visits-exceed-affordability-thresholds-for-many-consumers-with-private-insurance/)

<sup>3</sup>Harris E. Systematic Review: What Works to Prevent Falls for Older People. *JAMA*. 2023;329(14):1142. doi:10.1001/jama.2023.4001

<sup>4</sup>Response time uncovered without SafelyYou during NIH research conducted in 2018.

## Resident success story



### The problem

A resident experienced two on-the-ground events two weeks after opting into SafelyYou services.

### The insights

SafelyYou's world-leading AI video technology revealed she was frequently exiting the bed and experiencing mobility issues.

### The interventions

With insights gained from the SafelyYou fall video, and after collaborating with SafelyYou's remote clinical team to develop interventions, on-site staff made informed, person-centered changes to help ensure her safety. Interventions included:

- lowering her bed and removing memory foam to provide a firmer transfer surface,
- giving the resident non-skid socks to improve her traction on the laminate flooring,
- making a therapy referral to assist her with mobility and transfers, and
- initiating a medication review.

### The outcomes

No falls in over three months.

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).