



Retention improved by 64.8%. Length of stay increased by 94 days.

SafelyYou has a clear impact on extending residents' time in the community.

In a study of 900 Cogir Senior Living memory care residents, those using SafelyYou showed better retention rates at 30, 60, and 90 days compared to residents not using the service. At 30 days, retention for residents with SafelyYou was 17.3% better. At 60 days, retention improved by a remarkable 41.3%. And at 90 days, residents using SafelyYou stayed an incredible 64.8% longer. Retaining residents means improved margin for operators, as they save costs on prospecting and room turn.

94-day longer length of stay = revenue growth.

Cogir residents using SafelyYou also had a longer average length of stay compared to those not using SafelyYou. In fact, it was an amazing 30.9%, or 94 days, longer. As early move-outs deplete occupancy in senior living, SafelyYou solves this challenge by extending residents' length of stay and helping to stabilize census. This increased LOS means increased NOI for operators.

SafelyYou means true ROI.

With an average 94-day increase for 725 residents using SafelyYou, Cogir has the potential to capture 30% more revenue from these opted-in residents, driving the organization closer to their financial goals. And proving the value of SafelyYou's partnership.

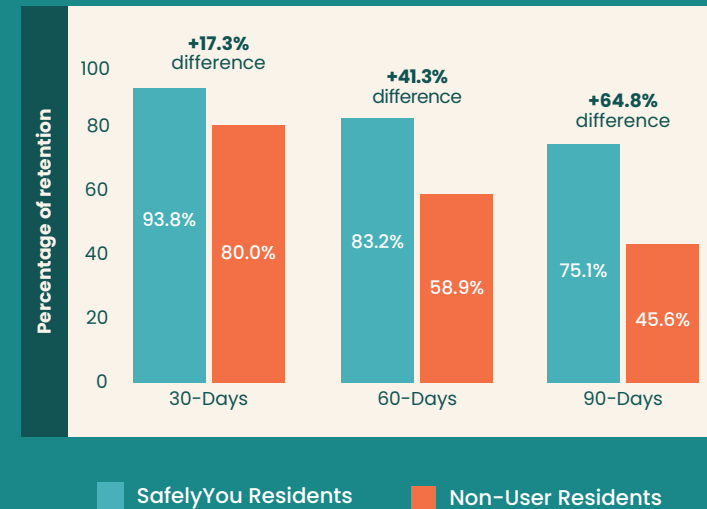
"We continue to expand SafelyYou across our communities because we continue to see amazing outcomes for our residents and incredible impact to our occupancy. It's this combination of clinical and financial results that cement our partnership with SafelyYou."



David Eskenazy
CEO
Cogir Senior Living

Case Study

Resident Retention Rates



Average Length of Stay Difference

+94 days