

Retention improved by 238%. Length of stay increased by 131%. Only with SafelyYou.

SafelyYou means significantly better resident retention at 30, 60, and 90 days.

Memory care residents at Lifespark Senior Living who use SafelyYou showed better retention rates at 30, 60, and 90 days compared to residents not opted into the service. Retention for residents with SafelyYou was over two-thirds longer at 30 days. And doubled at 60 days. Then showed an incredible three-fold improvement at 90 days. Operators who can keep residents in their communities longer save costs on room turn and prospecting, helping to retain revenue.

Ensuring a 96-day longer length of stay.

Lifespark residents with SafelyYou also had a longer median length of stay compared to those without SafelyYou. In fact, it was an amazing 131%, or 96 days, longer. When early move-outs pose a threat to occupancy in senior living, SafelyYou tackles this critical issue by dramatically extending residents' length of stay.

Providing peace of mind. Increasing NOI.

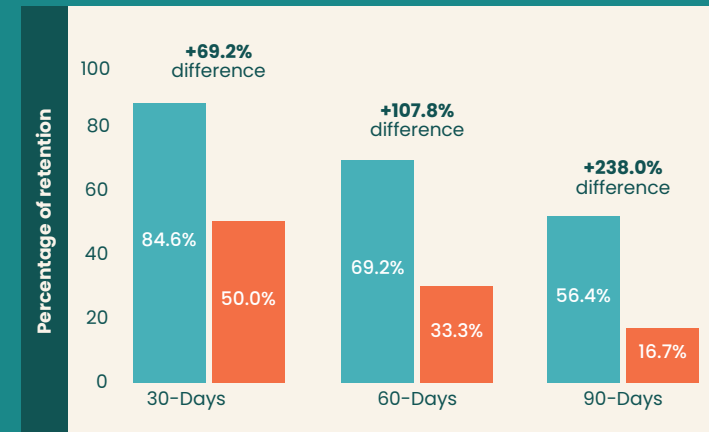
When residents are safer, stay out of the ER, and remain in their communities longer, quality of life significantly increases for seniors and peace of mind increases for families. Communities benefit, too: stronger occupancy rates yield stronger revenue. Organizations avoid the costs of recruiting new move-ins, creating a significant savings and higher NOI.

"Our partnership with SafelyYou has produced extraordinary outcomes. We've shown that when cutting-edge technology is paired with comprehensive clinical support, results like these are possible. Most importantly, we're proud of the tremendous impact this has had on our residents, families, and staff."



Matt Kinne
COO
Lifespark

Resident Retention



■ SafelyYou Residents (n=40) ■ Non-User Residents (n=12)

Median Length of Stay Difference

131.3%

or a median increase of 96 days.