



64% reduction in falls during 3-month pilot yields 10-community expansion.

More communities. More opt-ins. And still fewer falls.

In 2022, Milestone Retirement chose to pilot SafelyYou across two communities to help solve the critical issue of resident falls and elevate care. In just three months, these communities experienced a 64% reduction in fall volume. In addition, they also saw a 65% reduction in fall severity—all while resident opt-ins increased. When falls did occur, only 2.9% resulted in an ER visit, compared to the industry average of 23.6%.* This impressive reduction in fall volume and severity means increased well-being for residents and decreased costs for families and communities. These remarkable results led Milestone to expand SafelyYou to 10 additional communities.

3-Month Fall Volume Reduction

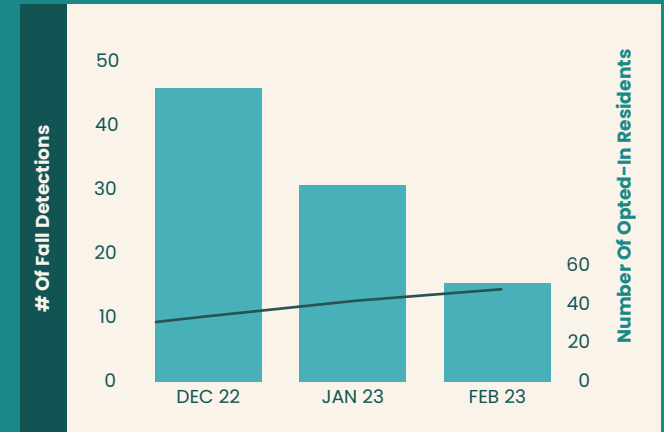


Image: Milestone Retirement — The Mansion at Waterford

“SafelyYou delivered above and beyond our expectations—and our expectations were set very high. Now we can not only reduce the number of falls occurring but also reduce how severe those falls are, and help ensure families can keep loved ones in the communities they trust to care for them. That’s invaluable.”



Caryl Ridgeway
Owner & CEO
Milestone Retirement

*Trends in Nonfatal Falls and Fall-Related Injuries Among Adults Aged ≥65 Years — United States, 2012–2018 *MMWR Morb Mortal Wkly Rep.* 2020 Jul 10; 69(27): 875–881.

Incredible results continued during the 10-community expansion

Even as communities and residents served increased, the number of people falling decreased. Communities with residents using SafelyYou for at least two months saw a **53% reduction in the number of people falling** from the residents' first month to their second month.¹ This significant decrease improves well-being for residents, reduces stress for residents and families, and saves costs for families and communities.

The impact

Reducing fall volume and fall severity while also reducing the number of people falling means dramatically improved clinical outcomes and increased quality of life—and quality of care—for residents, less burden on community staff, and greater peace of mind for families.

Its importance

Falls are the leading cause of injury and death among older adults² and cost operators an average of over \$5,000 per incident³ and cost families \$2,907 or more out of pocket⁴ if a loved one is sent to the ER. When costs are reduced for families and safety is improved for residents, seniors can stay in their communities longer, which mean continued higher-quality care for residents and improved occupancy and increased LOS for operators.



1 minute 21 seconds
median response time to
residents on the ground
with SafelyYou

Industry study average
time on the ground is 40 minutes⁵

**“We’re so excited that SafelyYou is here!
We are already seeing a decrease in falls
because the staff are able to watch the
videos and be proactive with their
interventions.”**

— **Heidi Hutton, ED**
Milestone Retirement — Cascade Valley

¹Data from 10/24/22 through 5/31/24.

²[cdc.gov/falls/about/](https://www.cdc.gov/falls/about/)

³SafelyYou *Cost of Falls Report*.

⁴Emergency department visits exceed affordability threshold for many consumers with private insurance.” December 16, 2022.

⁵Milestone response time data from 1/1/24 through 5/31/24. Industry study response time uncovered without SafelyYou during NIH research conducted in 2018.

Real-life resident success story



The problem

A resident with no falls in three months suddenly experienced five on-the-ground events within in a two-week period, all in the overnight hours.

The insights

After leveraging fall data captured by SafelyYou's world-leading AI video technology and collaborating with SafelyYou's remote clinical team, on-site staff was able to determine a change in condition for the resident. The resident was assessed and diagnosed with a UTI.

The interventions

The resident received medical treatment for the UTI. On-site staff also worked with SafelyYou clinicians to develop additional interventions, helping to reduce fall risk, improve safety, and elevate care. These interventions included:

- Increasing rounding during overnight hours
- Improving bed positioning for easier mobility and a clearer path to the bathroom at night.

The outcomes

Thanks to insights from SafelyYou clear fall video and support from SafelyYou's clinical team, the resident was able to get the right care faster and has had no falls in over 12 weeks.

For more information about SafelyYou or to request a demo,
please **visit safely-you.com** or **email contact@safely-you.com**.