

SafelyYou Respond™

Meta-analysis

SafelyYou significantly
improves **length of stay,**
retention, and turnover.

A study of

3,800 memory care
residents in

80 communities using
SafelyYou more than

365 days.

Resident turnover is one of senior living's top concerns. SafelyYou offers a proven solution.

More than half of senior living residents have two or three chronic conditions, according to a study by the CDC.¹ And as older adults wait longer to enter communities and resident acuity is increasing, length of stay is decreasing across senior living.² Which means turnover is a top concern for senior living organizations. But SafelyYou is an invaluable partner, offering a solution to drive the results communities need, while benefitting residents and families. Let's dive into the data to reveal just how impactful SafelyYou is.

A study of almost
4,000 residents.

And proven to
extend LOS by 4+ months
on average.

In a study of 3,800 memory care residents in 80 communities using SafelyYou for more than a year, the AI leader senior living relies on was proven to dramatically improve LOS, retention, and turnover for residents using SafelyYou vs. those not opted into the service.³

Improving LOS, retention, and turnover means



communities better maintain census goals, saving costs and increasing NOI



families know their loved ones are being well cared for, improving satisfaction



older adults receive quality care for longer, improving outcomes

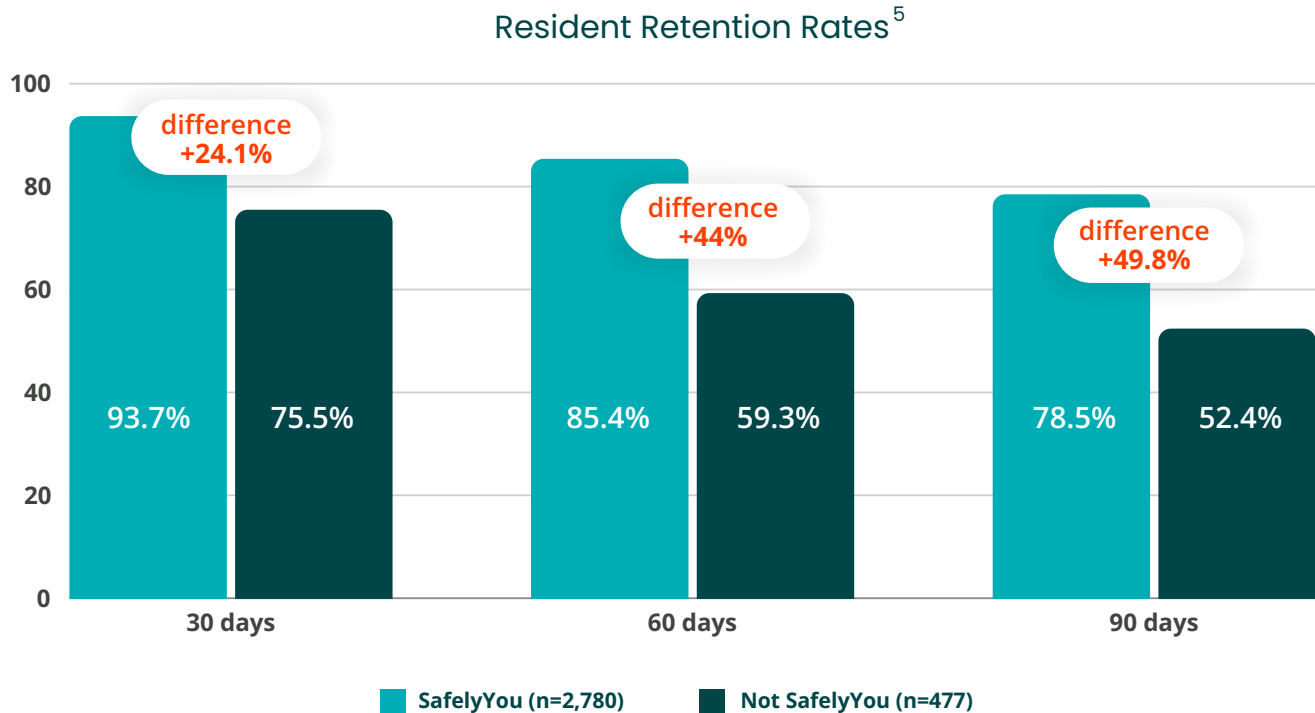
¹ "Residential Care Community Resident Characteristics: United States, 2022." Centers for Disease Control., August 2024.

² Montgomery, Austin. "Inside Senior Living's 'New Normal' for Length of Stay in 2024." Senior Housing News, September 16, 2024.

³ SafelyYou study of 3,800 memory care residents in 80 communities across the United States with move-in dates after January 1, 2021.

Remarkably improved retention at 30, 60, and 90 days.

According to EHR data,⁴ approximately one-third of residents move out of senior living communities within the first 90 days. But residents using SafelyYou showed significantly improved retention at 30, 60, and 90 days compared to those not using the service.



In fact, SafelyYou's effect on resident retention becomes more pronounced the longer the technology is used. At 30 days, the difference in retention rates was 24.1%. By the 90-day mark, the difference in retention is an amazing 49.8%.

Retaining residents means retaining revenue for operators, avoiding the expenses of resident acquisitions and sales commissions, and leading them to expand SafelyYou's services.

"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."

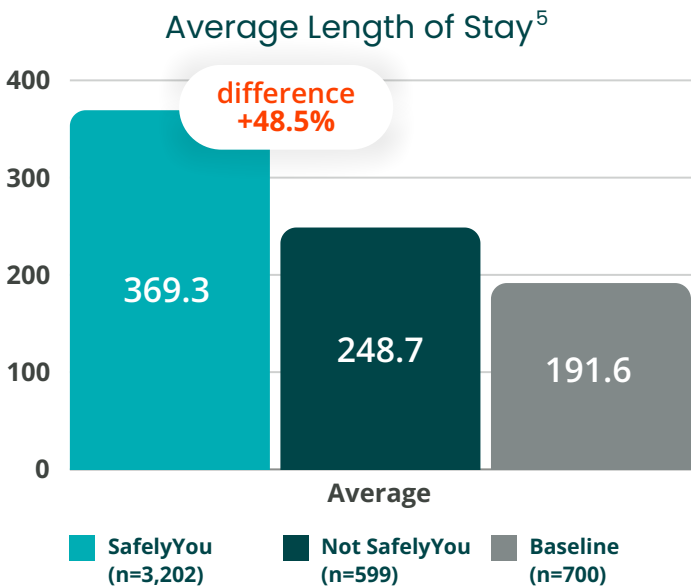


David Eskenazy
Chief Executive Officer
Cogir Senior Living

⁴ Data provided by ALIS.

⁵ All residents had a memory care start date as of 1/1/2021.

LOS increased by an incredible 4+ months.



SafelyYou drives LOS and NOI.

For residents using SafelyYou, LOS was greatly increased, to an average of 4+ months 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. Which makes this world-leading AI a critical component of keeping residents in communities—as well as a critical driver of revenue growth for senior living organizations.

“With SafelyYou we reduced ER visits and severe falls while also increasing margin due to retention. It’s a technology that can help communities exceed their goals, both clinically and financially.”



Katrissa Gates
Executive Director
The Ridge Senior Living

A demonstrated halo effect.

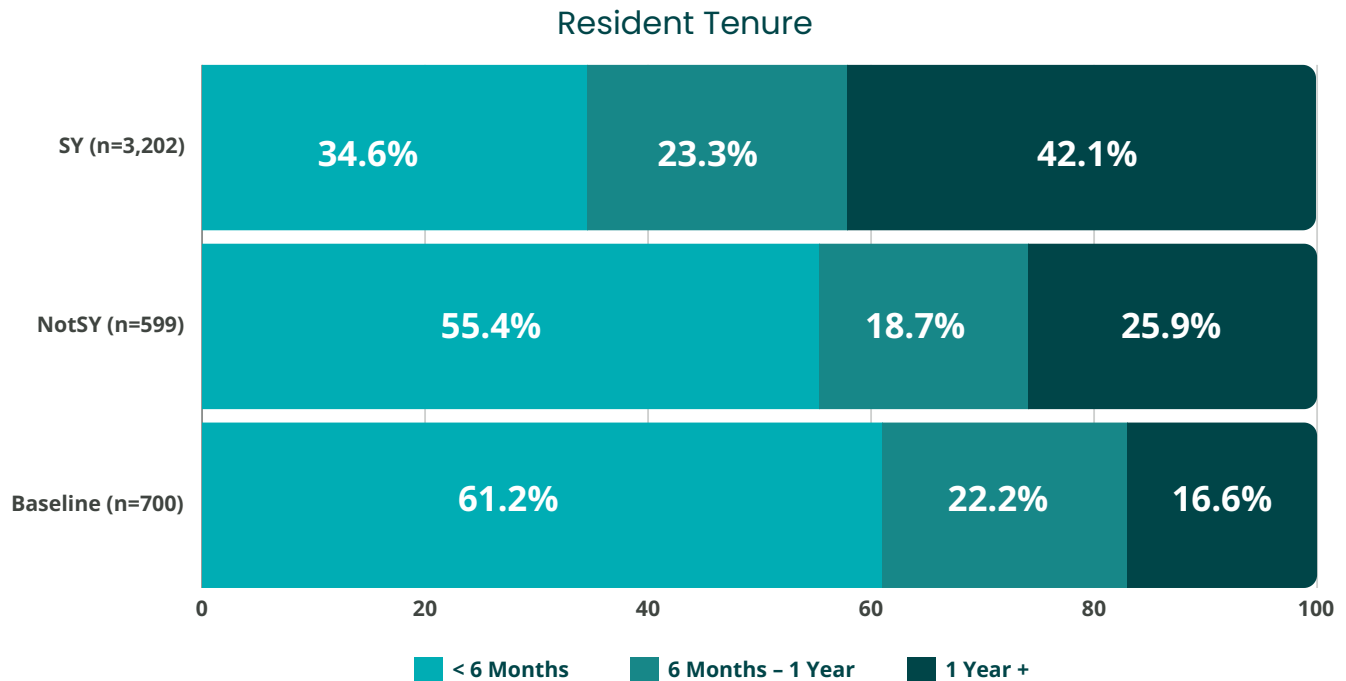
But SafelyYou didn't just impact users of the service, there was a demonstrated halo effect, increasing the length of stay of non-users of the service compared to the average length of stay prior to the technology being implemented. Operators reported that SafelyYou's ability to create a culture of fall prevention among staff and empower them to provide higher-quality care raised the bar for non-users of the technology as well.

SafelyYou's ability to create a culture of fall prevention...raised the bar for non-users of the technology as well.

⁵ All residents had a memory care start date as of 1/1/2021.

Impacting tenure and turnover.

Over half of the non-users and baseline residents departed within the first six months, 55.4% and 61.2% respectively, while more SafelyYou users remained beyond 180 days. And SafelyYou users had the largest share of residents staying 365 days or more at an impressive 42.1%, compared to 25.9% of non-users and 16.6% in the baseline group.



Significantly lower turnover over 3 years.

Additionally, data compiled over three years showed that SafelyYou residents maintained a significantly lower average turnover rate than non-user residents.

SafelyYou reduces turnover by improving length of stay, resulting in fewer move-outs. Yet, of those move-outs, twice as many non-users went to competitors or left for medical reasons, compared to residents using SafelyYou.

Once again, SafelyYou demonstrates its ability to impact resident retention, helping communities maintain census, improve resident care and family satisfaction, reduce costs, and increase NOI.

“Very pleased and happy with this feature and **it did help in my decision process.**”

Family Member

How SafelyYou makes it possible.

With SafelyYou, on-site care staff can see how falls happen and better understand how to help prevent them from happening again. Which means communities can make better-informed clinical decisions, provide more person-centered care, and have more transparent conversations with families. All of which helps keep residents in their communities longer.

AI-powered detection

24/7, real-time detection with a proven 99.9% accuracy



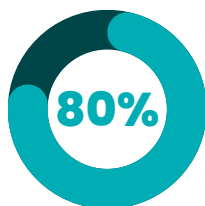
Clear video

Rapid, clear video for quick, accurate decision-making

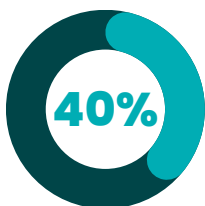


Preventative clinical support

Address residents' unmet needs to prevent future falls



**Fewer
fall-related
ER visits**



**Fewer
falls**

Proven fall reduction, too.

Our world-leading AI combined with remote expert clinical support is proven to reduce falls by 40% and fall-related ER visits by 80%, keeping residents safer, out of the ER, and in the communities they trust to care for them. Residents have better outcomes, with improved quality of care—and quality of life—while families have greater peace of mind and less cost.

“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.”



Matt Kinne

Chief Operating Officer
Lifespark

Results you can trust.

Only SafelyYou has analyzed over 250K on-the ground events and has learnings from 6M cumulative resident days. And we combine uncompromising integrity with an unprecedented data set to offer unparalleled insights into care quality and financial impact. Our data experts use statistically significant sample sizes and standardized methodology to ensure the validity of our results. Because of our rigorous standards, we’re confident in the conclusions of our studies. And you can be, too.

Begin your partnership with us.

For more on how SafelyYou can help your organization increase LOS by 4+ months, retaining both residents and revenue, reach out to us at contact@safely-you.com.



safely-you.com