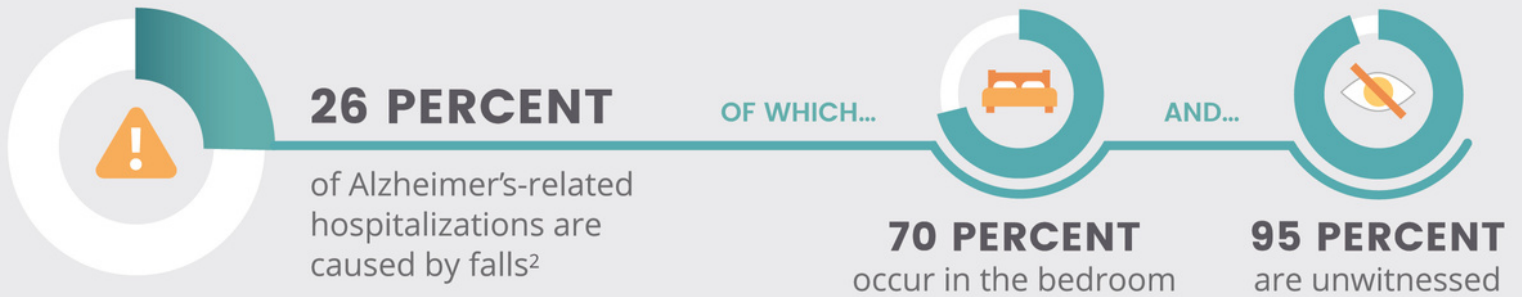


THE FACTS

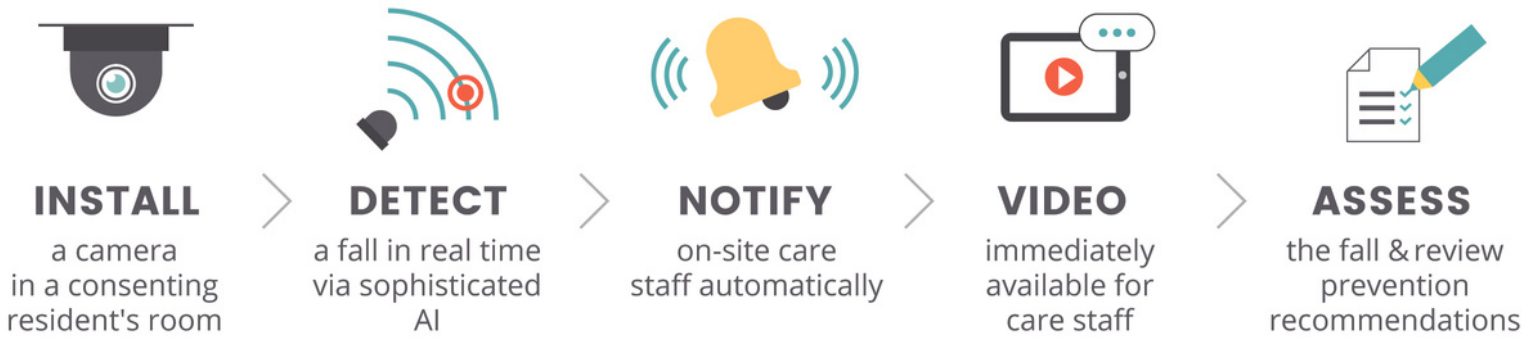
On average, people with dementia fall 4 times per year.¹ Most can't tell you how they fell, which makes it hard to know what happened—and even harder to help keep it from happening again.



Source: SafelyYou data.

THE SOLUTION

Stemmed from UC Berkeley's AI Research Lab.



THE BENEFITS

SafelyYou empowers care staff to implement fall preventions, using the following insights gained through fall video review.



Security & Privacy

- Adherence to strict privacy standards
- Only video of falls is saved for review
- Non-fall video is automatically deleted within minutes
- NO audio recording
- NO live video streaming
- NO wearable devices

¹ Doorn, Carol Van, Ann L. Gruber-Baldini, Sheryl Zimmerman, J. Richard Hebel, Cynthia L. Port, Mona Baumgarten, Charlene C. Quinn, George Taler, Conrad May, and Jay Magaziner. "Dementia as a Risk Factor for Falls and Fall Injuries Among Nursing Home Residents." *Journal of the American Geriatrics Society*. 51.9 (2003): 1213-218.

² Alzheimer's Association 2016 Alzheimer's disease facts and figures. *Alzheimers Dement*. 2016 Apr;12(4):459-509.

OUTCOMES



40% FEWER FALLS DUE TO FALL VIDEO REVIEW

With fall video review, staff can see the fall pattern and determine if it was a true fall, or if the resident lowered themselves to the ground without injury.



UP TO 80% FEWER FALL-RELATED EMERGENCY ROOM VISITS

Fall video is immediately available, so staff can determine the cause and severity of the fall, helping to assess if injuries were sustained.



99% ACCURACY OF FALL DETECTION

Compared to only 57 percent with bed alarms. Real-time fall detection and automated escalations to care staff improve response times, so residents get the care they need faster.

Source: SafelyYou data.

SUCCESS STORIES

SafelyYou is not only reducing falls, but also revealing insights that help staff provide more effective care.



Silent falls now detected

SafelyYou clear fall video revealed a resident fell while walking to the bathroom at night. Though she was able to get up on her own and return to bed, the technology detected the fall and care staff was alerted, enabling them to conduct a full assessment of the resident. Thanks to SafelyYou, staff could respond to a fall they would not have otherwise known about—and screen for possible injuries that they would not have otherwise known to look for. As a result, they were able to better ensure the safety and well-being of the resident.



Self-lowering now identified

After receiving a SafelyYou notification, care staff found a non-ambulatory resident on the ground in front of his bathroom. Because of his location, staff initially thought it was a serious fall that started at the bed. SafelyYou clear fall video revealed that, in fact, he had gently lowered himself to the ground and scooted that distance. With the information gathered from the video, staff was able to determine that there was no injury, and no need to call emergency services. Additionally, they were also able to better understand the resident's abilities, and adjust his care plan accordingly.



Repeat fall solutions now provided

A resident was having repeat falls at night. SafelyYou clear fall video revealed that he was a highly active sleeper who was sleeping very close to edge of his bed, then rolling out. Using insights from the fall video, SafelyYou clinical experts collaborated with community care staff and suggested making changes to the resident's room layout to help prevent the repeat falls. They advised moving the bed from the center of the room so that the side of the bed he was falling from was flush against a wall. On the other side of the bed, staff placed a body pillow as a tactile cue for the resident that he was moving towards the edge, and they added a bed enabler so he could then reposition himself. The result? The resident has had no falls in over a month—the time since the changes had been made.



Trusted technology. Expert insights. Safer dementia care.

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What is SafelyYou and how does it work?

SafelyYou supports improved memory care by:

- Detecting falls with over 99% accuracy
- Empowering staff to see how and why a fall occurred
- Reducing fall-related ER visits by 80%
- Helping to prevent future falls

SafelyYou uses world-leading technology to detect falls with over 99% accuracy, and care staff is immediately notified for assistance. We combine our innovation with insights from SafelyYou clinical experts, so your team not only has the support of advanced fall management technology, they have the support of RNs, OTs, and PTs who help solve challenging fall cases every day. Our AI-enabled cameras are only activated with consent, and there are no wearables, no audio, and no live streaming. Ever. Only events surrounding a fall are recorded and the fall video can immediately be reviewed, so care staff can determine the fall's severity and root cause—and how to help keep the fall from happening again. SafelyYou is reducing falls by 40% and ER visits resulting from falls by 80%, as well as boosting length of stay by 2X. And we're achieving these results consistently, for some of the most trusted names in senior care.

What happens when a fall is detected?

- 1 On-site staff will be promptly notified on a work phone or through the nurse call system.
- 2 A video-recording of the fall will be immediately accessible by authorized care staff through a website called SafelyYou-Discover™.
- 3 A Fall Assessment is performed to determine how the fall occurred and what steps could reduce risk either by a SafelyYou fall expert or the community designated staff member.



Where will the videos be stored and accessed?

The cameras will be connected to a password-protected computer called SafelyYou-Guardian™, which is located at the community and will perform the automated fall detection process. Only the detected fall videos will be sent securely to SafelyYou for authorized viewing access via the SafelyYou-Discover™ website, which is hosted by Amazon Web Services. The community will have designated care staff with permissions to access the website.



NO AUDIO
NO WEARABLES



99 PERCENT
DETECTION ACCURACY



80 PERCENT
FEWER ER VISITS



40 PERCENT
FEWER FALLS



Where will the cameras be located?

The cameras are installed in the corner ceiling area of the resident's bedroom. We will not be placing any cameras in the bathroom, and the cameras will not record audio. There will be signage outside of each room indicating there is a camera inside. Cameras will only be operational in rooms where the resident's responsible party has provided written consent.



What evidence do you have that SafelyYou actually reduces falls?

We cannot provide any guarantee that the system reduces falls. Communities with SafelyYou are showing an average of 40% fewer falls. Through NIH-sponsored research studies, SafelyYou has shown up to an 80% reduction in emergency department visits. The key point is that 90% of falls do not result in injury but every time a resident falls, there is risk of injury. SafelyYou lets the care team more effectively learn from each fall to reduce risk.



Can families access fall videos of their loved one from home, or can they be emailed to them?

The videos cannot be emailed or watched by family members from home. Customers may set their own policies for video review by families. Typically communities share the details of what was witnessed in the fall video with the family members, which is commonly sufficient. Based on their policy, the community can decide to invite the family member to the memory care community for review with an authorized staff member.



Is anyone streaming live video?

No one is watching the video live. The camera's video recording is processed immediately on-site by SafelyYou-Guardian™; videos that are not related to the detected fall event are deleted.



What happens if the system misses a fall?

While the goal is to detect 100% of falls, SafelyYou cannot guarantee the accuracy of the system, and some falls may be missed by the video camera due to technical difficulties. If a fall is missed by the SafelyYou system, staff will be asked to follow existing fall management procedures.