



Carlton Reduces Resident Falls by 31% with SafelyYou



ISSUE

Falls and fear of falling are often a big part of the decision for a resident and their family to choose assisted living. In assisted living, a care team can support making sure the right protections are in place, and if anything does happen, trained personnel are there to help. For residents with dementia who cannot necessarily advocate for themselves, it can be challenging for care staff to design effective fall management plans. This is one reason that adults living with dementia in assisted living and skilled nursing communities fall nearly twice as often as those without dementia.

80%

of falls in dementia care are unwitnessed

Moreover, an estimated 80% of falls in dementia care are unwitnessed, usually happening at night. Since every unwitnessed fall could have resulted in a head injury, care staff often must call emergency services. Falls quickly turn into major events and are stressful for residents and their families. They are also very expensive, with ER visits costing families \$500-\$1000 out of pocket.

“

We feel hopeless when we can't help prevent residents falls because we don't know how it happened.” said Sherilynn Geber, Memory Care Manager said Marsha Obenauer for Carlton.

Wellness programs and other fall prevention programs are challenging to adapt to memory care, where adherence is usually limited, or devices are seldom worn. Current technologies like bed alarms and wearables are often purely reactive in nature, only alerting staff after a fall has happened or providing data with little actionable insight. They do not provide a way to prevent falls or the frequent use of Emergency Medical Services.

It is time for a new approach.

INSIGHTS

Carlton Senior Living, one of Northern California's most successful senior living providers, joined forces with SafelyYou to uncover exactly how the 230 residents in their seven memory care communities were falling. They wanted to figure out a way to truly reduce falls, keep residents out of the ER, and give family members peace of mind.

Prior to introducing real-time fall detection, SafelyYou collected six months of baseline data from Carlton's seven communities and uncovered the following:



76%

of falls were unwitnessed due to time of day/night



68%

of falls occurred in the bedroom



23%

of these falls resulted in EMS being called

SafelyYou then conducted a beta test with Carlton by installing AI-enabled camera technology in all seven of Carlton's memory care communities. The technology detects a fall by analyzing the video feed from cameras placed in a resident's room, stores video only when a fall is detected, and sends alerts when a fall occurs.

Video of the fall is available immediately to care staff through a secure web platform, which also can be used to support conversations with the family as well as EMS about whether an ER visit is needed or not.

A fall assessment is performed by SafelyYou to support root cause analysis, and a weekly fall huddle is conducted with the memory care director to review falls from the week and consider updates to the care plan to prevent future falls. Specifically, SafelyYou provides the following key benefits:



REAL-TIME DETECTION:

A high accuracy alert is sent when a fall occurs in a resident's room.

IMMEDIATE REVIEW:

Video of the fall is immediately available to review and determine if possible resident injury occurred or if the resident simply sat down with little risk.

PREVENTATIVE MEASURES:

Root cause analysis through video review highlights items that can be addressed to reduce risk of future falls. SafelyYou's fall expertise, based on thousands of observed falls, is documented online and discussed during a weekly fall huddle.

Residents and families were given the option to opt-out if they felt uncomfortable with their loved one being video recorded. For many, the potential safety benefits outweighed their concerns. For example,

Marsha Obenaur's mother Mary was falling multiple times each month, mostly at night. Since the falls were unwitnessed, emergency services — and Marsha — were called repeatedly.

After the service was installed in Mary's room, Carlton's staff viewed the falls, recognized that Mary was rolling out of bed at night, and made simple preventative adjustments, such as rearranging furniture and placing a padded cushion on the floor next to her bed each night. Mary's fall rate and risk of injury were dramatically reduced.



Right after SafelyYou's cameras were installed, I got calls saying that my mother had slipped but was fine, said Marsha Obenauer. And now I get calls saying she hasn't fallen out of bed. ”

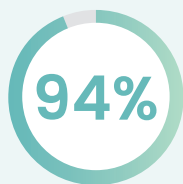
IMPACT

After three months with SafelyYou's cameras, Carlton reduced falls by 31% and was 61% less likely to call emergency services when video was available. A key finding was that 38% of the time a resident went to the ground, they actually moved there intentionally with little risk of injury. Through video review, staff can better inform families of the situation, prevent unnecessary resident visits to the ER, remove significant costs from medical expenses, and reduce the chances of a challenging situation for families.

These results led Carlton to sign a multi-year contract with SafelyYou and make the cameras available for every resident in its seven memory care communities (totaling 230 beds). Since then, 83% of families have opted in for the system.

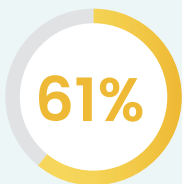
SafelyYou Drives Real Results

ACCURACY



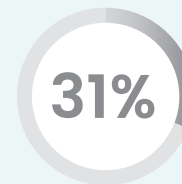
of falls detected;
1 false alert per
camera every 19 days

EMS CALLS REDUCED



less likely to call
EMS when video
is available

FEWER FALLS



reduction
in falls

The husband of a Carlton resident shared his experience with SafelyYou and said:

“

In a little over three years, my wife has been transported to the ER 16 times for falls, mostly because staff has found her on the floor and no one had observed how she got there. During the study period, there were at least four such phantom falls in which my wife would have been transported to the ER but was not because of your system. I estimate that I would have spent over \$1,000 out of pocket on these visits had they occurred.”

➤ Increased Length of Stay

Like most memory care communities, Carlton typically operates with a handful of open beds. Executive Directors and management believe the system has extended residents' length of stay and been a key factor for many moving into memory care.

Allison Groves, Director of Memory Care Operations for Carlton, said, “SafelyYou has given Carlton the opportunity to enhance resident quality of life through reducing falls by identifying the root cause and placing appropriate interventions in place. SafelyYou also has reduced unnecessary emergency room visits, reducing stress on residents and their loved ones. The success of this program has given Carlton a unique edge against our competitors, by giving families peace of mind as they make the transition to moving their loved ones into a senior living community.”

ROI

➤ Peace of Mind

For family and loved ones of residents, juggling work, home life, and resident well-being can be trying in the best of times. The safety and security of their loved ones is invaluable to them as well as Carlton.

Speaking to the direct financial impact, Marsha shared: “You don't know how long everything is going to last, but if there's anything that can cut some of the cost where that money can be used to provide for her, it's very much appreciated. I think your program has done that because since this program has been in effect, we haven't had any problems. It's really made me very happy — financially very happy — I'm going to be very honest with that.”

“

SafelyYou also has reduced unnecessary emergency room visits, reducing stress on residents and their loved ones.”

**said Allison Groves,
Director of Memory Care
Operations for Carlton.**

➤ Decreased Liability Exposure

Falls are the top cause of injury and the top cause of claims. In fact, half of all claims in assisted living are due to falls according to the 2018 CNA report. Nearly two-thirds of fall claims assert failure to monitor, the most frequent and expensive fall-related allegation. Almost two-thirds of claims involve a resident with dementia, which are 20% more costly on average.

66%

of claims involve
a resident with
dementia

With a total average of \$200,000 paid for fall-related claims — not to mention the impact on reputation — the outcomes are substantial. If falls are 50% of claims, then reducing falls by 31% with SafelyYou translates to a 15% reduction in expected losses with ensuing impacts on liability premiums. After

seeing these results, a top liability insurance carrier committed to offering reduced premiums to Carlton and any other senior living provider using SafelyYou.

David Coluzzi, president of Carlton Senior Living, summed up his experience with SafelyYou by saying,

“**We have multiple services and systems for our residents, and now we’re going to have SafelyYou as well. You just can’t afford not to.**”



Would you like support reducing falls and ER visits for your residents in memory care?

Let us know.

IN-PERSON

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VIRTUALLY

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