



Reduce Falls & Improve ROI with SafelyYou

SafelyYou is a groundbreaking fall management solution that uses artificial intelligence to accurately detect falls, alert staff and prevent falls in the future. Elevate your fall programming across memory care, skilled nursing and assisted living environments with SafelyYou today!

**Without
SafelyYou**

Memory Care
residents fall

4x
per year*



of falls are
unwitnessed

**With
SafelyYou**

Up to
40%
fewer falls*



reduction in
fall-related
ER visits**

2x
length of
stay***
increase

Features

- » Immediate notification to community staff to ensure response to the resident
- » Video of actual fall available within minutes
- » Only fall-related video is stored
- » No audio or live streaming
- » Integration to nurse call systems and more
- » Monthly fall huddles with clinical staff

Benefits

- » Quickly identify root cause of fall
- » Avoid unnecessary ER visits by reviewing event details
- » Identify fall patterns to reduce future falls
- » Uncover staff training opportunities to increase fall protocol
- » Improve staff to better support their residents
- » Bring peace of mind to families

ROI Opportunities

- » Increased staff productivity with more accurate fall level assessments reducing unnecessary reporting **up to 40%****
- » Reduced risk of liability and claims with **up to 80%** reduction in ER visits**
- » **2x length of stay***** by reducing unnecessary ER visits and applying person-centered care planning
- » Elevated culture of safety by promoting positive outcomes and identifying training opportunities
- » Increased move-ins by market differentiation

Learn more at DirectSupply.com/SafelyYou
or call 1-800-889-6504



Source: Safely-You.com. Individual and community results will vary based on a variety of factors. *Aggregated data from facilities prior to and after implementing the SafelyYou solution during a 32 week period in 2019-2020. Individual and community results will vary based on a variety of factors. **Van Doorn C, Gruber-Baldini AL, Zimmerman S, et al; Epidemiology of Dementia in Nursing Homes Research Group. Dementia as a risk factor for falls and fall injuries among nursing home residents. J Am Geriatr Soc. 2003;51(9):1213-1218. ***Based on a case study with Carlton Senior Living charging \$7,000 per month for a 30-bed memory care unit in six months, making the following assumptions: starting at 68% occupancy, 480-day average length of stay before SafelyYou, 85% opt-in with SafelyYou, 3-month average ramp-time with SafelyYou, and no additional investments in quality of care.

SafelyYou Your Way

First choose which option works best for your community between Fall Detection and Fall Insight, then select your optimal payment and deployment method.



1

Fall Detection

System with alerts only

In-room cameras required for fall detection, along with central server for analytics and software access

- » AI detects person on the floor
- » Fall validated by SafelyYou clinicians
- » Community gets notified
- » Software access for video verification and reporting

Fall Insight

System with alerts + education & fall reviews

Includes everything in Fall Detection, along with fall huddles for community staff

- » Monthly huddles with SafelyYou customer success manager
- » Customers have experienced up to 40% fall reduction

2

All Bed

Lower monthly payment, all beds billed

Detection: \$75
Insight: \$125

- » Camera installed in every room
- » All beds billed monthly
- » Can switch to Active Bed once during contract term
- » Pilot available

Active Bed*

Higher monthly payment, only occupied beds billed

Detection: \$98
Insight: \$175

- » Camera installed in every room
- » Customer decides # of active beds based on occupancy and opt-in
- » Can switch to Standard model once during contract term
- » Minimum 10 beds / 30% of total beds subscribed
- » No pilot available

Wired

Dedicated signal leveraging CAT 6 infrastructure

\$750 / camera

- » Complete white glove installation through Direct Supply with Project Management resource
- » Limited customer involvement
- » Preferred installation method

3

Wireless

Rides on existing Wi-Fi network

\$150 / camera

- » Community performs self-installation
- » Limited Direct Supply Project Management
- » Requires commercial grade, managed network (see required specifications)
- » Additional network costs may apply
- » Professional installation available - fees may apply



*Active Beds: Community is charged on the last day of the month of the total beds active in the given month. There are no partial months applied. If the resident is associated with a camera for 1 day they are charged for the full month. If 2 residents are associated with the same bed in a given month due to turnover, they are only charged for 1 bed for the given month.

1. No minimum size of community

2. Minimum of 10 beds or 30% of beds (which ever is greater) committed monthly per community.

3. Minimum of a 2 year term

4. No pilot available and no cancellation option.

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