



# The Future of Fall Prevention Has Arrived

# Detect and Prevent Falls with Results-Driven AI Technology

Introducing SafelyYou, a technology enabled fall prevention program designed specifically for residents living with dementia. SafelyYou is the only fall prevention program to ever receive upfront liability premium reductions for senior living providers.





## How SafelyYou Works

SafelyYou helps caregivers implement person-centered fall prevention for residents living with dementia through fall video review.



**Install**  
a camera in  
a private room



**Detect**  
a fall in real time  
and only keep  
that video



**Notify**  
on-site care staff  
automatically



**See**  
the video immediately  
after the fall



**Assess**  
fall scene investigation  
and recommendations  
from clinical experts

**Without  
SafelyYou**

Memory Care  
residents fall

**4x**  
per year\*



of falls are  
unwitnessed

**26%**  
of Alzheimer's  
hospitalizations are  
caused by falls\*\*\*\*

**With  
SafelyYou**

Up to  
**40%**  
fewer falls\*



reduction in  
fall-related  
ER visits\*\*

**2x**  
length of  
stay\*\*\*  
increase

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. \*\*\*\* Learn more at <https://pubmed.ncbi.nlm.nih.gov/20553338/>

# Falls represent a \$50B problem for America's Seniors<sup>1</sup>

- » More than 40% of closed insurance claims are reportedly tied to a fall, with average payment of \$224,300 per claim (up 14% from 2016 to 2018)<sup>3</sup>
- » 60% of residents who have a fall with significant injury move out<sup>2</sup>
- » Staff spend on average 4 hours per fall, including care, investigation, documentation and communication with families

<sup>1</sup> Florence, C., Bergen, G., Atherly, A., Burns, E., Stevens, J. & Drake, C. (2018). Medical Costs of Fatal and Nonfatal Falls in Older Adults. Journal of the American Geriatrics Society, 66, pp. 693-698.

<sup>2</sup> Harris-Kojetin L, Sengupta M, Lendon JP, Rome V, Valverde R, Caffrey C. Long-term care providers and services users in the United States, 2015-2016. National Center for Health Statistics. Vital Health Stat 3(43). 2019. Retrieved at [https://www.cdc.gov/nchs/data/series/sr\\_03/sr03\\_43-508.pdf](https://www.cdc.gov/nchs/data/series/sr_03/sr03_43-508.pdf)

<sup>3</sup> CNA Aging Services 2018 Claim Report. (2018). Retrieved from [www.cna.com](http://www.cna.com).

# SafelyYou is Proven to Help You Solve This Industry Challenge

George Netscher, SafelyYou CEO, developed the technology at the Berkeley Artificial Intelligence Research Laboratory. He is committed to building a better world for his mom and millions like her.



“

Our fall detection system, coupled with staff review of fall videos, leads to a more accurate identification of serious falls and prevents unnecessary measures and costs due to the unknown. We're excited to work closely with Direct Supply to bring this service to their customers. It's critical now more than ever to avoid sending folks living with dementia to the hospital unnecessarily during the COVID-19 crisis.”

– George Netscher, CEO of SafelyYou

“

While the cost of falls is truly monumental – \$50B in 2015 alone – they also exact an enormous physical and emotional toll on older adults, their caregivers and their families. It affects us all, and we are determined to make a true impact for the better. Our partners at SafelyYou share this vision, and we are incredibly honored to work with them.”

– Tom Paprocki, Managing Director of Direct Supply's Innovation & Technology Center



## Privacy and Security

SafelyYou adheres to strict privacy standards and only records when a fall is detected. In addition, SafelyYou doesn't record audio, stream live video or require wearable devices.



## Direct Supply Accelerates this Game-Changing Solution

Machine Vision and Artificial Intelligence are two of primary technologies that Direct Supply's Innovation & Technology Center (ITC) has been researching and developing to enhance the senior care space. As soon as the ITC became aware of SafelyYou's ability to leverage these tools, they immediately understood the positive impact it could make on a vulnerable population and began to collaborate.

The ITC then utilized its strategic partnerships with pilot sites and Toronto's Center for Aging and Brain Health Innovation to put SafelyYou through an accelerator program. The incredible amount of falls research collected solidified data that helped prove SafelyYou's monitoring solution not only significantly reduces fall risks, but also improves customers' bottom lines.



**We are working with SafelyYou through our Industry Innovation Partnership Program on an Illness and Injury Prevention Program (I2P2) to conduct a clinical validation study to test its fall-detection technology in a real-world environment. We are eagerly awaiting the results based on the success of previous studies and look forward to seeing the positive impact the Direct Supply and SafelyYou partnership.”**

– Mel Barsky, Director of Business Development at CABHI

## SafelyYou Gets Results

SafelyYou is making an impact on the Senior Living industry. From reducing falls to driving occupancy to reducing insurance claims, SafelyYou is getting results – and people have noticed. They offer a 2-month trial where you can validate the consistent 8–10x ROI providers are seeing for yourself.

[directsupply.com/safely-you/#casestudies](https://directsupply.com/safely-you/#casestudies)

# SafelyYou is Committed to Ongoing Research

CABHI is a unique collaboration of healthcare, science, industry, not-for-profit and government partners whose aim is to help improve quality of life for the world's aging population. CABHI is currently exploring how SafelyYou fits into the Canadian healthcare system and recently reported SafelyYou could save Canada \$1.5B annually.\*

## SafelyYou Can Help Reduce Insurance Premiums

Church Mutual® is one of the nation's leading providers of property and casualty insurance for senior living communities. If they are your liability carrier, ask about how SafelyYou might impact your premiums.

Source: [https://www.thestar.com/sponsored\\_sections/brain-health/2020/03/06/redefining-the-future-of-aging-through-innovation.html](https://www.thestar.com/sponsored_sections/brain-health/2020/03/06/redefining-the-future-of-aging-through-innovation.html)



Falls are the top cause of injury on our senior living professional liability book, making up more than half of total loss dollars. In nearly two-thirds of fall claims, plaintiffs include failure to properly monitor residents in their allegations of negligence. The Direct Supply and SafelyYou partnership will help put the much-needed monitoring in place to lessen the number of falls and insurance claims, ultimately driving a reduction in premium costs.”

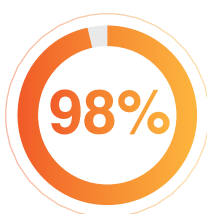
– Jim Ketterson, Director of Social Markets –  
Senior Living at Church Mutual Insurance Company, S.I. 1



The alliance of Direct Supply and SafelyYou could not come at a better time since all communities are striving to keep residents safe and enhance their quality of life during this unprecedented time. We have reduced falls and unnecessary emergency room visits by working with both companies. The success of our fall-reduction program gives families peace of mind as they make the transition to moving their loved ones into a senior living community.”

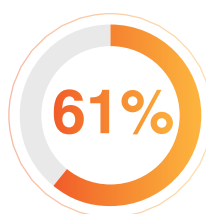
– David Coluzzi, President of Carlton Senior Living

## SafelyYou Worked for Carlton Senior Living



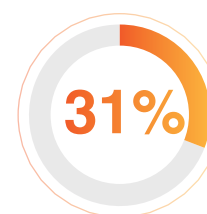
### Accuracy

of falls detected;  
1 false alert per  
camera per year




### EMS Calls Reduced

less likely to call  
EMS when video  
is available



### Fewer Falls

reduction  
in falls



As Senior Living technology becomes more complex, communities will need integrated solutions to thrive in the future. Rely on Direct Supply's award-winning consultative technology solutions to increase revenue, drive out costs and improve resident outcomes.



SafelyYou and Direct Supply are leading the charge to help reduce falls in Senior Living. Learn more about SafelyYou and schedule a free demo at [DirectSupply.com/safely-you](https://DirectSupply.com/safely-you).



AWARDED 2018  
National Institutes of Health



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