

A woman with short brown hair, wearing a blue cardigan, is smiling and hugging an elderly woman from behind. The elderly woman has short grey hair, wears glasses, a blue patterned blouse, and a Philips Lifeline medical device on a lanyard around her neck. She is also smiling. The background is a bright, slightly blurred indoor setting.

PHILIPS

Lifeline

Home monitoring

Explore the **advantages**

Innovative products. Value-added services. Unmatched support.

Better by the numbers

As the Baby Boomer generation ages, caregivers are required to do more with less time and fewer resources. Even as we move to a pay-for-performance model, healthcare costs continue to rise.

That's why more healthcare organizations and providers are opting for services to be provided in-home. Seniors are readily accepting this move to in-home services as a way to save money compared to nursing homes and hospital stays (a semi-private room averages over \$81,000 a year) and still receive quality care.

Philips Lifeline not only helps providers offer lower-cost care, it also gives seniors many crucial benefits. Being able to access help by Medical Alert Services potentially reduces inpatient admissions, hospital days, and mortality.

40

years of medical alert service experience. Today, we actively serve over 750,000 seniors.

+300,000

subscribers have benefited from having the added layer of protection of Lifeline with AutoAlert.

Provides equipment and monitoring services for more than **2,000 Philips Lifeline programs** across North America.

2x

patients returned to the healthcare organization that placed them on Lifeline for additional services, up to 2x as often as patients who were with an organization that did not offer Lifeline.¹

Backed by Philips, an innovation-driven **Global Fortune 500 Company**.

+200,000

falls were automatically detected by AutoAlert.

+200,000

healthcare professionals, including hospitals, have recommended Philips Lifeline.

Unlike most of our competitors, all of our products have met the rigorous standards established by the **FDA**.

+7.5M

seniors and at-risk individuals served.

Our North American-based Response Centers handle an average of **20,000 calls per day** and are **open 365 days a year, 24 hours a day**.

Innovative products that **transform the aging experience**

Our mission at Philips Lifeline has always been to make the aging experience better for older adults, caregivers, and clinicians. The following solutions help seniors live independently with grace and dignity in the place they call home.



Philips Medication Dispensing Service: Never miss a dose

Did you know that one out of 10 patients are admitted to the hospital because of incorrect medication usage?² Philips Medication Dispensing Service (PMD) gives added peace of mind by providing seniors with audio reminders to dispense their medications at pre-scheduled times. When reminded by the PMD, seniors dispense their medication on time 98.26% of the time.³ With the largest and most flexible dosing capacity available from Philips, the dispenser houses from one to 40 days of medicine and holds up to 60 dosing cups.



HomeSafe: Helping seniors get access to help right where they are

Philips Lifeline's HomeSafe Wireless System provides quick, easy access to help 24/7. Using the in-home system, seniors can connect to the Lifeline service even if they don't have a landline phone in their home.



HomeSafe with AutoAlert: For at-home access to help with fall detection

Using the most proven fall-detection technology in the U.S. medical alert market, AutoAlert detects greater than 95% of many types of falls⁴ and can automatically place a call for help if it detects a fall.⁵



GoSafe with AutoAlert: For on-the-go⁶ access to help

Designed with AutoAlert built right in for more active seniors, GoSafe features 2 complete Medical Alert systems in one pendant and communicator. With a 2-way wireless speaker, seniors can speak directly to Response Associates wherever they go. It also features 6 locating technologies to ensure seniors can be found quickly when they need help and an extended battery life that lasts up to 7 days between charges.



Lifeline with AutoAlert: The most proven detection system with over 200,000 falls reported

Philips Lifeline with AutoAlert detects greater than 95% of many types of falls, making it the most proven⁷ and adopted fall detection technology in the U.S. Compared to standard medical alert systems, AutoAlert has reported 2x as many falls⁸ and called for help 30% more when severe falls require a trip to the hospital, even if seniors can't or don't press the button.⁹ And compared to the competition, Lifeline with AutoAlert has the lowest false-alarm rate on the market.

Only Philips Lifeline offers you more

Philips Lifeline has a national, recognized program in place that gives you the tools and support you need to manage and grow your program.



CarePartners Connect (CPC) – access your go-to online portal for subscriber information, marketing materials, and other operational resources.



Continuing education – hone your skills and stay up-to-date with our on-going training seminars, workshops and online education opportunities.



Account support – our dedicated team is always just a call away to answer questions and provide the support you need to succeed.



Partnerlink – visit our private social networking site and engage with colleagues for tips and ideas on how to solve some of your most challenging problems.



Marketing support – we provide you with hundreds of customizable, professional marketing templates to help grow your program.



Direct sales – from answering calls to running a call center, we have proven expertise in converting inquiries into subscribers for your program.



Direct marketing services – we help you grow your business by delivering over a million touchpoints throughout the year, providing materials that educate your patients, and helping to influence healthcare professionals to recommend your local program to their patients.



On-line marketing – reach healthcare professionals and patients through a host of the most influential digital marketing tools including, YouTube videos, blogs and promoted posts on Facebook.

Your partner for life

There's a reason why over 200,000 healthcare professionals and millions of older adults and their loved ones have relied on us. For over 40 years, Lifeline has saved more lives than any other medical alert service provider.

For the proven way to deliver lower-cost care, call **1-800-451-0525 x2099** or visit **www.lifeline.philips.com/business** today.

1. Philips Lifeline Increases Patient Retention in Post-Acute Care study.
2. Woolston, Chris, "How to Adhere to Your Medication Schedule" www.consumerhealthday.com.
3. Kochera, Andrew, "Falls among older persons and the role of the home: An analysis of cost, incidence, and potential savings from home modification", Public Policy Institute American Association of Retired Persons, 2002.
4. Based on the number of undetected falls that have been reported to Philips Lifeline by U.S. AutoAlert subscribers for the period from January 2012 through July 2012. Undetectable falls can include a gradual slide from a seated position, such as from a wheelchair, which may not register as a fall.
5. AutoAlert does not detect 100% of falls. If able, the user should always push their button when they need help.
6. Coverage outside the home provided where AT&T wireless network coverage is available. Recharging of the GoSafe button is done by the user as needed when connected to the charger.
7. Based on the number of undetected falls that have been reported to Philips Lifeline by U.S. AutoAlert subscribers for the period from January 2012 through July 2012. Undetectable falls can include a gradual slide from a seated position, such as from a wheelchair, which may not register as a fall.
8. According to Philips Research Study 2014 of over 400,000 customer records, which analyzed statistically similar populations of AutoAlert and standard medical alert system users.
9. Philips Research Study 2014 of over 400,000 customer records which analyzed statistically similar populations of AutoAlert and standard medical alert system subscribers.

