

# When it comes to Medical Alert Services, not all companies are equal.

There's a reason why more than 2,500 reputable healthcare and community service providers choose to partner with us: Lifeline has served more than 7 million older adults and no other medical alert company has saved more lives. The unparalleled standard of excellence and valuable support tools we offer have made Philips Lifeline the number-one choice of our partners and subscribers for more than 40 years.

We know that it's not only innovative products and services that matter, but the level of support you receive from your partner company. Use the guide below to evaluate the features and capabilities of other medical alert service companies, and then compare the results to what Philips Lifeline offers.

The Company	Philips Lifeline	Other
Has saved more lives than any other medical alert service provider	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Committed to a long-term strategy of helping seniors, with over 40 years of experience devoted to the Medical Alert service needs of seniors and at-risk individuals	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Referred by over 200,000 healthcare professionals	<input checked="" type="checkbox"/>	<input type="checkbox"/>
A trusted brand that resonates with patients, caregivers and referral sources, which can lend credibility to your program	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Backed by an innovation-driven global Fortune 500 company with the expertise and depth of resources to address the increasing pace of innovation vital to future success	<input checked="" type="checkbox"/>	<input type="checkbox"/>
A proven track record of developing new and innovative technology and a commitment to continue investing in research and development	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Registered with the FDA to ensure product quality and track products in strict compliance with established FDA regulations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Products and services that offer proven fall detection integrated into the personal help button that accurately detects greater than 95% of falls*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
A company that offers medical alert services with landline, cellular and mobile options	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintains a strong relationship with more than 2,500 reputable healthcare and community service providers in North America	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offers flexible business models to meet the financial and operational goals of your organization	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The Response Center	Philips Lifeline	Other
All calls are monitored by US-based call centers that are company owned and operated with two separate response centers for back-up capability	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Calls are answered in the program partner organization's name, reinforcing your connection to patients and community members	<input checked="" type="checkbox"/>	<input type="checkbox"/>
All calls are answered by dedicated Personal Response Associates who receive 80 hours of training and recertification on an annual basis	<input checked="" type="checkbox"/>	<input type="checkbox"/>
All calls are answered in the United States in less than 30 seconds, providing quick access to personalized help	<input checked="" type="checkbox"/>	<input type="checkbox"/>
A response center that has the capacity to respond quickly and efficiently to over 170 different language needs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
A response center that records all calls and permanently archives them for quality control and liability purposes	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Company protocols include confirming that assistance has arrived to the subscriber	<input checked="" type="checkbox"/>	<input type="checkbox"/>

\* Based on the number of detected falls that have been reported to Philips Lifeline by U.S.AutoAlert subscribers for the period of 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. AutoAlert does not detect 100% of falls. If able, users should always push their button when they need help.

Innovative products. Value-added services. Unmatched support.



The Products	Philips Lifeline	Other
Offers a range of award-winning medical alert and medication management services with various options to address seniors' needs (landline and wireless options)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The company invests significantly in meaningful product innovations that enhance the quality of life for seniors	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The company manufactures products in the United States and maintains high quality and reliability standards	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The company's products include self-checking equipment that notifies the response center when there is a power failure or a low battery is detected	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The company offers adaptive equipment to support those with physical limitations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Products are designed to accommodate hearing and visual impairments	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Provides "after sale" support including warranties, replacement parts and support for program partners	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The company has operational efficiencies and processes already in place for ordering product and replacement product for broken and non-working products	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Program Support for Growth and Development	Philips Lifeline	Other
Prompt notification service available to help provide notice to designated healthcare professionals and/or family when the subscriber requires assistance from a responder or emergency services <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The company invests millions of dollars in national advertising to build brand awareness that can help attract more referrals and subscribers to your organization's program <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The company shares the leads with your organization that are generated from their investments in national advertising providing your program opportunity for additional growth <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Employs full-time direct sales professionals that are skilled in needs-based selling to respond to inquiries and close sales on your organization's behalf – available 70 hours a week <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Develops, designs and distributes top-notch promotional campaigns that generate over 10 million impressions to deliver educational content to professionals who care for older adults, keeping medical alert services and your program top of mind <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sponsors valuable professional educational programs, inclusive of continuing education, in-servicing tools, demonstration videos and whitepapers on relevant topics for healthcare professionals to reinforce your program's contribution in care delivery <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
A training department dedicated to enriching the knowledge and skillset of its partners through best practice seminars, workshops and online educational webinars as well as product training and certifications <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offers a simple referral process with multiple ways to deliver referrals to your program including phone, smartphone app, online portal or fax <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
An online portal for accessing subscriber information, reporting analytics, marketing material and other operational resources to support your program management needs <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Provides effective messaging with downloadable marketing and collateral that you can customize for your local market <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Allows you to purchase "tried and true" collateral through the company's zero-profit purchasing group so you can take full advantage of high quality printing at significant discounts <b>DISCOUNTED</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Provides a private social networking site that allows you to engage and share ideas with other program partners <b>FREE</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



**Philips Lifeline**  
 111 Lawrence Street  
 Framingham, MA 01702-8156  
 Tel: 1-800-451-0525  
[www.lifelinesys.com](http://www.lifelinesys.com)

**Philips Lifeline Canada**  
 95 Barber Greene Road, Suite 105  
 Toronto, Ontario, Canada M3C 3E9  
 Tel: 800-387-8120  
[www.lifeline.ca](http://www.lifeline.ca)

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