



Partner with us

We genuinely care about your success. It's our mission to offer you more than any other medical alert service provider. When you partner with us, you'll have access to industry-leading products, support, and services.

I want to offer my subscribers the most innovative products and the best medical alert service in the industry.

For 40 years, we've served over 7 million subscribers and have saved more lives than any other medical alert service provider. And today, we continue to lead the industry by providing meaningful innovations like Lifeline with AutoAlert – an advanced and effective fall detection technology that redefines the standard of getting help. It detects greater than 95% of falls.¹ Additionally, over 200,000 healthcare professionals, including hospitals, have recommended our medical alert service.

Simply put, Philips Lifeline is the #1 medical alert service in the United States.²

How do I get started?

We make it easy for you to get started, grow your program, and help the seniors in your community. When you partner with us, you have access to our comprehensive product portfolio and full line of support and services. We also give you everything you need, from flexible business options and dedicated account support to educational tools and customizable marketing materials.

My budget is limited. What's the most cost-effective solution?

We realize our partners' needs are not one size fits all. So we offer several different business models, allowing you to rent or buy your equipment. Or through our OneSource model, we'll manage all of the operations for you, so you can focus your energy on referral marketing. We'll work together to determine the most efficient, cost-effective plan for you.

Innovative products. Value-added services. Unmatched support.

PHILIPS
Lifeline

I want to reach more subscribers and caregivers.

Lifeline's innovative lead generation programs can dramatically increase your marketing reach. We invest in national advertising that helps raise awareness and brand preference, so you can grow faster. What's more, our Direct Sales organization supports your marketing efforts with proven telephone-based sales services to successfully convert inquiries to subscribers for your local program.

I want more referrals to my program.

Maximize the power of your referral network by utilizing Lifeline's direct marketing service. Our specialized marketing materials are customized to your specific program, giving you the opportunity to reach hundreds of care providers with the right frequency and message to keep your program top-of-mind and deliver valuable patient referrals. Lifeline's integrated campaign management makes the best use of limited time and resources and is a proven way to get results.

I want a simple, efficient way to enroll and manage subscribers.

CarePartners Connect (CPC) is a unique, password-protected website that helps you manage and grow your Lifeline Program. It provides a quick, easy way to enroll new subscribers, manage existing subscribers and stay up to date with the operations of your program.

I need marketing materials to help me grow and strengthen my referral relationships.

Proper communication is key for making a good first impression. That's why we offer you a variety of valuable customizable marketing tools that are designed to help you make a memorable impact on your customers and grow your business. Ads, brochures, posters, flyers, and press release templates will help expand your community presence and strengthen your local relationships.

How can I connect with other program managers?

With Lifeline, you'll have access to Partnerlink, a private social networking site, so you can engage with colleagues, share information and ideas and get real-time updates.

I'm interested in training opportunities.

Philips Lifeline is an advocate for continued learning. Throughout the year, we offer opportunities to learn new skills, network with other Program Managers and hear from our executives. Our professional development opportunities include Lifeline seminars, workshops, online education, face-to-face meetings, and webinars.

1. 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.
2. #1 claim based on number of subscribers.



From customizable marketing materials to our lead generation services that provide you with orders for your local program – Lifeline offers all the tools you need to grow your program. All of these services could typically cost thousands of dollars. But, when you partner with Lifeline – you'll have access to every single one – and they're all completely free.



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