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**MorningStar Senior Living Expands SafelyYou
to 32 Locations After Reducing Silent Falls by 43% in Just Five Months**

SAN FRANCISCO, Calif. (February 29, 2024) – MorningStar Senior Living, an integrated developer, owner, and operator of premier retirement communities, announced their decision to expand SafelyYou, the leader in empowering safer, more person-centered care in senior living through world-leading AI, industry-changing sensors and remote expert clinicians. With this expansion, SafelyYou technology will be in the Memory Care neighborhoods of 32 MorningStar communities.

MorningStar began its partnership with SafelyYou to address the critical issue of falls through an innovative solution that supported the well-being of Memory Care residents and the clinical expertise of staff.

Falls are the [leading cause](#) of injury and death among older adults and cost operators an average of over \$5,000 per incident. [SafelyYou](#) offers world-leading AI video technology combined with 24/7 remote clinical experts to both detect and help prevent falls. With SafelyYou, on-site staff gain critical insights into how falls occur—and how to help keep them from happening again. This proven solution improves outcomes for residents and helps staff make better-informed clinical decisions.

Silent falls are true falls where the resident may be injured, but self-recovers, and does not report the incident. These falls put both the resident and the community at risk. The resident may have injuries that go unknown and untreated, and the community can be exposed to unfounded abuse or neglect claims from injuries of unknown origin. According to the 2022 CNA Aging Services Report, these claims average \$296,000 per incident.

SafelyYou cut MorningStar's silent falls by a remarkable 43%, significantly reducing risk for the residents and the communities. Says Melissa Clement, Chief Wellness Officer of MorningStar, "I'm excited to continue our partnership with SafelyYou. We have already seen improved outcomes for residents, and are thrilled to offer this expanded service as a new brand standard bundled into the rent in our Memory Care neighborhoods."

"MorningStar prides itself on offering residents excellence, from staffing to innovation. Partners who share those priorities are vital to our success which is why we chose SafelyYou," said Ken Jaeger, Founder/CEO of MorningStar. "Seeing these silent falls was eye-opening. Solving them was critical. SafelyYou is helping us do just that."

With SafelyYou, only 1.5% of MorningStar's falls resulted in an ER visit. In fact, SafelyYou has been shown to reduce fall-related ER visits by a staggering 80%, impacting over 350 senior living communities and saving costs for families and organizations. Results like these, coupled with elevated quality of care and mitigated risk, are why MorningStar has expanded SafelyYou.

"SafelyYou is proud to partner with MorningStar and thrilled to be able to drive more results across more communities, making an even greater impact on residents, families, and staff," said SafelyYou Founder/CEO George Netscher. "Part of our mission is to make higher-quality care more accessible, and this expansion is another step towards that goal."

About MorningStar Senior Living

An integrated developer, owner, and operator of premier retirement communities, MorningStar's portfolio encompasses over 40 properties under operation or development representing 5,000+ units under management or in development in twelve states in the Midwest and Western United States. Offering independent living, assisted living and memory care, MorningStar is privileged to elevate life for those who taught the rest of us how to live. For more information, visit MorningStarSeniorLiving.com.

About SafelyYou

Originating in 2015 as the doctoral research of CEO George Netscher, SafelyYou was spun out of UC Berkeley's Artificial Intelligence Research Lab, one of the world's top five AI research groups in the world. SafelyYou is one of five most innovative fall technologies referenced in the Senate Falls Report (2019), a winner of the McKnight's Tech Partner of the Year award, and has been named to Fortune's Impact 20 list. Visit: <https://safely-you.com/>