

SENIOR LIVING - ARTIFICIAL INTELLIGENCE

Can artificial intelligence tech reduce 'silent falls'?

Our company has addressed the critical issue of falls through the use of artificial intelligence. Our use of innovative AI technology from SafelyYou is another advance in person-centered care to detect and prevent falls.

According to the U.S. Centers for Disease Control and Prevention, one in every four older adults will fall each year, making it the leading cause of injury and death for this population, and costing senior living operators an average of \$5,000 per incident.

"Silent falls" are true falls in which the resident may be injured but self-recovers and does not report the incident. Left untreated, injuries of that nature could lead to unfounded claims of abuse or neglect, averaging \$296,000 per incident.

Even more alarming, people suffering from dementia fall twice as often as their peers, 70% of the time in private quarters and 94% of the time unwitnessed.

Evidence-based outcomes being so compelling, MorningStar chose to install AI cameras in our memory care suites across 11 states. Since adopting the technology in a phased approach, with opt-in from each resident's family, we saw a 16% reduction in fall rate over six months, with 33% fewer residents experiencing a fall in the first place.

Credit is given to the company's multipronged fall management program, which includes fall assess-



Melissa Clement
Chief wellness officer,
MorningStar Senior Living

ments conducted by in-house therapists for assisted living and memory care residents. It continues with this additional layer of prevention in memory care, where captured footage on video gives clinicians critical insight into how resident falls occur – and how to help keep them from reoccurring.

A discreet camera is ceiling-mounted in a resident apartment. In strict compliance with the Health Insurance Portability and Accountability Act, there is no audio or live streaming and no views into the bathroom. Signage outside each apartment indicates a camera inside.

With 99% accuracy, sophisticated sensors activate only when the person makes a movement similar to a fall, recording the 10 minutes prior and 10 minutes after the incident. Non-fall footage automatically deletes within minutes.

On-site care managers are alerted to a fall event and can promptly attend. Our median response time is 1:31 minutes, dramatically less than industry averages.

Joint review of the fall video by an interdisciplinary team that includes a physical therapist or occupational therapist allows our team to expertly assess the fall's severity and root



MorningStar Senior Living at Old Town, which opened in Fort Collins last month, is one of the communities where SafelyYou will be installed.

causes, as well as devise interventions that could prevent repeat occurrences. Remote clinicians from SafelyYou are also able to make recommendations on equipment, furniture placement, etc.

Even minor adjustments make a huge difference, especially as the majority of these residents are unable to tell us what happened. Previously, if we found someone on the ground, we had no choice than to send him or her to the hospital as a precaution. This included times when the resident may have lowered to the ground of his or her own volition. The resulting trip to the hospital risks exposure to other illnesses and unwelcome medical bills.

With this camera system, just 1.09% of MorningStar resident falls resulted in an emergency room visit, an impressive low when compared to the industry.

Results like these, coupled with elevated quality of care and mitigated risk, give leaders optimism for the future of senior care.

"MorningStar has become a brand of distinction by offering residents excellence, from service to compassion to innovation," said Ken Jaeger, founder/CEO. "Seeing these silent falls was eye-opening. Solving them through smart technology is more than gratifying." ▲

mclement@mstarliving.com