

MORNINGSTAR MEMORY CARE  
IS PROUD TO OFFER

# Safely You

Reducing Falls through Technology

## The Facts

On average, people with dementia fall four times a year. Most cannot tell you how they fell.

**94%**  
of these falls  
are unwitnessed

**26%**  
of Alzheimer's-related  
hospitalizations are caused by falls

**70%**  
of falls occur in the bedroom

## The Solution

Thanks to technology from SafelyYou, MorningStar's fall management partner, Reflections families and our own clinical team can gain rich insight into fall detection and prevention for memory care residents. Not only are we able to see and better understand the cause of falls, but give a voice to those with cognitive impairment.

Artificial intelligence-enabled video monitoring makes this possible. With the family's permission, a camera is activated in the resident's suite that *records video only when AI detects a fall*. There is no audio or live streaming and no wearables.

As soon as a fall incident is recorded, the system alerts our care team. After attending to the resident, we can immediately play back the video and learn:

- What caused the fall
- Where the resident fell vs where he or she was found
- When the incident began
- Why the resident was prompted to get up
- How mobility aids may have been a risk factor

The SafelyYou system does not provide emergency services; it is not integrated into our call light system. Nor is SafelyYou a screen for abuse or theft nor does it provide medical advice or diagnosis.

## The Outcomes

**40%** less falls

**80%** fewer ER visits

**99%** accuracy of fall detection

**Take the uncertainty  
out of a fall event.**

Ask our Wellness Director about the use of  
SafelyYou for your loved one.



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# SafelyYou in Memory Care

## Falls Detection and Prevention Technology

### What is SafelyYou Technology?

SafelyYou video monitoring consists of a mounted camera in the resident's bedroom (installed with POA's permission) and sophisticated artificial intelligence software that activates the recording only in the presence of a specific type of motion, backing up the video 10 minutes to capture the full incident. The system does not require any other sensors or wearables on residents or care managers.

When a fall is detected, it notifies our care team to immediately attend, as well as enabling them to see how the fall occurred so to reduce ER visits and identify preventions and interventions.

### Where will the cameras be located?

The cameras are installed in the ceiling corner of the bedroom. No camera is placed in the bathroom and the cameras will not record audio. There will be signage outside the room indicating there is a camera inside.

Cameras will only

be operational in suites where the resident's responsible party has provided written consent.

### Where will the videos be stored and accessed?

The cameras will be connected to a password-protected computer called SafelyYou-Guardian™, which is located in the MorningStar community and will perform the automated fall detection process. Only the detected fall videos will be sent to SafelyYou for authorized viewing access via the SafelyYou-Discover™ website, which is hosted by Amazon Web Services. Only certain MorningStar care and leadership team members will have permission to access the website. The video is not part of the resident's medical record.

### What happens when a fall is detected?

- 1 Onsite MorningStar team members will be immediately notified on a work phone or tablet.
- 2 A video recording of the fall will be immediately accessible through the SafelyYou-Discover™ website.
- 3 An Assessment is performed by a SafelyYou fall expert, a MorningStar team member or one of our third-party therapists to determine how the fall occurred and what steps could reduce risk.

### What is the evidence that SafelyYou actually reduces falls?

While we cannot provide any guarantee that the system reduces falls, memory care communities with SafelyYou are showing an average of 40% fewer falls. Through NIH-sponsored research studies, SafelyYou has shown up to an 80% reduction in emergency department visits. The point is that 90% of falls do not result in injury but every time a resident falls, there is risk of injury. SafelyYou lets our care team more effectively learn from each fall to reduce risk.

### Can families access fall videos of loved ones from home or can they be emailed to them?

No, the videos cannot be emailed or watched by family members from home.

### Is anyone streaming live video?

No one is watching the video live. The camera's video recording is processed immediately on-site by SafelyYou-Guardian™; videos that are not related to the detected fall event are deleted.

### What happens if the system misses a fall?

SafelyYou cannot guarantee the accuracy of the system, and some falls may be missed by the video camera due to technical difficulties. If a fall is missed by the SafelyYou system, our team will follow existing fall management procedures.