

Lifeline

Be there for the moments  
that matter



## Welcome to a new way of caring for each other

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As families navigate the journey of aging together, it can be difficult for caregivers to balance their loved one's needs with the demands of everyday life.

**What if there was a better way to connect and coordinate care?** A solution to help ease the burden and stress of caregiving?

Lifeline Cares is a personal and digital care experience designed to help people connect, support, and be there for one another – even when they're not together.



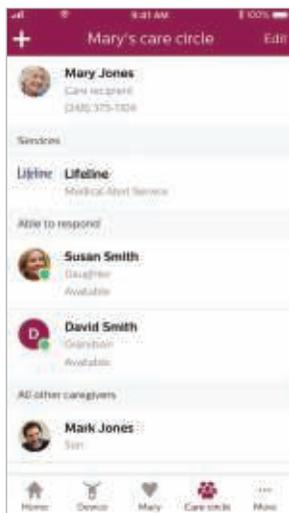
Lifeline Cares brings together the Lifeline medical alert service with an innovative app to surround seniors with the right response, care, and services at the right time. It gives seniors, and those who care for them, the peace of mind they need to stay focused on the moments that matter most.

# How Lifeline Cares helps you be there

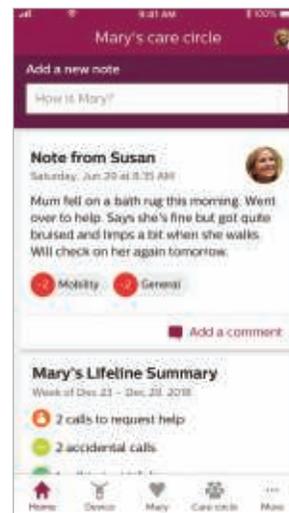
The powerful support of Lifeline Cares is always accessible on a smartphone or desktop computer, and getting started is easy. Simply download the Lifeline Cares app and follow the prompts to connect it to your Lifeline service.

**For family caregivers,** Lifeline Cares helps you engage and collaborate with each other, so you can balance your loved one's needs with the demands of everyday life.

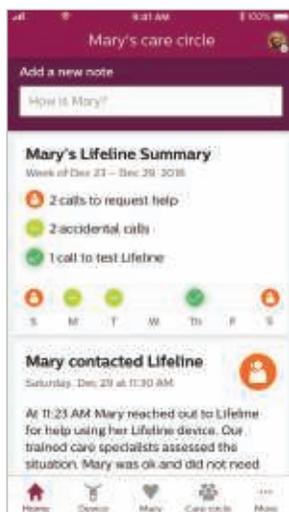
**For seniors,** wearing the lightweight, waterproof<sup>1</sup> Lifeline button gives you 24/7/365 access to help, but it also enables all the benefits of Lifeline Cares, helping to create and connect your care circle and give them insight into your well-being. Access to Lifeline Cares is included with every Lifeline subscription.<sup>2</sup>



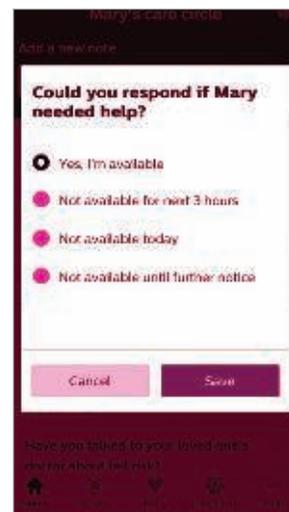
The most important feature of Lifeline Cares is the care circle – a network created by inviting the family and friends who actively participate in your loved one's care.



You can use the Lifeline Cares app to create a care circle by inviting those who help you manage your care needs. They will be able to share notes with each other and view information about your interactions with your Lifeline service.



The care circle can share notes and communicate about care needs – all within the same digital space.



Each member of your care circle can also set their availability within the Lifeline Cares app – so when you need help, our Trained Care Specialists always know who to call first.

A close-up photograph of a woman with blonde hair hugging an older woman with grey hair. The woman being hugged is wearing a blue top and has her eyes closed, suggesting a moment of emotional connection or relief. The woman hugging her is wearing a light green top. The background is softly blurred, showing what appears to be an outdoor setting with greenery and flowers.

## Discover a better way to be there

When Lifeline was introduced more than 45 years ago, it was the first medical alert system in the United States. And since 1974, more than 7 million people\* have counted on our products – and more than 200,000 healthcare professionals have recommended Lifeline.

We've always been focused on helping seniors live independently. It's an important part of our legacy – and an inspiration for our future. Now, we're expanding our focus to support the people who love and care for seniors as well.

Lifeline is the most popular medical alert service with the largest customer base.<sup>3</sup> It provides:

- Lifeline Cares – an innovative app that can help family and friends communicate and coordinate care needs
- A customized personal care plan that helps our Trained Care Specialists determine the right type of support for the situation
- Solutions that fit any lifestyle
- Advanced automatic fall detection technology<sup>4</sup>
- Mobile medical alert systems with five locating technologies<sup>5</sup>

At the press of a button, we enable fast, dependable, around-the-clock access to a Trained Care Specialist based in the U.S. and Canada, who can respond quickly and dispatch the help you need. We're there to provide always-on support – and with our newest addition, Lifeline Cares, we're providing you and your family with an innovative app that can help you be there for each other.

\*Based on the aggregate number of caregivers and subscribers served by the Lifeline business since 1974

## Compare our solutions

We've created a solution to fit every situation. So whether at home or out on the go, the right support can always be there. All of our medical alert systems feature lightweight, waterproof buttons,<sup>1</sup> cellular or landline connection options,<sup>6</sup> and fast access to our Trained Care Specialists.

IN-HOME SOLUTIONS		MOBILE SOLUTIONS
 <p><b>HomeSafe Standard</b></p>	 <p><b>HomeSafe with AutoAlert</b></p>	 <p><b>On the Go</b></p>

### Service

Lifeline Cares access	Included	Included	n/a
24/7/365 access to help	Included	Included	Included
Personalized response plan	Included	Included	Included
Month-to-month billing	Included	Included	Included

### Coverage

At home	✓	✓	✓
At and away from home	▪	▪	✓

### Equipment

Waterproof help button	Pendant or wristband	Pendant	Pendant
Automatic fall detection	▪	✓	✓
Locating technologies	▪	▪	✓
In-home communicator with two-way voice communication	✓	✓	Not required. Communication through pendant.

### Connectivity

Landline connection	✓	✓	▪
Cellular connection	✓	✓	✓



## More advanced technology, for more peace of mind

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### AutoAlert fall detection

Nearly one-fourth of seniors fall at least once a year\* – and nearly half of seniors who fall cannot get up on their own. Even if the fall itself doesn't cause an injury, an extended period of lying on the floor can lead to serious complications.

Concern about falls can be a major source of stress for seniors and their caregivers. And while medical alert systems, like Lifeline, help make sure seniors who fall can access help quickly, one of the most common questions we get asked is, "What happens if I fall and can't press my button?"

That's why we created AutoAlert automatic fall detection for our Lifeline systems. AutoAlert is designed to distinguish between many types of daily activities and falls and quickly connect to a Trained Care Specialist.<sup>4</sup>

With testing on over a 100,000 customers over a two-and-a-half-year period, AutoAlert has been proven to detect more than 95% of many types of falls with a low rate of false alarms.\*\*



#### How AutoAlert works

If a fall is detected, AutoAlert automatically calls our Response Center after 30 seconds. If you are able to respond, you can communicate directly with a Trained Care Specialist using two-way voice communication through the in-home communicator or, if you have On the Go, the mobile pendant. If you are unable to respond, the Trained Care Specialist will dispatch emergency services.

\* Source: Centers for Disease Control and Prevention, National Center for Injury Prevention and Control

\*\* Based on the number of undetected falls reported to Lifeline by U.S. AutoAlert subscribers 1/1/12-7/31/12. Undetectable falls can include a gradual slide from a seated position – such as from a wheelchair.

## Wherever life goes, our support will be there<sup>5</sup>

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For those who enjoy activities outside the home, it's important to know the support you need will be there for you quickly, no matter where you are. And GPS alone may not always be enough. Our On the Go mobile solution comes standard with five locating technologies, plus our advanced fall detection technology.

### How our mobile and locating technologies work



#### **A-GPS**

Help can get to you quicker with Assisted GPS, or “A-GPS” – which works faster than conventional GPS by using a network of satellites to quickly identify your location.

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#### **WiFi**

Nearby WiFi access points can be used to help identify your location. WiFi locating excels indoors and in other areas where A-GPS may not work well.

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#### **Intelligent location breadcrumbs**

When you press your button, Lifeline can use breadcrumbs – regular location snapshots that are recorded and stored – to determine your location and direction of travel.

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#### **Two-way communication through your pendant**

Get the help you need fast, where you need it, by speaking with a Trained Care Specialist through the pendant's built-in two-way speaker.

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#### **Audio beacon**

Lifeline can activate an audio beacon on your pendant which emits a loud sound to help responders find you when help is needed.

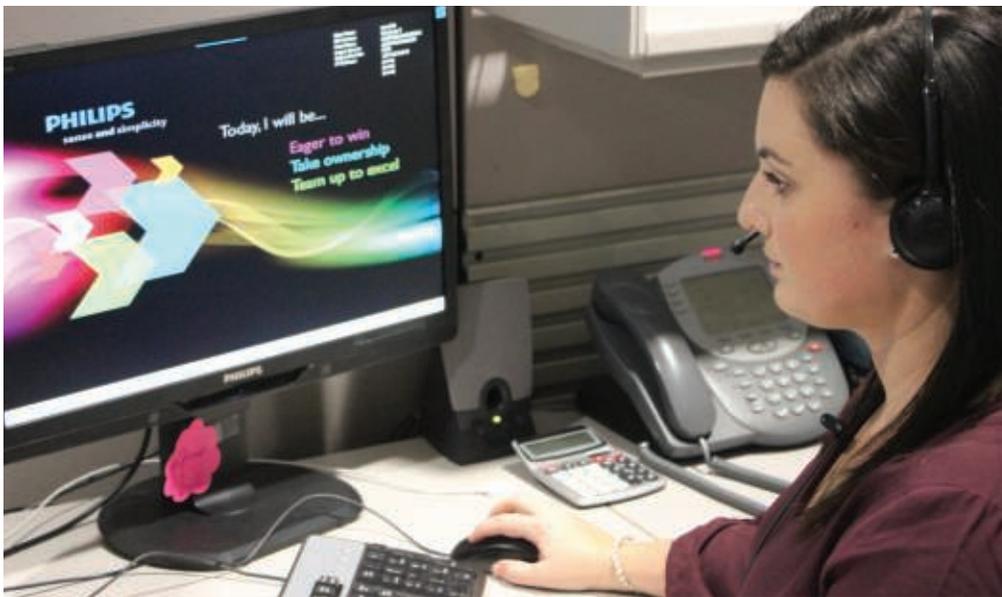
## The people behind the button

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Every time a Lifeline button is pressed, the call is calmly and thoughtfully answered by one of our Trained Care Specialists. Our team is available 24 hours a day, seven days a week, 365 days a year, operating out of three redundant call centers in the U.S. and Canada to ensure always-on access to help. Each Trained Care Specialist receives over 80 hours of intensive training – plus hands-on experience – to give them the knowledge they need to respond quickly in every situation.

Whether they are notifying a relative that you feel ill, contacting emergency services, or simply answering a question, our Trained Care Specialists will always be there.

With Lifeline Cares, you have access to weekly summaries of interactions with our Trained Care Specialists. And the members of the care circle – who can respond when help is needed – can update their availability so our Trained Care Specialists know who to call first.



"I think that it's very reassuring for the customers...we're there all of the time. And it's so reassuring to know that the job that I do every day – the job that my colleagues do every day – it makes a difference in people's lives."

– Andrea has worked in the Response Center for more than 6 years.

## Wherever life goes, our support will be there

We're here to make it simpler to be there. To help you stay connected, with always-on support and tools that make it easier to manage care needs.

Lifeline Cares provides an essential solution that helps relieve the stresses of navigating the aging journey – so you can focus on spending more meaningful moments together.



### **The right help, delivered at the right time.**

The Lifeline service includes a personal care plan – which helps our Trained Care Specialists identify the preferred type of support for each situation and know who to contact first. The Trained Care Specialist will also stay on the line – and can convey information from emergency services dispatch about what to do – until help arrives. And with Lifeline Cares, the members of your care circle can easily set and update their availability to respond when help is needed.



### **24/7/365 human support – at home or on the go.<sup>5</sup>**

Accidents and medical emergencies can take place any time day or night, without warning. We work to give you the confidence of knowing that whenever help is needed, there's a Trained Care Specialist ready to provide assistance.



### **Support that can reduce the risk of age-related injuries.**

As people live longer, their risk of falls and other serious injuries increases.\* The Lifeline service helps provide peace of mind that assistance will arrive quickly if an accident occurs – helping to reduce the accident's long-term impact. In fact, a New England Journal of Medicine study found that subscribers to medical alert services have fewer hospital admissions and shorter stays.\*\*



### **Cost-effective solutions to maintain independence.**

An assisted living or long-term care facility can cost more than \$40,000 a year.\*\*\* In contrast, the Lifeline medical alert service costs as low as \$360 per year – and it helps seniors “age in place” with all the familiar comforts of home.

Our team of Sales Consultants is ready and available to help you find the right solution for your needs. Call **1-855-600-5781** or visit **lifeline.com** today. Use code **T4TV** for free activation and free shipping.

\* Source: <https://www.nia.nih.gov/health/prevent-falls-and-fractures>

\*\* Source: Tinetti, M. E., MD. (2003). Preventing Falls in Elderly Persons. *New England Journal of Medicine*, 348(18), 1816-1818. doi:10.1056/nejm200305013481819

\*\*\*Source: Genworth Financial Cost of Care Survey. <https://www.genworth.com/aging-and-you/finances/cost-of-care.html>

# Lifeline

©2022 Lifeline. All rights reserved. Button signal range may vary due to environmental factors.

1. HomeSafe products are waterproof up to 1 meter of water for 30 minutes. Refer to IFU for more details.  
On the Go mobile pendant is water resistant.
2. Lifeline Cares is not currently available for mobile.
3. Most popular claim is based on number of subscribers.
4. AutoAlert does not detect 100% of falls. If able, users should always press their medical alert button when they need help.
5. Coverage inside and outside the home provided where AT&T wireless network coverage is available. Recharging of the  
On the Go mobile pendant is done by the subscriber as needed, when connected to the charger.
6. For cellular service options, a customer phone number is required to enroll. Assumes the location of the communicator is  
in an area with sufficient access to coverage by the AT&T wireless network.