



White Paper



## Carlton Reduces Resident Falls by 31% with SafelyYou

### INSIGHTS

Carlton Senior Living, one of Northern California's most successful senior living providers, joined forces with SafelyYou to uncover exactly how the 230 residents in their seven memory care communities were falling. They wanted to figure out a way to truly reduce falls, keep residents out of the ER, and give family members peace of mind.

Prior to introducing real-time fall detection, SafelyYou collected six months of baseline data from Carlton's seven communities and uncovered the following:

- Monthly average of 100+ total falls
- 76% of falls were unwitnessed
- 68% of falls occurred in the bedroom
- For 23% of falls, EMS was called

SafelyYou then conducted a beta test with Carlton by installing AI-enabled camera technology in all seven of Carlton's memory care communities. The technology detects a fall by analyzing the video feed from cameras placed in the resident room, stores video only when a fall is detected, and

sends alerts when a fall occurs. Video of the fall is then made immediately available to care staff through a secure web platform where it can be used to support conversations with the family and EMS about the need

for an ER visit. A fall assessment is performed by SafelyYou to support root cause analysis, and a weekly fall huddle is conducted with the Memory

### ISSUE

Adults living with dementia in assisted living and skilled nursing communities fall four times per year on average – nearly twice as often as those without dementia. An estimated 80% of falls in memory care communities are unwitnessed. Since every unwitnessed fall could have resulted in a head injury, care staff often have to call emergency services. Falls quickly turn into major events and are stressful for residents and their families. They are also very expensive, with the average ER visit costing families \$500.

Unfortunately, wellness programs and other fall prevention programs are challenging to adapt to memory care where adherence is usually limited or devices are seldom worn. Current technologies like bed alarms and wearables are often purely reactive in nature, only alerting staff after a fall has happened or providing data with little actionable insight. They do not provide a way to prevent falls or the frequent use of Emergency Medical Services.

With 20-40% increases in liability insurance premiums each year, organizations are left with little choice but to increase staff rounding – a time consuming practice at a time when labor shortages are creating mounting challenges for every organization in the industry.

It is time for a new approach.



**We can't have a 24-hour watch,"** said Sherilynn Geber, Memory Care Manager for Carlton. **"And we feel hopeless when we can't help residents because we don't know what happened."**

Care Director to review falls from the week and consider updates to the care plan to prevent future falls. Specifically, SafelyYou provides the following key benefits:

- **Real-time Detection:** A high accuracy alert is sent when a fall occurs in the resident room.
- **Immediate Review:** Video of the fall is immediately available to review and determine if possible resident injury occurred or if the resident simply sat down with little risk.
- **Preventative Measures:** Root cause analysis through video review highlights items that can be addressed to reduce risk of future falls. SafelyYou fall expertise, based on thousands of observed falls, is documented online and discussed during a weekly fall huddle.

Residents and families were given the option to opt-out if they felt the invasion of privacy was too great. For many, the potential safety benefits outweighed the privacy concerns. For example, Marsha Obenaur's mother Mary was falling multiple times each month. Since the falls were unwitnessed, emergency services — and Marsha — were being called repeatedly. After the service was installed in Mary's room, Carlton's staff viewed the falls, recognized that Mary was rolling out of bed at night, and made simple preventative adjustments such as rearranging furniture and placing a padded cushion on the floor next to her bed each night.

in its seven memory care communities (totaling 230 beds). Since then, 83% of families have opted in for the system.

“**Right after SafelyYou's cameras were installed, I got calls saying that my mother had slipped but was fine,**” said Marsha Obenauer. **“And now I get calls saying she hasn't fallen out of bed.”**”

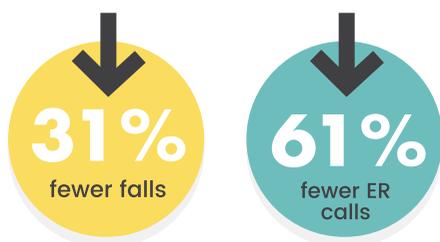
### SafelyYou Drives Real Results

- **Accuracy:** 94% of falls detected; 1 false alert per camera every 19 days
- **EMS Calls Reduced:** 61% less likely to call EMS when video is available
- **Fewer Falls:** 31% reduction in falls

The husband of a Carlton resident shared his experience with SafelyYou and said:

“**In a little over three years, my wife has been transported to the ER 16 times for falls, mostly because staff has found her on the floor and no one had observed how she got there. During the study period, there were at least four such phantom falls in which my wife would have been transported to the ER but was not because of your system. I estimate that I would have spent over \$1,000 out of pocket on these visits had they occurred.**”

### IMPACT



After three months with SafelyYou's cameras, Carlton reduced falls by 31% and was 61% less likely to call emergency services when video was available. A key finding was that 38% of the time a resident went to the ground, they actually moved there intentionally with little risk of injury. Through video review, staff could better inform families of the situation and enable families to keep their loved ones from going to the ER, removing a significant point of cost and frustration. These results led Carlton to sign a multi-year contract with SafelyYou and make the cameras available for every resident

## ROI

SafelyYou's impact goes well beyond reducing falls and ER visits. For family and friends who pay for the service, the reduction in ER visits has been critical and ties to direct savings, but most say there is no price tag that can be placed on their peace of mind. For senior living operators, passing on the cost removes downside risk, but the true return on investment comes in the form of increased occupancy rates and decreased liability exposure.

### Peace of Mind

For family and loved ones of residents, juggling work, home life, and resident well-being can be trying in the best of times. The safety and security of their loved ones is invaluable.

### Increased Occupancy Rates

Like most memory care communities, Carlton typically operates with a handful of open beds. EDs and management believe the system has extended residents' length of stay and been a key factor for many moving into memory care.

Allison Groves, Director of Memory Care Operations for Carlton, said, "SafelyYou has given Carlton the opportunity to enhance resident quality of life through reducing falls by identifying the root cause and placing appropriate interventions in place. SafelyYou also has reduced unnecessary emergency room visits, reducing stress on residents and their loved ones. The success of this program has given Carlton a unique edge against our competitors, by giving families peace of mind as they make the transition to moving their loved ones into a senior living community."

### Decreased Liability Exposure

Falls are the top cause of injury and the top cause of claims. In fact, half of all claims in assisted living are due to falls according to the 2018 CNA report. Nearly two-thirds of fall claims assert failure to monitor, the most frequent and expensive fall-related allegation. Almost two-thirds of claims involve a resident with dementia, which are 20% more costly on average.

With a total \$200,000 average paid for fall-related claims — not to mention the impact on reputation — the outcomes are substantial. If falls are 50% of

claims, then reducing falls by 31% with SafelyYou translates to a 15% reduction in expected losses with ensuing impacts on liability premiums.

David Coluzzi, president of Carlton Senior Living, summed up his experience with SafelyYou by saying,

“

**We have a bed in every room and a nurse call system in every room, and now we're going to have SafelyYou in every memory care room. You just can't afford not to.”**

## INVESTMENT

SafelyYou's customers currently pass the cost of the service directly to families or through rent increases, often with a small margin. The installation process is handled by the SafelyYou team at one time. Camera covers are provided for residents that choose not to use the system that can be slid on and off, so no IT requirements are needed after initial installation. Each week, the Memory Care Director or Director of Nursing spends 30-60 minutes to conduct fall huddles with the SafelyYou team to review any falls from the week and perform interventions based on video review. With fewer falls and time spent reacting to falls, this proactive time investment pays off.

**Would you like support reducing falls and ER visits for your residents in memory care?**

Let us know at [info@safely-you.com](mailto:info@safely-you.com)



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**Let us know.**

**IN-PERSON**

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**VIRTUALLY**

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