



FREQUENCY AND COST OF OLDER ADULT FALLS



One in four Americans age 65+ falls each year.



Every 11 seconds, an older adult is treated in the emergency room for a fall and every 19 seconds, an older adult dies from a fall.



Emergency rooms treat nearly 3 million fall-related injuries annually, with 800,000 hospitalizations and more than 27,000 deaths.



Nationwide, falls cost \$50 billion in 2015, of which Medicare and Medicaid paid 75%. By 2020, the cost is projected to reach \$67 billion.

FALLS ARE THE BIGGEST THREAT TO OLDER ADULT HEALTH

Falls are the leading cause of injury for people over age 65.

- Falls are very costly, degrade health, and shorten life spans
- Falls are the leading cause of a move to a skilled nursing facility
- The majority of falls happen inside the home
- Many falls happen at night when walking to the bathroom
- 30% to 50% of falls in older adult communities are due to environmental causes, including poor lighting

REDUCING FALLS AT KNOLLWOOD

Because many falls can be prevented, we took action to support the 300 men and women living at Knollwood. In January 2019, we launched a new fall prevention initiative using innovative smart devices with advanced lighting and monitoring systems to help prevent in-home falls.

- Knollwood is the first and only Life Plan Community in the U.S. to apply this technology
- Devices are currently installed in 20 of 42 assisted living apartments, located strategically between bedrooms and bathrooms

COLLECTING, ANALYZING, AND SHARING FALL PREVENTION DATA

We are collecting and analyzing resident data, which we will share nationwide through white papers, regarding the device's ability to:

- Reduce the number of resident falls
- Improve residents' sense of in-home safety and reduce their stress and anxiety related to potential falls
- Help nursing staff deliver more responsive, higher quality care by signaling early signs of illness

HOW OUR FALL PREVENTION PROGRAM WORKS TO REDUCE FALLS



Detects and tracks changes in motion, light, and temperature in resident apartments using infrared sensors. Progressively lights a dark room when it detects motion to help residents move about safely.



Monitors sleep patterns and determines and reports irregularities and disruptions to nursing staff.



Prompts proactive medical evaluation of reported behavioral irregularities — illness and accompanying weakness often cause disrupted sleep patterns. Alerts staff immediately if a fall occurs to ensure prompt response.



KNOLLWOOD IS THE FIRST AND ONLY LIFE PLAN COMMUNITY IN THE UNITED STATES TO LEVERAGE THIS TECHNOLOGY



A BETTER LIFE THROUGH FALL PREVENTION

With financial support, we have the potential to dramatically increase quality of life by reducing falls. By preventing falls, older adults in our care will avoid:

- Long-term pain that often results from falls
- Hip fractures, that are often caused by falls, which reduce life expectancy
- Recurrent falls – older adults who fall are more likely to fall again
- Fear of falling, which plagues many older adults, causing them to limit activity, contributing to physical decline, depression, social isolation, and feelings of helplessness
- Permanent move to a skilled nursing facility, a common result of a fall, increasing the cost of care

POTENTIAL BENEFITS TO RESIDENTS OF FALL PREVENTION TECHNOLOGY

- Fall avoidance leading to prolonged physical health
- Ability to remain independent and live in apartment vs. move to skilled nursing
- Peace of mind and less stress from safer nighttime movement and proactive monitoring for illness
- Higher quality of life overall

YOUR PARTNERSHIP IS CRITICAL TO REDUCING FALLS

With your partnership, this fall prevention technology can reach more people. Your financial investment will:

- Install the device in 22 more Knollwood apartments, allowing us to deliver the best possible care to military-affiliated older adults after a lifetime of service
- Support formal data gathering and creation of white papers to share with care providers nationwide

BENEFITS OUR PARTNERS RECEIVE

By partnering with us, you will bring needed solutions to our nation's growing older adult population. Your partnership will:

- Help implement innovative ideas that prolong independence and improve quality of life in older adults
- Create opportunities to convey through web and social media your support and commitment for the military community and the advancement of health and wellness for all older Americans
- Differentiate your organization and business, attract new clients and customers, and build brand recognition and loyalty by including social purpose in your business strategy
- Build opportunities to promote your organization's social investment strategy internally to rally employees and increase morale

Sources:

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