

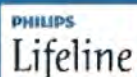
Reducing Preventable Hospital Utilization

Spotlight on Medication Adherence and Falls



Philips Lifeline's comprehensive home monitoring services can help support patient self-management of medications. They can also accelerate intervention after a fall. Both can help in reducing potential hospital admissions and readmissions.

In addition to providing solutions for patient care, Philips Lifeline is committed to advancing the knowledge of health care professionals in medication adherence and falls safety. Within this discussion, we address three common medications and falls-related risk factors that can cause hospitalization. We also provide possible solutions to help avoid adverse events and subsequent hospitalizations.



Numerous factors are associated with an increased risk of falling and fall-related injuries among older adults, **but none is as potentially preventable as medication use.**¹

Dear <First Name Last Name>.

As a healthcare professional, you know that Philips Lifeline is the #1 provider of medical alert services in North America. But did you know that the Philips Lifeline Medication Dispensing Service can also play a vital role in the health and independence of your seniors? One in three seniors take at least five prescription drugs.² Within that same group, 55% don't take them according to doctor's orders.³ Given statistics like these, it's easy to understand why one in ten hospital admissions is due to incorrect use of medications.⁴

Helping your seniors take the correct medications at their scheduled times can decrease otherwise-avoidable hospital visits—as well as reduce seniors' chances of falling by up to 50%. When reminded by the Philips Medication Dispensing Service, seniors dispense the medication on time 98.26% of the time.⁵

From organizing pills to reminding your seniors when and how to take them, the Philips Lifeline Medication Dispensing Service can remove the guesswork in taking medications and help reduce the risk of serious consequences related to medication mistakes. Help your seniors to remain independent in their homes longer by recommending the Philips Lifeline Medication Dispensing Service. It can also potentially help reduce falls.

But not all falls are preventable.

That's why you might also consider recommending the Philips Lifeline Medical Alert Service—the #1 provider of medical alert services in the U.S. today.⁶ No one else offers the benefit of AutoAlert—our proprietary automatic fall detection technology that can provide seniors with fast, 24/7 access to the Philips Lifeline Response Center to request the help they need in the event of a fall or any medical emergency—even when you or a loved one cannot be there.⁷

This may be your last chance to give your seniors the confidence they need to continue living independently.

Please take a moment to complete and mail the enclosed, postage-paid reply card to receive your free Philips Lifeline Referrer's Kit. It includes valuable information about both Philips Lifeline medication management and fall detection solutions—including how to refer your seniors (especially those managing two or more medications or who may be at risk for falling). We'll include educational brochures along with money saving coupons for those seniors in your care.

We've made it easy to make your first referral to Philips Lifeline!

Don't wait—referring your older adults to Philips Lifeline is easy. Just share the enclosed brochure with a patient today. And, to continue referring more of your at-risk patients to either of these two important services from Philips Lifeline, please call <phone (reference code)> or visit www.philipslifeline.com/refer. By doing so, your seniors can save up to \$50 on Philips Lifeline Medical Alert Service activation and up to \$40 off Philips Lifeline Medication Dispensing Service installation. **But hurry—this limited-time offer expires soon!**

Philips Lifeline is locally offered by <program name>.

Sincerely,

Rachel Kennedy

Rachel Kennedy
Customer Service Manager

P.S.—Don't forget to send for your FREE Philips Lifeline Referrer's Kit today to receive money-saving coupons that you can pass along to the seniors in your care!

1. Cameron, Kathleen. RPH, MPH. "The Role of Medication Modification in Falls Prevention and Reduction" white paper. Philips Lifeline. 2008. 2. Gitiika Ahuja and Lara Salaht. "Families on the Brink: Elders Confused By Too Many Medications." www.abcnews.go.com, (February 1, 2011). 3. Marlo Sollitto. "Top 6 Medication Problems and How to Prevent Them." www.agingcare.com. 4. Chris Woolston. "How to Adhere to Your Medication Schedule." www.consumerhealthday.com. 5. *Journal of Gerontological Nursing*, July 2014. 6. Claim is based on the number of subscribers. 7. AutoAlert does not detect 100% of falls. If able, users should always push their button when they need help. Button signal range may vary due to environmental factors. S-99545



How to get help

While most people would consider getting up from a fall a simple matter, one out of three of the older adults who fall cannot get up without help.¹ In the event of an emergency, a subscription to Philips Lifeline lets you quickly get help, thereby helping reduce medical complications that result from being immobile for prolonged periods of time.

3. Sit



Keep the other leg bent with knee on the floor.



From this kneeling position, slowly rise and turn your body to sit in the chair.



Sit for a few minutes before you try to do anything else.

Be prepared with Philips Lifeline in the event of an emergency

With Philips Lifeline medical alert service, you get fast, easy access to a U.S.-based response associate 24 hours a day, 365 days a year. We offer both in home and on the go systems.

In home

HomeSafe Standard

Our standard medical alert system is an affordable way for you to maintain your independence, while being prepared in the event of an emergency.



HomeSafe with AutoAlert

Our industry-leading service provides an extra layer of protection. It can automatically call for help if a fall is detected, even if you can't push the button yourself.³



On the go

GoSafe System

Our mobile option lets you to take AutoAlert security with you, wherever you go. GoSafe offers unmatched location technology, proven fall detection, and two-way voice communications, all in a mobile pendant.⁴

No matter which option you choose, you can rest easy knowing that you're covered by the #1 medical alert service in the U.S.

Need help deciding which service is right for you?

We're here 7 days a week to answer your questions or help you through the selection process. We offer a FREE thorough needs assessment by phone to help determine which Philips Lifeline service is right for you.

Call today at 1-800-LIFELINE (543-3546)

1. Claim is based on number of subscribers. AutoAlert does not detect 100% of falls. If able, users should always push their button when they need help. 2. Based on an analysis of Philips Lifeline data comparing PERs subscribers to AutoAlert subscribers. 3. Based on Philips Lifeline subscriber analysis of falls between January 2010 and July 2014. 4. Coverage outside the home provided where AT&T Wireless network coverage is available. Recharging of the GoSafe button is done by the user as needed, when connected to its charger.



For Leeza Gibbons and her dad, Philips Lifeline delivers peace of mind.

An emergency can happen to any of us at any time. Just ask TV host and health advocate Leeza Gibbons. Her father, Carlos, suffered a heart attack at home recently. His help button quickly connected him to a Philips Lifeline response associate to get the help he wanted when it mattered most. Thanks to the Lifeline service, Leeza's family avoided a tragedy and feels better knowing that Carlos has quick access to help.

With the **Philips Lifeline Medical Alert Service**, you get fast, easy access to help 24 hours a day, 365 days a year. You can continue to enjoy life in your own home—and with GoSafe, you'll have the freedom to go where you want with confidence.¹

Discover what Leeza Gibbons and her dad already know: Philips Lifeline is the **#1 medical alert service in the U.S. today.**²

Philips Lifeline invented the medical alert industry more than 40 years ago. We offer you the most widely adopted and proven fall-detection technology with AutoAlert. And now GoSafe—our most advanced medical alert service—can provide access to help both at home and on the go.

Chronic conditions may increase the risk of falling



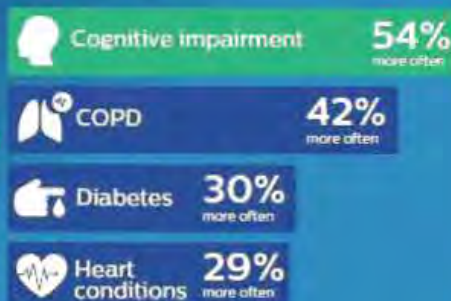
1 in 3 seniors falls each year.³

80% of seniors have at least one chronic condition and **68%** have two or more.⁴

Seniors with five or more chronic conditions reported **40%** more falls that required hospital transport.



Emergency transport due to falls was required more often by seniors with these chronic conditions:



Study results are from an analysis of 145,000 Philips Lifeline users. All data within the study is reported with a +/- 95% confidence interval.

1. Coverage outside the home is provided where AT&T wireless network coverage is available. 2. Claim is based on the number of subscribers. 3. Tinetti ME, Speechley M, Ginter SF. Risk factors for falls among elderly persons living in the community. *N Engl J Med* 1988;319:1701-7. 4. National Council on Aging. 5. AutoAlert does not detect 100% of falls; if able, the user should always push their button if they need assistance. Button signal range may vary due to environmental factors. 6. Philips Lifeline wireless communicators connect to the Philips Lifeline Response Center using the AT&T wireless network. No additional wireless equipment is needed. A customer phone number is required to enroll in the service.



Many experts believe that the vast majority of initial hospital admissions and readmissions are preventable.

Medication-related challenges and falls—acting independently and interdependently—can cause adverse events that result in hospital visits.



- Medication errors are estimated to harm at least 1.5 million patients per year.
- Adverse drug events cause 700,000 ER visits and 120,000 hospitalizations annually.¹
- 51% of patients had at least one clinically important medication error during the first 30 days after discharge.²

Patient spotlight



- Adults over the age of 65 take more prescription and over-the-counter medicines than any other age group.³ Over one-third use five or more prescription drugs.
- Approximately one in ten hospital admissions for older adults is the result of incorrect medication use.⁴
- The risk of falls for older adults taking four or more medications is three times greater than those older adults who do not.⁵



Please send me my free white paper, *The Role of Medication Modification in Falls Prevention and Reduction*. I understand I'll also receive complimentary Philips Lifeline brochures along with money-saving coupons to share with my seniors.

Please make any necessary corrections to your address.

<Address block>

Attn: Louise Loring

171 Main Street

Waltham, MA 02451-2109



The Role of Medication Modification in Falls Prevention and Reduction

Philips Lifeline

PHILIPS