



American Red Cross

LINK

LEHIGH COUNTY & NORTHAMPTON COUNTY

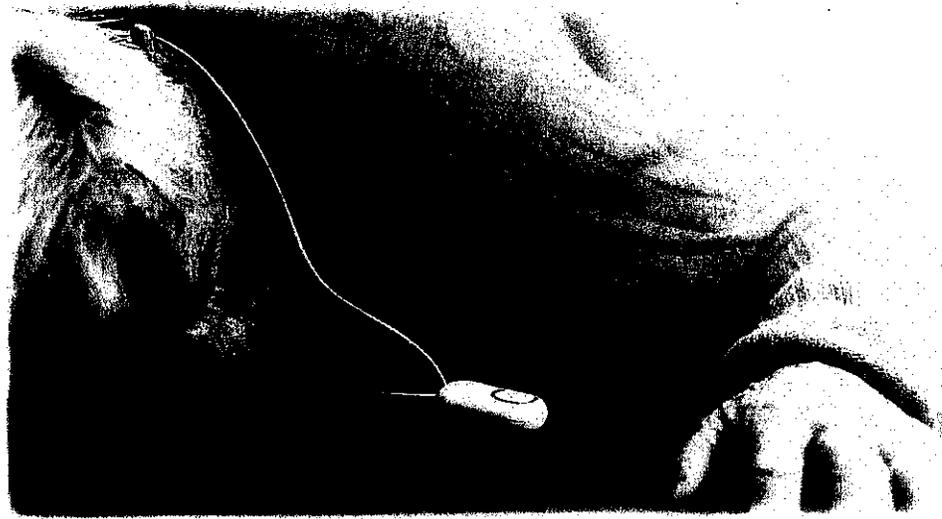
September 5, 2012

AMERICAN RED CROSS

**LIFELINE CONTACT: LAURA SHEEHAN
AMERICAN RED CROSS
2200 Avenue A
Bethlehem, PA 18017
610-861-5105**

REFERRALS: 610-861-5105 or Referral Fax Form

**LIFELINE SERVICES: Basic PERS Service
Auto Alert PERS Service
PMD – Monitored Medication Dispenser
Lifeline Access Products
Coupon Discount
CEU CREDITS**



Introducing Lifeline with AutoAlert!*

Only one medical alert pendant can call for help even when your patients can't

Philips Lifeline delivers new technology to help enable older adults to continue living independently.

Our new Lifeline with AutoAlert option was developed over a four-year period by a global team of scientists and engineers. Development required a partnership with older adults to record and analyze thousands of hours of senior movement and activity, both in laboratories and while participants went about their everyday lives.

Of course, our industry-leading** standard Lifeline Service still exists, and provides quick access to help at the push of a button, 24 hours a day, 7 days a week.

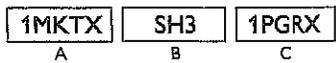
Lifeline with AutoAlert has an added layer of protection that places a call for help if a fall is detected

- Multiple sensors help detect falls while minimizing false alarms.
- The Intelligent Alarm feature is designed to detect when a person cannot get up from a fall on their own.
- The easy-to-wear AutoAlert Pendant is waterproof and comfortable, providing around-the-clock access to help.
- SmartPower battery management provides long wearing life with little maintenance.

Your patients and their caregivers can experience greater peace of mind, knowing that they can get the help they need – when they need it – using Lifeline with AutoAlert.

*AutoAlert option locally available at participating Lifeline programs. AutoAlert does not detect 100% of falls. If able, the user should always press their button when they need help.

The American Red Cross proudly offers the Lifeline service. For more information or to order Lifeline, please call: 610-861-5105



**Claim is based on number of subscribers.

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Philips Medication Dispensing Service



Medication non-adherence is a serious healthcare problem:

- 1 in 10 hospital admissions of seniors are due to misuse of medications¹
- 40% of nursing home admissions are associated with non-adherence²
- Annual costs of over \$100 billion³

The stakes are high for medication mistakes

People rely on medications to keep them healthy. But, complex medication regimens can lead to mistakes: missing doses, taking incorrect amounts, or taking pills at the wrong time. These mistakes could lead to unnecessary doctor or hospital visits and even death.

The Philips Medication Dispensing Service can help:

- Reduce the risk of accidental over- or underdosing when no one is there to help
- Reduce the risk of unnecessary medical complications and unplanned hospitalizations related to incorrect medication use
- Maintain independence and peace of mind

Philips Medication Dispensing Service:

The only service with a 98.6% dispensing adherence level among monitored subscribers⁴

1. C. Nananda, J.P. Fanale, P. Kronholm, "The Role of Medication Non-Compliance and Adverse Drug Reactions in Hospitalizations of the Elderly," *Archives of Internal Medicine*, 1990, p. 150, 841-845.

2. "Enhancing Prescription Medicine Adherence: A National Action Plan," *National Council on Patient Information and Education*, 2007, p. 12.

3. *Ibid.*

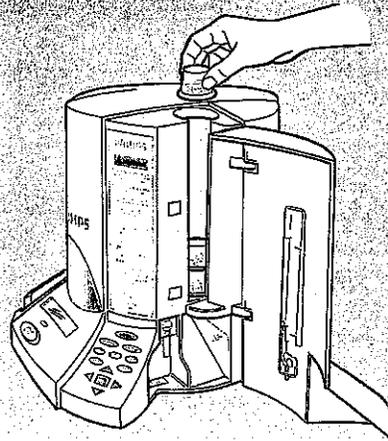
4. 98.6% dispensing adherence was derived from PMD online database activity and monitored unit activity, having been calculated by number of scheduled doses/number of dispenses.

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How the Philips Medication Dispensing Service works:

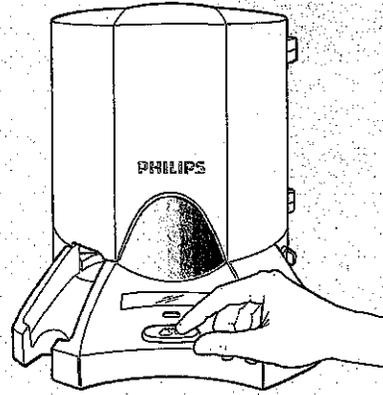
1. Load

Put the medications into cups and load them into the dispenser.



2. Dispense

Press button when you hear the reminder.



3. Alert

If you miss a dose, family members or caregivers are contacted.



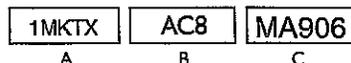
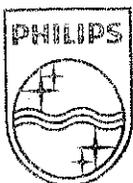
Dispensing features:

- Dispenses up to 60 doses (largest capacity available of any services today)
- Accommodates 1 to 40 days of medication
- Dispenses up to 6 times per day
- Reminder alerts for non-pill medications
- Reminder alerts for instructions on taking medication
- Optional early-dose feature

Safety features:

- Caregiver alerts for missed doses or dispenser refills to help provide timely intervention
- Controlled access to dangerous medicine with program for PRN (on-demand) medications (exclusive feature)
- Locked cabinet that controls access to medicine, reducing risk of overdosing
- Rechargeable battery to maintain service in the event of power outages
- Continuous online monitoring reports available 24/7

Discover how the Philips Medication Dispensing Service can help reduce the risk of medication errors.

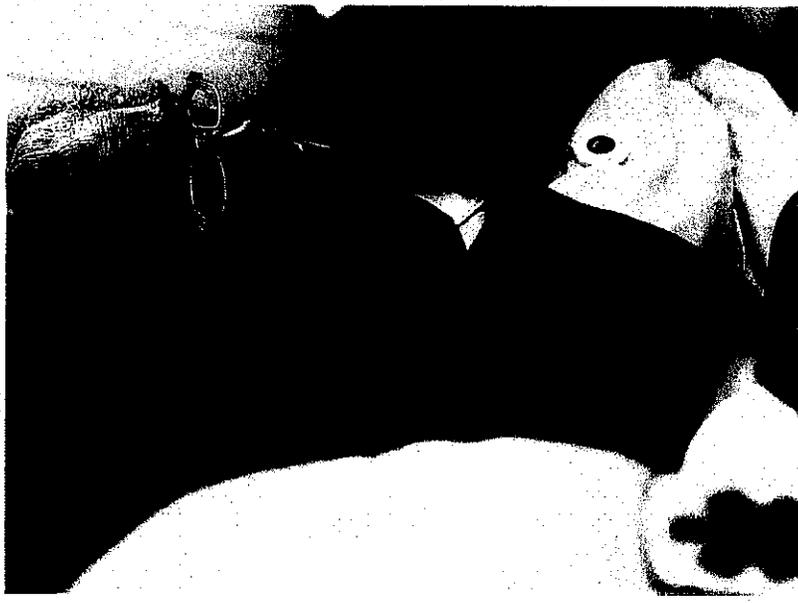


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Call today!

610-861-5105

Problem: Managing chronic disease at home is a challenge for many older adults, often resulting in avoidable hospital re-admissions



Facts

- Reducing potentially avoidable 30-day hospital readmissions is a top priority under health reform.
- Healthcare organizations are employing many strategies to reduce hospital readmissions, including improved **care transitions** and **home health technology** that enables patient control and independence.

Solution

- Philips Lifeline offers many solutions that may contribute to the reduction of avoidable hospital readmissions, lowering cost of care and extending independent living for older adults at home.
- These solutions include:
 - Lifeline standard Medical Alert Service
 - Lifeline Service with AutoAlert
 - Philips Medication Dispensing Service
 - Third-Party Notify

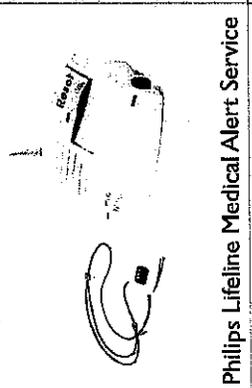


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Philips Lifeline Service

How It Works

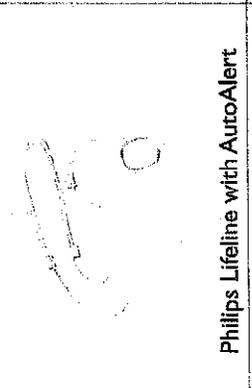
Benefit to Care Coordination



Philips Lifeline Medical Alert Service

Provides fast access to help from the Lifeline Response Center at the push of a button, 24 hours a day, 7 days a week

Speeds time to intervention, which may help avoid the need for hospitalization



Philips Lifeline with AutoAlert

Automatically places a call for help if a fall is detected and a senior can't, won't or forgets to push their button*

Early intervention in the event of a stroke, heart attack or respiratory distress, which can improve the outlook for survival and recovery



Philips Medication Dispensing Service

Supports medication adherence:
Combines caregiver involvement to organize and load the dispenser with the Philips support center to program the dispensing schedule; send alerts to caregivers if a dose is missed or it's time to refill the dispenser.

Enables patient control and independence in medication management which may lead to reduced hospital re-admissions due to medication errors.



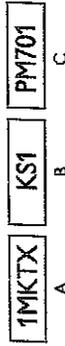
Third-Party Notify

Fax notification to pre-designated parties (e.g. physician, home care nurse, hospital care manager) informing them of an incident when Lifeline was used to call for nearby help or emergency transport.

Can reduce fragmentation of care with timely communication.



The American Red Cross proudly offers the Lifeline services. For more information or to refer, please call: 1-800-981-6136

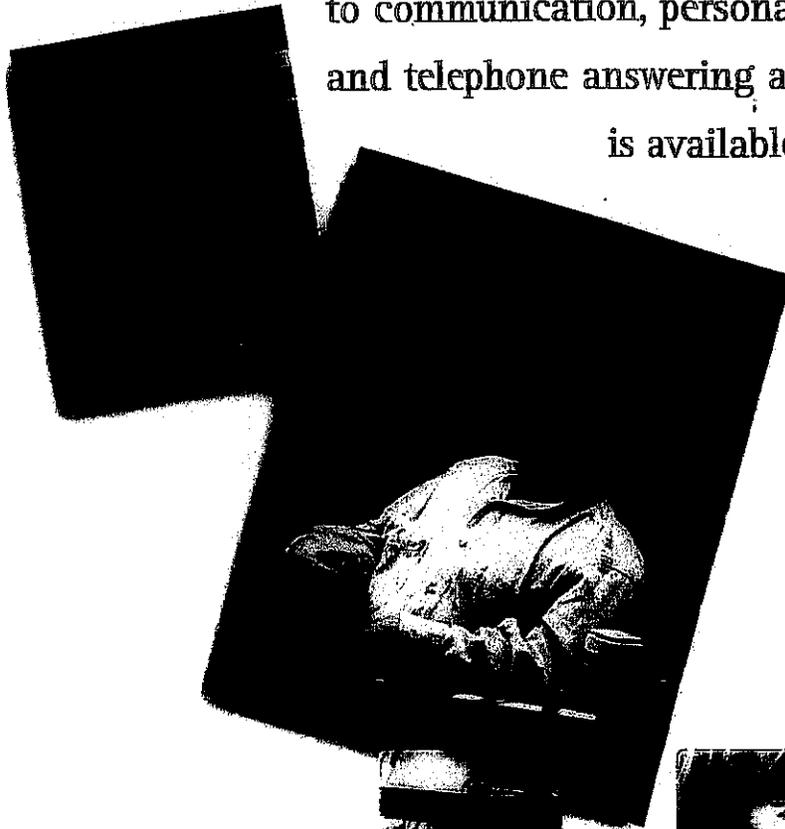


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*AutoAlert does not detect 100% of falls. If able, users should always push their button when they need help.

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Instant and affordable access
to communication, personal safety,
and telephone answering ability
is available...



at the blink
of an eye,



or a roll
of the head



or a puff
on a straw

Peace of mind for people with limited physical abilities.



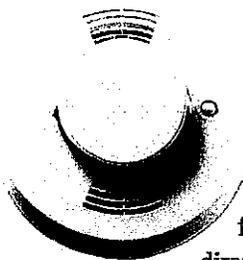
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Pillow Switch
A round switch that may be pinned to a pillow and activated by a controlled head movement.



Smoke Detector
Lifeline's specially adapted battery-operated smoke detector does more than detect smoke - it also summons the fire department. It is connected directly to the Lifeline communicator and sends a signal to the Lifeline Response Center, where the monitoring team can contact emergency services.

Sip or Puff Switch

This switch is activated with a slight sip or puff from the mouth. It requires only a tiny pressure change, so the user does not need respiratory strength.



Replacement Tubes and Cables are available.

Switch Mounting Kit for a Table

This kit contains a bracket that may be fastened to a lapboard, table, or shelf. The threaded rod may be removed so the bracket screws directly to a flat surface. This kit may be used with the rocking lever switch, the wobble switch, or the sip or puff switch.



Wobble Switch

This sensitive switch is activated by gross head or body movements coming from any direction.

Rocking Lever Switch

This switch can be activated either by gross movements, such as by head, arm, or leg, or by a mouth stick or head stick.



Switch Mounting Kit for a Wheelchair

Similar to the table mounting kit, this kit attaches to a wheelchair or bed by clamping to

7/8" round or square tubing. The kit includes a 6" extension tube and an allen wrench.



P-Switch

This highly sensitive movement sensor may be placed on any part of the body capable of minimal motion, such as

the eyebrow. A slight movement activates the battery-powered sensor, which in turn activates the transmitter. The P-switch includes Velcro™ bands for securing the sensor to the head or limbs.

Six-Foot Connecting Cable

Cable may be purchased separately by users who already own switches they could use with the AT400 transmitter. Both cable ends have 1/8" mini plugs.



Save up to \$90 with Free Activation

Coupon valid until: 11/4/2012

Code: 1REFX LM9 PA111
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Only one medical alert service can call for help even when you can't.

- Get prompt, caring assistance at the push of a button, 24 hours a day, 365 days a year.
- Our new Lifeline with AutoAlert* option provides an added layer of protection by automatically placing a call for help if a fall is detected.
- Continue living in the comfort of your own home.

The American Red Cross proudly offers the Lifeline service. 1-800-959-6989



PHILIPS Lifeline

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