

LIFELINE Connections

FOR THE HEALTHCARE PROFESSIONAL

1-800-LIFELINE

www.lifeline.ca

Winter 2014



Celebrating 40 years of leadership in helping at-risk seniors



This year marks the 40th anniversary of Lifeline, the original medical alarm service. How does it maintain its leadership position?

When gerontologists Dr. Andrew and Dr. Susan Dibner started Lifeline in 1974, little did they realize that they were also launching an industry. Their vision was to create a service that helps seniors and the physically challenged live with independence, confidence and dignity in their own homes, a vision that still holds true in 2014.

As Lifeline celebrates its 40th anniversary,

there are several other companies offering a “medical alarm service”, but Lifeline remains the leader, trusted by more Canadians than all of the other providers combined.

You might well ask, “How is it that Lifeline is still the pre-eminent medical alert service with so many competitors attempting to duplicate its products and services?”

cont'd page 2...

In this issue:

- Celebrating 40 years of leadership 1
- “I want people to know about Lifeline” 3
- Free Lifeline brochures 4

FREE patient education brochures

See back
page for
details.



DID YOU KNOW?

- Patient materials and questionnaires are available online from www.lifeline.ca
- *Connections* est aussi disponible en français. Composez le 1-800-543-3546.

Philips Lifeline: Your Partner In Quality Healthcare

Lifeline is Canada's most trusted Medical Alert Service. We partner with Healthcare Professionals in helping seniors, the physically challenged and patients managing medical conditions to live safely and independently at home.

PHILIPS
Lifeline

Here are the top ten reasons why Lifeline consistently maintains its leadership position from year to year:

1. Good genes

Lifeline has the advantage of being part of Philips, one of the world's most respected and innovative brands, with particular strengths in the healthcare field. Philips' resources and expertise enable us to deliver innovative new products and services quickly, with the high standards of quality and functionality Lifeline is known for.

2. Specialized expertise

From the very beginning, the Lifeline service has focused solely on the emergency medical needs of older adults, the chronically ill and physically challenged. We are not a burglar alarm company with a sideline. The result is a higher standard of caring, expert service and products that are easier to use.

3. Healthcare system integration

Lifeline is the only medical alarm service that is integrated with the healthcare system across Canada. Over the last 40 years, Lifeline has reinvested approximately \$15 million back into the healthcare system through more than 250 programs with hospitals and community agencies.

4. Partnership and support

We view ourselves as being in partnership with you to protect the health of your at-risk patients. We provide free access to educational materials, assessment tools, in-service presentations and a full range of Healthy Aging brochures.

FREE
patient
education
brochures.

See back page.



Canada's leading range of medical alert solutions



5. Customer service and training

All calls are answered "live" by Lifeline Personal Response Associates, who are highly trained and re-certified annually to deliver prompt, professional and caring service to our customers. Installations are carried out personally by local representatives, usually within 48 hours.

6. Response Centre calls are answered in Canada

Philips Lifeline has two state of the art Response Centres, in Toronto and Montreal, offering 24/7 call response in English and French, with back-up redundancy capability and disaster recovery plans to ensure we are always available, ready to help.

7. Product quality

Lifeline products are designed to be user-friendly for older adults and include many unique safety and convenience features such as remote answering, reminders and aids for the hearing/visually impaired. We manufacture our own products to maintain our high quality and reliability standards.

8. Innovation

Philips Lifeline has consistently introduced the industry's most

innovative products and services, including Lifeline with AutoAlert (designed to detect a fall and call for help automatically), a combination cordless phone/communicator, remote call answering and a new caregiver app for mobile devices.

9. Very high customer satisfaction levels

Research¹ shows that 97% of subscribers and 95% of caregivers are satisfied with Lifeline, and that subscribers rate the service very highly on customer service, product ease-of-use and the difference it has made to their quality of life. In another study, subscribers strongly agree that they would refer Lifeline to a family member or friend (4.8/ 5), and that Lifeline could save their life (4.8/5).²

10. Real-life results

Research³ has also shown that Lifeline achieves excellent real life, in-field healthcare cost savings by reducing hospital admissions by 26% and length of hospital stays by 23%.

¹ Victoria Lifeline Study, 2006.

² Philips Lifeline Subscriber Survey, 2010.

³ Lifeline Clinical Notes, *Personal Emergency Response Systems Achieve Positive Results*, 1993.

“I want people to know about Lifeline”

A subscriber tells how Lifeline saved her life after a serious fall.

When local SMILE (Seniors Managing Independent Living Easily) program representatives visited Brockville resident Doris Kierstead and recommended that she subscribe to Lifeline, it was described as a service that would help her continue living independently with greater peace of mind.

Little did she realize it would also save her life.

“I have no regrets that I listened to the SMILE representatives’ advice,” she says. “If I’d said ‘I’m getting along fine, I don’t need that’, I wouldn’t be here telling you about my story.”

Life-threatening injuries

Just four months after subscribing to Lifeline, Doris tripped over her winter boots, which she hadn’t put away because she intended to go out again later. She fell heavily against an end table with sharp corners, slicing a large, deep gash on her right arm, breaking her left arm and dislocating her shoulder.

“The cut in my arm was very deep – I could see the muscle – and I was losing a lot of blood. The pain was terrible.”

Finding herself lying face down on the floor, she managed with great difficulty to turn over and sit up, but that was as much as she could do. Her phone was only inches away but with both arms disabled she couldn’t reach it. But she could reach the Lifeline Help Button she wears around her neck.



Photo courtesy St. Lawrence EMC – Maria Dowdall

“I was so relieved when I heard the Lifeline woman’s voice,” Doris continues. “I was able to tell her what had happened and that my brother had a key for the front door to let the ambulance people in. She said don’t worry, help is on the way.”

Doris was rushed to Brockville General Hospital where she received 10 stitches to close the gash in her arm, had her broken arm set and her shoulder relocated. She was told that she was very lucky because the cut in her arm had narrowly missed an artery. She now has a large scar that runs half-way around her arm below her elbow.

Be prepared

“I always stress to people I talk to that accidents and emergencies are not planned, so you have to be prepared. A woman from my church had a stroke

and lay on the floor for three days before anyone found her. They didn’t think she was going to make it. If I had waited for something to happen before getting Lifeline, I wouldn’t be here telling you about it.”

Doris tears up when she talks about Lifeline.

“I haven’t got the words to explain what Lifeline means to me. When you’re lying on the floor and you can’t help yourself, it means everything to know that Lifeline will get help there quickly.

“I hope I’ll never have to go through anything like this again, but I’ve got the confidence of knowing help can be there very soon.

“One thing I’m very positive about is that Lifeline didn’t fail me then and it never will.”

Lifeline with AutoAlert
Calls automatically
when your patients can’t.




All Philips Lifeline Canada
help calls are answered
in CANADA.

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

FREE patient education brochures and Savings Coupons

An important question for your patients: *How would you get help at a moment like this?*

This informative brochure helps your patients understand what the Lifeline service is and how it works, including the **Lifeline with AutoAlert** option. It also provides helpful visual support when you discuss the benefits of Lifeline with your patients.

Act now and receive:

- A **FREE** supply of the **Lifeline with AutoAlert** brochure *How would you get help at a moment like this?*
- **Savings Coupons** for your patients



- Call** ▶ **I-800-LIFELINE** (1-800-543-3546)
- Email** ▶ brochures@lifeline.ca
- Fax** ▶ Use the enclosed Fax Form
- Visit** ▶ www.lifeline.ca and click "Healthcare"

Copyright © 2014 Philips Lifeline. All Rights Reserved.



Recommend Lifeline

The Lifeline medical alarm service enables your senior and physically challenged patients to receive fast, expert help anytime they need it, 24 hours a day.

To receive a supply of Lifeline Referral Savings Coupons for your patients, call **I-800-LIFELINE** (1-800-543-3546).

**Lifeline never turns away
a patient in need**

Subsidy programs are available to reduce the cost of the Lifeline service.

For more information, call
I-800-LIFELINE.

PHILIPS
Lifeline

105 – 95 Barber Greene Road
Toronto, Ontario M3C 3E9

