

Safety Above All – Social Emergency Network Enabled by SwiftAlarm!

Seniors are more likely to be living alone. Today 14.1 percent or 44.7 million people are aged 65+ in the US. These older adults are increasingly likely to live alone – worrying themselves and families.¹ In the last census count, only 57% of the 65+ was married and 27% of the 65+ population was widowed.² The 65+ population overall is the wealthiest age segment, and the segment most likely to live in urban areas.³ New York City, for example, has more than a million aged 65+ today.⁴

Smartphones matter for connectivity. More seniors are buying smartphones today – 27% of the 65+ population owned a smartphone according to the most recent Pew survey from April, 2015.⁵ For those who have them, smartphones have become a platform for functions such as sharing photographs, finding restaurants or services, turn-by-turn directions, listening to music and providing basic connectivity in home and out and about. Across all ages, the smartphone is beginning to [replace tablets and PCs](#) to become the single owned (and portable) device.

Smartphones link families together. Smartphone popularity has pushed clamshell phones to the back of the store, out of visual range of the shopper – and unlikely to be promoted by store sales reps unless asked. So older adults are buying smartphones as replacement phones, using few features initially, but as in-store training programs demonstrate, older adults see that they could benefit from a smartphone's capability for delivering family glimpses of grandchildren, new pets, and the new house.

The smartphone is beginning to supplant devices and portals. Medical alarm/alert apps have been proliferating in the apps stores – many of them being smartphone variants of hardware device providers. In addition, health insurers and health care providers offer them as a useful

interface to obtaining care. For example, Humana and United Healthcare, Kaiser Permanente, and Beth Israel Deaconess all offer smartphone apps that mimic the functionality on their web portals, including searching for health information, finding a doctor, making appointments, or renewing prescriptions.⁶ As older adult adoption of smartphones continues to grow, more and more features that are specific to the elderly will be added.

SAFETY ABOVE ALL - FORMING A SOCIAL EMERGENCY NETWORK

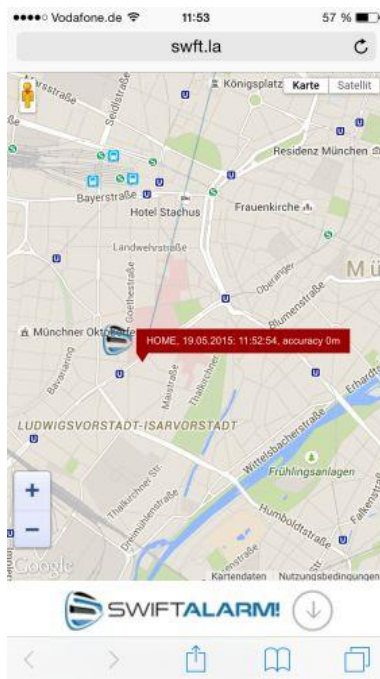
The Personal Emergency Response System (PERS) industry (also known as Medical Alert/Alarms) has been relatively unchanged over its 30+ year market lifespan. It has been fueled by scare-tactic television advertising to a worried and frail population of older women. In recent years according to industry insiders, the industry has evolved to offering mobile PERS – and in fact, Consumer Reports recently published a comparison of these devices, an acknowledgment that consumers are concerned when they are out and about – away from the 600-foot limitations imposed by traditional devices.⁷ Further, customers also chose to select prospective responders from a group known to them, versus a call center of strangers. And experts agree that offerings will be improved to integrate with other services of benefit to the user, including the possibility of a network of options, not a single source.⁸

SwiftAlarm! Introduces a patented Social Emergency Network (SEN)

The SwiftAlarm! smartphone safety application enables the user to configure alternate responders based on their location, including home, work or other location. Based on that location, the app will automatically contact the prospective responders most appropriate for that location, using patented software which has pinpointed the location before the user has an emergency. The benefit of that accuracy is most notable when compared to E911 – recent issues have been reported in which [responders had difficulty finding the person](#) who had placed the

emergency call from their smartphone. According to Rudolf King, founder of the firm, the secure, encrypting technology by SwiftAlarm! helps empower older adults to live safely at home and continue to be safe when away.

How does SwiftAlarm! GOLD work?



To use the SwiftAlarm! GOLD version, the user sets up “Life Circles” the places visited often, such as home, office or gym, and specify who to contact in case of an emergency. For example, from home, that could be a family member or neighbor. In the office, a co-worker could be the first responder. Once set up, SwiftAlarm! GOLD tracks GPS position and stores the last five position points in the user’s phone. In case of an emergency, the user presses the big red alarm button widget, and SwiftAlarm! GOLD will notify the right people based on that GPS position.

How does SwiftAlarm! compare to traditional Medical Alarm offerings?

SwiftAlarm! is unique in the PERS (Medical Alarm) market segment in that separate response groups can be configured and thus associated with different locations. And because it is a smartphone application, it is completely portable and works because it knows the user’s location before a building is entered. It is not dependent on a subscription to a call center, as most PERS offerings require. Its software-based profiles and care circles can be configured to include the number of senior care or health providers.

Future functionality for SwiftAlarm!

In future versions, SwiftAlarm! will be enhanced with additional safety functionality, including check-in calls and contacting appropriate assistance if an accident has occurred inside the home. According to Dr. King, the technology can be integrated with other systems (such as chronic disease monitoring applications) and other devices: for example, in-market small sensors, such as fire, home moisture, personal dehydration, or lack of motion through its next version that will include a wearable band. In addition, SwiftAlarm! could also be integrated with fraud protection technology, further reducing risks for older adults living alone.

¹ http://www.aoa.gov/Aging_Statistics/Profile/2012/docs/2012profile.pdf

² <https://www.census.gov/population/www/socdemo/hh-fam/cps2011.html>

³ <http://urbanland.uli.org/economy-markets-trends/seniors-in-which-cities-are-they-living/>

⁴ <http://www.nytimes.com/2014/05/21/nyregion/as-citys-elderly-population-swells-concerns-rise-over-lack-of-access-to-retirement-plans.html>

⁵ <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

⁶ <http://www.unitedhealthgroup.com/Programs/Health4Me.aspx>

⁷ <http://www.consumerreports.org/cro/2014/06/what-to-look-for-in-a-medical-alert-system/index.htm>

⁸ <http://www.ageinplacetechnology.com/page/next-generation-response-systems>