



FOR IMMEDIATE RELEASE

GreatCall Partners with Automated Insights to Provide Caregivers with Peace of Mind

Personalized narratives fueled by artificial intelligence technology keeps caregivers informed about their aging family members' activities, health and safety

SAN DIEGO – November 19, 2014 - GreatCall, the leader in creating mobile health and safety solutions for active aging, has partnered with Automated Insights, an artificial intelligence company, to keep caregivers informed about the wellbeing of their aging family members with a personalized narrative summary of their week.

The GreatCall [Link](#) app gives family caregivers peace of mind by providing both critical information in an urgent situation and snapshots of normal daily activities. Friends and family who download the Link app to their smartphone will receive an alert when the user of a GreatCall device contacts a 5Star agent in an emergency, including the date, time of call and type of help provided. In addition, the app provides information on daily events such as current locations, power status, and a list of activities to ensure that daily routines are normal and the device is charged and in use.

Wordsmith, the natural language generation platform from Automated Insights, uses Link data to automatically write a weekly overview with personalized insights. The software writes in plain English, producing narratives like these:

Chris actively used his 5Star for six days last week and could contact help if needed during that time. He spent time at the farmer's market, his daughter's home and the coffee shop. He did a great job of charging the device regularly, never letting the battery power fall to a low level.

Mary Clare actively used her 5Star for three days last week and could reach an operator if needed during that time. However, she didn't actively use her device for four full days. She may need a reminder that it is important to carry her device at all times, guaranteeing that support is available when needed.

Edward made four total calls to GreatCall last week, including an important one to notify 911.

“Caregivers have told us they wish they had someone who could be there when they can’t,” said Krijn van der Raadt, Vice President IT & Software Development, GreatCall. “This is why Link was created. And with the weekly narratives developed by Automated Insights, checking on a loved one is as simple as reading an email from a family friend.”

Noting that Wordsmith will write over one billion narratives this year in verticals from finance to sports, Automated Insights CEO Robbie Allen said he's pleased to take on a health and safety mission. "We're proud that Wordsmith will help GreatCall customers live more actively and independently," he said.

Van der Raadt believes the personal nature of GreatCall Link's automated updates will build on real human connections. "The Link app connects caregivers to their family members' health and safety information. The narratives add a personal element, building that feeling of confidence that comes from having all the necessary information."

About GreatCall

GreatCall is the leader in creating mobile health and safety solutions for active aging. With its suite of easy-to-use products and services, including GreatCall Splash, Jitterbug5, Touch3 and health, safety and medical apps, including Urgent Care, GreatCall Link, MedCoach and 5Star, GreatCall utilizes an award-winning personalized approach to ensure aging consumers can live more independent lives.

GreatCall's products and services are sold nationwide at leading retailers as well as direct to consumers at 1-800-296-4993 and online at GreatCall.com. Service covers the U.S. GreatCall is headquartered in San Diego, CA. To learn more about GreatCall products and services, please visit www.GreatCall.com. This news release and other announcements are available at www.greatcall.com/buzz or follow our news on Twitter @GreatCallinc and on Facebook at [Facebook.com/greatcall](https://www.facebook.com/greatcall). For access to company logos, hi-resolution images and screen shots, please visit: www.greatcall.com/assets.

About Automated Insights, Inc.

Automated Insights (Ai) transforms Big Data into written reports with the depth of analysis, personality and variability of a human writer. In 2014, Ai and its patented Wordsmith platform will produce over 1 billion personalized reports for clients like Yahoo!, The Associated Press, the NFL, and Edmunds.com.

The Wordsmith platform uses artificial intelligence to dynamically spot patterns and trends in raw data and then describe those findings in plain English. Wordsmith authors insightful, personalized reports around individual user data at unprecedented scale and in real-time.

Automated Insights also offers applications that run on its Wordsmith platform, including the recently launched Wordsmith for Marketing, which enables marketing agencies to automate reporting for clients. Learn more at <http://automatedinsights.com>.

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