



## **GreatCall Applauds U.S. Senate Recognition of Technologies to Empower Seniors to Age Actively & Independently**

*With the aging population to double in the next 30 years, technology will play an increasing role to help reduce the burden on our healthcare system and economy*

**SAN DIEGO, CA – May 14, 2015** – [GreatCall](#), a mobile health company focused on active aging, supports the recent hearing by the Senate Special Committee on Aging. During the session, U.S. Senators recognized the need to focus on technology for seniors in order to manage the increasing demand this growing population will put on our healthcare system and economy in the coming decades.

To demonstrate the technology options for seniors and their family members, Aging Committee Chair and Senator Susan Collins showed two of GreatCall's mobile devices, the Jitterbug 5 and the Jitterbug Touch3, during the hearing. These phones are equipped with health and safety applications, alerts and simplified features to make it easy and comfortable for seniors to use and keep safe while aging actively and independently in their own homes.

"My role at the hearing was to generally describe categories of technology available today for aging in place. With 46% of women aged 75+ living alone today, and with an average annual cost of assisted living reaching \$51,000/year, the time is right to consider technologies that can support seniors' ability to remain longer in their homes of choice," says Laurie Orlov of Aging in Place Technology Watch. "I was extremely pleased to be invited to be a witness at the event. It was a step forward for the industry to see a U.S Senator hold up cell and smartphones from GreatCall as examples of technology she would benefit from as she grew older."

"We are very pleased that the Senate Special Committee on Aging is bringing this important issue to the forefront – it is pertinent that we continue to develop technology that allows older adults to age actively and independently," said David Inns, CEO of GreatCall. "Our products aim to empower aging adults and their caregivers, keeping them connected to each other and emergency services without worry. It's great to see the Senate supporting this mission, too."

### **About GreatCall, Inc.**

GreatCall is the leading provider of easy-to-use technology for active aging. With health and safety solutions for older adults and their family caregivers, GreatCall's innovative suite of mobile products and award-winning approach to customer care helps aging consumers live more independent lives. Products and services include: GreatCall Splash, Jitterbug, Jitterbug Touch and health, safety and medical apps Urgent Care, GreatCall Link, MedCoach and 5Star.

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/newsroom](#) 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](http://www.greatcall.com/assets).

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.

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