



GREATCALL ACQUISITION, PARTNERSHIPS MARK 2017 AS “YEAR OF CONNECTED HEALTH”

Addition of predictive analytics to portfolio reduces cost of senior care while improving safety

SAN DIEGO – JAN. 4, 2017 – GreatCall Inc, the leader in connected health for active aging, is broadening its impact across the senior healthcare continuum with the acquisition of Healthsense and its predictive analytic technology. The ability to help identify seniors at risk and enable caregivers to substitute a low cost intervention for a high-cost episode of care or transition from home enables GreatCall to impact both the outcome and the cost of care.

“The integration of Healthsense’s remote monitoring and predictive analytics into GreatCall’s technology portfolio allows us to disrupt senior healthcare, changing what was previously thought of as ‘unavoidable’: lost independence and high cost medical care, with an early, lower-cost intervention,” says David Inns, CEO of GreatCall. “Whether older adults are living at home, senior living or under managed care, we can help extend their independence and improve their overall healthcare experience.”

Healthsense uses passive sensors to monitor everyday activities of daily living (ADLs) such as eating, sleeping and movement. It gathers information to establish baselines, identify patterns, interpret data and enable caregivers to act proactively when they spot changes indicative of early onset of a negative health event. The technology has been used successfully in partnerships with senior living organizations across the U.S., including: Fallon NaviCare, Blue Cross of Idaho, Centene Bridgeway and Fairview Health Services/Ebenezer, and will be integrated into the GreatCall offering.

An independent 12-month study with Fallon Health found that using Healthsense remote monitoring in connection with Fallon’s model of care for seniors reduced total medical expenses by \$687 per member per month – a nearly 16 percent reduction for pilot members as compared to a control group. The Fallon population using Healthsense demonstrated a 32.2 percent reduction in fees for inpatient hospital visits, a 39.4 percent reduction in emergency department costs and a 67.7 percent reduction in expenses for long term care vs. the control during the year-long study.

“The Affordable Care Act created a shift from ‘fee for service’ to ‘fee for value,’ incentivizing better care for lower cost,” notes Inns. “This is the foundation of the Triple Aim of healthcare:

improving the patient experience, improving the outcome and reducing the cost. GreatCall has built on that vision with our commitment to independence. As the population ages, we can offer the kind of support that will make a difference both economically and socially.”

About GreatCall

GreatCall is the leader in connected health for active aging. With health and safety solutions for older adults and their family caregivers, GreatCall’s innovative suite of easy-to-use mobile products and award-winning approach to customer care helps aging consumers live more independent lives. Products and services include: Lively, Jitterbug Flip, Jitterbug Smart, Lively Wearable, Healthsense, Dashboard, HealthNotes and health, safety and wellness apps Urgent Care, GreatCall Link, MedCoach and 5Star Urgent Response Service. GreatCall’s products and services are sold nationwide at leading retailers as well as direct to consumers at [1-800-296-4993](tel:1-800-296-4993) and online at GreatCall.com. GreatCall is headquartered in San Diego, CA. To learn more, please visit www.GreatCall.com. This news release and other corporate assets are available at www.greatcall.com/newsroom or follow our news on Twitter [@GreatCallinc](https://twitter.com/GreatCallinc) and on Facebook at Facebook.com/greatcall.

CES booth #43418, Sands

David Inns will be speaking at the Digital Health Summit, Jan. 7, Venetian, Level 4, Lando 4303

1:50 – 2:00 pm	The Premiere of Aging in America
2:00 – 2:40 pm	How Messaging Will Emerge as a Backbone of Healthcare

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