



## **GreatCall Partners with Senior Whole Health of Massachusetts to Bring Innovative Support to Active Aging**

*Best Buy recently acquired GreatCall as a part of the retailer's Best Buy 2020 growth strategy, which focuses on enriching lives through technology by addressing key human needs, including health and wellness*

*GreatCall's passive monitoring technology and services strengthen their commitment to maximize quality of life, health, security, and independence for Senior Whole Health members*

**SAN DIEGO, CA, OCTOBER 16, 2018** – [GreatCall, Inc.](#), a leader in connected health for active aging and a wholly owned subsidiary of Best Buy, today announced a 5-year agreement with Senior Whole Health of Massachusetts, a Magellan Health Company, to provide in-home passive monitoring services for high-risk seniors through their Lively Home monitoring system.

Lively Home uses passive sensors to measure daily activities like eating, sleeping and movement. It gathers information to identify patterns, then uses GreatCall's predictive analytics to highlight any anomalies that could indicate a change in member's health. GreatCall's Care Team is trained to monitor behavior data, identify trends, and work with Senior Whole Health experts to intervene when needed.

Eligible Senior Whole Health members who participate in the program will have GreatCall's Lively Home monitoring system installed in their home, enabling Senior Whole Health to provide proactive care, support senior independence and increase member satisfaction.

The use of passive monitoring for possible intervention has been demonstrated in peer-reviewed research to reduce unnecessary hospitalizations [1].

As part of today's announcement, GreatCall will offer users Lively Mobile, a Personal Emergency Response System (PERS), which features a "5Star Urgent Response" button allowing members to get help immediately when needed. Certified 5Star Service agents assist with a variety of situations and are reachable 24/7.

"The Lively Home program aligns deeply with our mission to use innovative technology that can help members live independently as long as possible," said Scott Latimer, Chief Medical Officer of Senior Whole Health. "The senior population is rapidly growing, as does their desire to age in place. This program helps us manage care, deliver services and reduce unnecessary hospitalizations."



“Our mission is to enrich seniors’ lives with the help of technology. Working with Magellan, we believe this collaboration will give their team the most effective tools to support their commitment to provide preventive care whenever possible and enhance the quality of life for all participants,” said Bryan Adams, Chief Commercial Officer at GreatCall.

Best Buy’s acquisition of GreatCall is a manifestation of its purpose to enrich lives through technology, and the Best Buy 2020: Building the New Blue strategy to address key human needs, including health and wellness. The company is seeking to address the growing needs of the aging population with the help of technology products, services and solutions. The health space is a large, growing market where technology is well suited to help aging consumers, their caregivers, payers and providers. Today, there are approximately 50 million Americans over 65 years old, a number that is expected to increase more than 50 percent within the next 20 years.

[1] Finch, M., Griffin, K. and Pacala, J. T. (2017), Reduced Healthcare Use and Apparent Savings with Passive Home Monitoring Technology: A Pilot Study. *Journal of the American Geriatrics Society*, 65: 1301–1305. doi:10.1111/jgs.14892

### **About GreatCall**

GreatCall is the leader in connected health for active aging. With health and safety solutions for older adults, GreatCall’s innovative suite of products that includes easy-to-use mobile devices, PERS, wearables, passive home-monitoring, and health, safety and wellness applications provide services for all senior demographics. GreatCall’s products and award-winning approach to customer care help seniors live more independent lives. GreatCall, a wholly-owned subsidiary of Best Buy, is headquartered in San Diego, CA.

### **About Senior Whole Health**

Senior Whole Health, Massachusetts is a comprehensive healthcare plan for seniors with function deficits who have both Medicare Part A and B, and MassHealth Standard, the Senior Whole Health plan provides home and community-based support services. These services help persons who normally qualify for a nursing home to remain safely at home.

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