

When Seconds Count... Senior Fall Facts

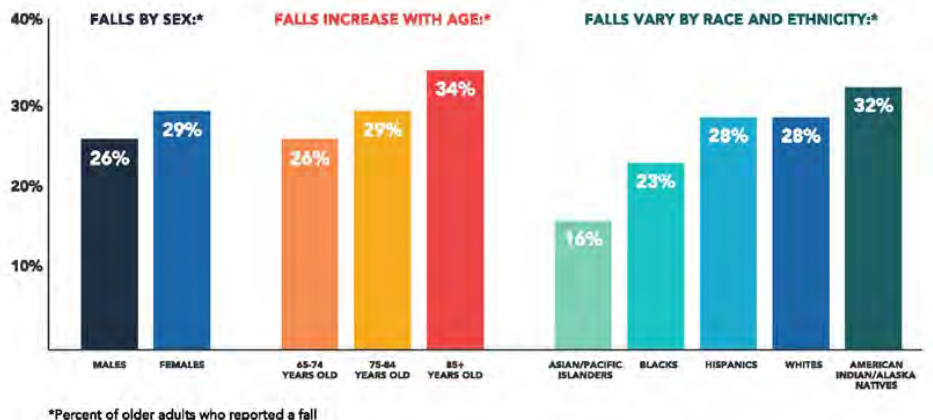
What are the facts?

- According to the National Council on Aging, every year about one quarter of Americans over the age of 65 will a fall. Two-thirds of those who fall will fall again within six months.
- 94% of senior falls go unwitnessed.
- The majority, 55 percent, of fall injuries among older people occurs inside the home and an additional 23 percent happen outside, but near the house.
- The risk of falling increases with age and is greater for women than men.
- Falls statistics in the elderly show that older people with hearing loss have three times the risk of an accidental fall.
- Many non-injury falls go unreported. Seniors don't tell their doctors (caregivers/family) they've had a fall because they are worried they will be told they can't live on their own anymore.
- Seniors also don't want others to worry about them. If they fall and don't have a serious injury, they don't want to bother their kids or loved ones.



All adults, aged 65 and over, are at risk for a fall.

Older adults more likely to fall include females, those 85 and older, and American Indian and Alaska Natives.



Independent Living at Home vs Cost of Home Care / Assisted Living

- According to the *Genworth Cost of Care Survey 2004-2020*, the current annual cost for a private room in a nursing home is \$105,000+.
- Assisted living facilities, home health aides, and home care homemakers are nearly half the cost sitting around \$50,000 to \$55,000 annually.



Summary:

Immediate Response is Critical!

Benefits of Senior Fall Alerts

A senior fall alert can be activated automatically upon sensing a possible fall. Multiple family members, loved-ones, neighbors, friends or even 911 can be immediately notified by call or text message that a fall may have occurred. Additional features like Call-in & Chat and real-time GPS location are also available.

Immediate response to a fall is proven to keep seniors living safely and independently at home for many extra years.

Compare the cost of moving a parent or loved-one to assisted living or home care for thousands of dollars per month in out-of-pocket cost of a fall alert device for as low as \$1/day is the best financial investment a family or caregiver can make for a senior loved one.



“After a fall or other emergency, **90%** of people who get help within **1 hour** will continue independent living, but after **12 hours** without help only **10%** of people will continue to live at home.”

– New England Journal of Medicine

Additional Resources

<https://www.cdc.gov/falls/facts.html>

<https://www.webmd.com/healthy-aging/news/20150127/seniors-may-keep-falls-a-secret>

<https://www.shellpoint.org/blog/10-shocking-statistics-about-elderly-falls/>

www.assistedliving.com

www.seniorguidance.org

www.seniorliving.org



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