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LIFELINE CORPORATE BROLDER V8 \* APR 2014

## The Philips Lifeline Advantage

Innovative products. Value-added services. Unmatched support.

**PHILIPS**  
**Lifeline**

# It starts with unparalleled innovation, and continues with unmatched support.



You see it in their eyes, the fear that they are beginning to lose control of their lives. The anxiety that they won't be able to do the things they value most: visit friends, walk the dog, go shopping. You, perhaps more than anyone else understand that with the right tools, age doesn't have to mean limits. Because, you have the resources to empower them to live the life they want to live – with grace, dignity, and independence. And, it all starts by partnering with Lifeline.

For over 40 years Lifeline's mission has been to create products and services that empower seniors to confidently embrace each day. It starts with WeCare, our state-of-the-art response center platform that serves as the backbone of our business. And, it continues with AutoAlert, the most advanced and effective medical alert service on the market today.

In addition, Lifeline offers more support than any other medical alert service – from customizable marketing materials to our lead generation services – all provided to you at no cost.

Why Lifeline  
is your  
#1 choice

40

7 million

95%

150,000

200,000

500

2,500

25,000 x 365

FDA

40 years of medical alert service experience. Today, we actively serve over 750,00 seniors.

We have served over 7 million seniors and at-risk individuals.

More than 95% of falls are detected by AutoAlert, the most widely adopted, proven fall detection technology on the market.

AutoAlert has automatically detected over 150,000 falls.

Recommended by over 200,000 healthcare professionals, including hospitals.

Backed by Philips, an innovation-driven Global Fortune 500 Company.

Provides equipment and monitoring services for more than 2,500 Lifeline programs across North America.

Our U.S.-based, company-owned Response Centers handle an average of 25,000 calls per day and are open 365 days a year, 24 hours a day.

Unlike most of our competitors, all of our products have met the rigorous standards established by the FDA.



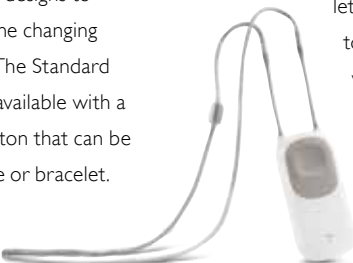
**HomeSafe**, Philips Lifeline's in-home system, provides easy, fast access to 24/7 help. With HomeSafe Wireless, seniors can connect to the Lifeline service even if they don't have a landline phone in their home.

**Lifeline with AutoAlert** features the most widely adopted, proven fall-detection technology in the U.S. medical alert market today. AutoAlert detects more than 95% of falls and can automatically place a call for help if it detects a fall.<sup>1</sup>

The **Standard Lifeline Service** is our most economical medical alert service. Over the years, we've evolved our designs to continually meet the changing needs of seniors. The Standard Lifeline Service is available with a Personal Help Button that can be worn as a necklace or bracelet.



Coming soon, **GoSafe** with AutoAlert is our most advanced medical alert service. It transitions seamlessly between being at home and being on the go. Designed for more active seniors, GoSafe includes a 2-way wireless speaker that lets seniors speak directly to Response Associates wherever they go. It also features 6 locating technologies, ensuring that we're able to find seniors no



**Philips Medication Dispensing Service (PMD)** helps seniors take medication on schedule from convenient pre-filled dosage cups and also notifies caregivers with alerts about missed doses helping reduce the risk of unplanned hospital or doctor visits related to incorrect medication use. It's proven to deliver a 98.6% in-home dispensing adherence level among monitored subscribers. With the largest and most flexible dosing capacity available from Philips, the dispenser houses from 1 to 40 days of medicine and holds up to 60 dosing cups.

**MedMinder** is another medication management service for seniors without a landline. The device has a simple and user-friendly interface that looks like a common 7-day pill box. Similar to the PMD, it has visual and audible prompts to help with increased medication adherence. It contains 28 compartments for a month's supply of medicine and accommodates different types of pills. Plus, it notifies caregivers with alerts and reminders.



# Opportunity beyond what you thought was possible

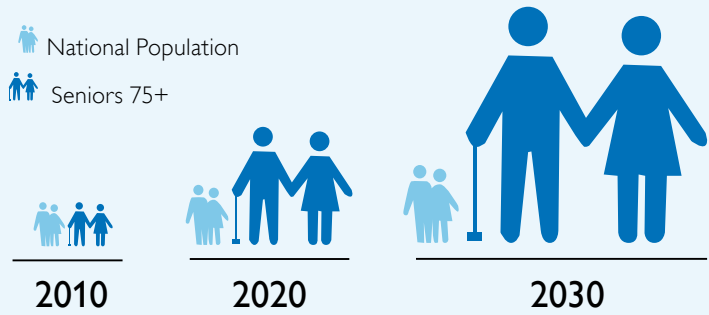
No other medical alert service provider offers the support and services that we do. Lifeline gives you all the tools needed to manage and grow your program. Get started with CarePartners Connect (CPC), your go-to online portal for accessing subscriber information, marketing materials, and other operational resources. You'll also be able to take advantage of our dedicated account support, training seminars and workshops, as well as Partnerlink – our private social networking site.

Think of us as your very own marketing team. We provide you with hundreds of professionally developed and tested marketing materials – all of which can be customized to fit your program. Plus, when it comes to increasing your reach and providing you with leads for your local program, our Direct Sales organization is dedicated to and proven in converting inquiries into subscribers for your program.

All of these services could typically cost thousands of dollars. But, when you partner with Lifeline – you'll have access to every single one – and they're all completely free.

### Population growth

As the aging population grows, there are new opportunities and increased demand for solutions that support seniors' desire to age in place as long as they can. And, Lifeline is uniquely positioned to fulfill that need. Unlike the majority of our competitors, Lifeline is backed by an innovation-driven Global Fortune 500 Company that is dedicated to improving the lives of seniors and their caregivers by continuously investing in R&D each year.



## The best partner for you and your seniors

Our wide range of Medical alert and medication management services are designed to help you provide the best possible support to the seniors in your community. Being able to offer the most innovative products is crucial to strengthening your relationships and growing your program – and that's why we work so hard to continuously advance our technologies and expand our portfolio.

## Quite simply, we offer more than our competitors



This year, we will invest **millions** in national advertising to build brand awareness and help you attract new subscribers.



Lifeline's direct marketing service is **proven to help you grow your business** by influencing healthcare professionals to recommend your local program to their patients.



We offer **hundreds of free** customizable marketing materials and templates to help expand your community presence.



Our dedicated Direct Sales organization **converts inquiries to subscribers** on behalf of your local program, providing you with orders for new subscribers.



Partnerlink, our private social networking site, lets you **engage and share ideas** with other program managers.



**We offer development opportunities** which include Lifeline seminars, workshops, online education, face-to-face meetings, and webinars.



# We set the bar. Then we raise it.



There's a reason why over 200,000 healthcare professionals and millions of older adults and their loved ones have relied on us. For over 40 years, Lifeline has saved more lives than any other medical alert service provider.

We know that technology alone is not enough – innovation can only come from experience, research, and investment. This forward-thinking approach is what guides all of our products and services and makes us the **#1** choice for our partners and subscribers.

**To say it simply, you get more when you partner with us – from future-ready technologies and value-added services to our unmatched support.**

1 Based on the number of detected falls that have been reported to Philips Lifeline by U.S. AutoAlert subscribers for the period of January 2012 through July 2012. Undetectable falls can include a gradual slide from a seated position – such as from a wheelchair – which may not register as a fall.

AutoAlert does not detect 100% of falls. If able, users should always push their button when they need help. Assumes the location of the HomeSafe Wireless Communication is in an area with sufficient access to/coverage by the AT&T wireless network. A customer phone number is required to enroll in the service.

For subscribers who enrolled with the 24-hour monitoring service, they dispensed their medications when prompted 98.6% of the time.