

A common concern.

One small stumble can lead to serious — even fatal — injuries. Falling is the leading cause of accidental deaths for people over 65, and more than one in four people that age fall annually.

For those 65+, falling once doubles the chance of falling again.

Remaining on the floor for more than two hours after a fall increases the risk of dehydration, pressure ulcers, muscle breakdown, hypothermia and pneumonia.

Nearly 1 in 3 people 65+ live alone.

Sources: CDC, Pew Research Center, Merck Manual for Professionals

Other risk factors that can increase the odds of a fall:

- Lower-body weakness
- Gait and balance problems
- Poor vision
- Problems with feet and/or shoes
- Low blood pressure
- Chronic conditions
- Fear of falling
- Medications
- Environment or home hazards

They don't have to live in fear.

Fear of falling can actually lead to decreased mobility. Your loved one might be avoiding certain everyday activities because of this fear, leading to muscle weakness and joint stiffness. It's important to stay active, and the MyNotifi® app can help. It comes preloaded with several exercises designed to build strength and promote balance and stability.

Start the conversation.

Talking with loved ones about their independence isn't always easy. Small conversations can be just as effective as the big talks. Ask them if they worry about falling and let them know your concerns, too.

Remember, quality of life may deteriorate drastically after a fall. More than 50% of elderly people who fracture a hip never fully recover.

Ways they can prevent falls:

Talk to the doctor. Suggest they discuss it with their healthcare provider, who can properly assess their risk and suggest preventive measures.

Start exercising. Decreased activity causes joint stiffness and muscle weakness, further reducing mobility. MyNotifi® is preloaded with strength and balance exercises.

Get an eye exam. Anyone 60 or older should have a comprehensive dilated eye exam at least once a year. Avoid wearing multifocal glasses when walking.

Wear safe footwear. Wear low-heeled shoes with non-slip soles. Socks or backless slippers increase the odds of a fall.

Monitor blood pressure. Have it tested when lying down and standing.

What you can do to help:

Watch for warning signs. Notice if they're holding on to people or things when walking or if they appear to have difficulty walking or arising from a chair. These are signs that it might be time to see a physical therapist.

Review their medications. Find out about the possible side effects of the prescription and over-the-counter medicines they take and how those medicines interact with each other. Talk to their doctor about any concerns.

Home improvements. Do a walk-through of their house.

- Increase lighting throughout the house and make it easily accessible at night
- Make sure there are two secure rails on all stairs
- Install grab bars in the tub/shower and near the toilet
- Remove loose rugs or secure them with tape
- Keep walkways uncluttered
- Make sure food and everyday items are easy to reach

Sources: CDC, NIH, NCOA.org, Merck Manual for Professionals

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NO MONTHLY FEES.

The new standard in fall technology.

NO SMARTPHONE, NO PROBLEM!
The MyNotifi® HUB connects to your internet!

MyNotifi® is a one-of-a-kind medical alert system that notifies family and friends in the event of a fall. MyNotifi® comes with the added flexibility and convenience of two devices for one low price.

They can keep living the active lifestyle they love. You can rest easy knowing you'll be instantly notified if they ever need your help.

MyNotifi® can be worn discreetly in a shirt (chest) pocket, bra, wasteline, or on the wrist in times of lower activity. MyNotifi® is the only product on the market that offers you the choice of where and how you wear your device



myNotifi

A better sensor of security.

You want them to stay safe. They want to stay independent. Now there's a device that balances the two. Paired with your loved one's smartphone, MyNotifi® uses wireless Bluetooth® technology to keep you in the know in an emergency without the limits of other alert systems. **NO SMARTPHONE, NO PROBLEM!** With the MyNotifi® HUB your loved ones can stay safe and connected. Only MyNotifi® offers all of these benefits:

- **NO MONTHLY FEES**
- One-time payment
- No contracts or paperwork
- No landline required
- No equipment installations or maintenance
- No centralized home system or separate on-the-go devices
- No button to push
- Easy-to-use app
- 24/7 notifications to family, friends and response centers
- Available for iOS® and Android™ devices



MyNotifi® is designed to be a life-saving device — not a life-altering one



Their sense of freedom

With MyNotifi®, your loved ones can still get out and do the things they love doing. This worry-free wristband or clip stays with them — wherever their smartphone goes — without the hassle of adding or changing equipment when leaving the house.

- Secure, comfortable fit with easy-to-adjust magnetic band
- Waterproof design can be worn in the pool or shower
- Automatically notifies entire customized contact list when a fall is detected
- Notifications can also be manually activated through the app or by pressing the red button
- Preloaded with mobility exercises to help maintain an active lifestyle (smartphone option only)

Your peace of mind

An emergency is no time for uncertainty. Only MyNotifi® has your loved one truly covered with immediate notifications to family, friends and response centers. It's fall detection you can trust.

- Proven accuracy in extensive fall detection testing
- Simple text message notifications make communicating with other emergency contacts easy so you can be confident that your loved one is getting the help they need
- Notification includes exact location of fall
- MyNotifi® app can store medication and medical history for first responders and doctors
- Long-term mobility and range of motion monitoring (smartphone option only)
- Because there is no button to push, your loved one will get the help they need even if unconscious or unable to move

With you every step of the way

An emergency is no time for uncertainty. Only MyNotifi® has your loved one truly covered with immediate notifications to family, friends and response centers. It's fall detection you can trust.

When a fall is detected, MyNotifi® will pulse vibrate and their smartphone sends an audible (Android™ devices only) and/or visual notification asking, "Did you fall?" Based on their response, their contact list is notified through one of three text messages.

- 1 If they respond that they did fall, the device will stop vibrating and an upgraded notification is sent that a fall has been confirmed, letting their family of caregivers know they were conscious at the time of the incident.
- 2 If they fail to respond within one minute, the vibration will time out, and a warning notification is sent that a fall has been detected and they may be unconscious and/or unable to respond.
- 3 If they need help for any reason, they can press and hold down the red button. The device will vibrate, letting them know that their request for help has been sent.

When contacts receive MyNotifi® alerts, they can simply reply to the notification, which sends the message to the entire contact list. It's easy for everyone to stay in the loop.

Visit www.mynotifi.com today to order