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86
58



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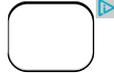
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Largest Senior Living Provider Seeks to Improve Lives by Leading Safety Technology Innovation

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SOURCE Brookdale Senior Living Inc.

BRENTWOOD, Tenn., April 25, 2016 /PRNewswire/ -- With safety technology rapidly evolving, the nation's largest senior living provider is moving to lead security-related innovation and standardize operations in this arena, with the goal of enhancing its residents' and their families' customer experience. Brookdale has chosen STANLEY Healthcare and RF Technologies as its preferred partners to help carry out this mission at its communities across the country currently and over time. The initiative is part of Brookdale's "Rewiring Aging" commitment to enrich all areas of seniors' lives through the use of technology.



Initial areas of focus include faster notification of emergency situations and streamlining workflows to more efficiently respond to individual resident needs. "As we move forward, we plan to pilot a variety of technologies that can be refined and put into place to benefit our residents," said Andrew Smith, director of strategy and innovation for Brookdale.

One potential area of innovation pertains to remote monitoring of residents' clinical indicators and behaviors, which could lead to early detection and treatment of such conditions as urinary tract infections. "Identifying potential clinical conditions sooner and treating them rapidly may prevent residents from going to the hospital," Smith said. "This could mean a tremendous improvement in their quality of life."

The public may not yet realize how much the evolution of safety technology is already changing senior living, he noted. An example is the shift from wired emergency call systems to the wireless systems already in place at many Brookdale communities. "Residents using the new small and lightweight pendants know that wherever they are in their community, whether in their apartment or in a common area or hallway, they can use the device to summon help and they will be quickly located," Smith said. "This is a big step forward from the traditional wired system, where a resident calls for help by pulling on a cord in a wall. We expect to see other improvements in safety and security as we move forward with this initiative."

Marty Guay, president of STANLEY Healthcare, said: "We applaud Brookdale for examining the current benefit and potential impact of senior living technology across the organization on a truly national scale. We believe what Brookdale is doing will be an important model for the industry."

"The practices developed will benefit Brookdale's residents and could make a difference for seniors everywhere, by showing how creative use of the newest technologies can enhance independence while promoting safety," said Glenn Jonas, founder and chief executive officer, RF Technologies.

For more information on Brookdale, visit brookdale.com.

About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide high quality service, care and living accommodations for residents. Currently Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,123 communities in 47 states and the ability to serve over 108,000 residents. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.

About STANLEY Healthcare

STANLEY Healthcare provides over 5,000 acute care hospitals and 12,000 long-term care organizations with enterprise solutions that transform safety, security and operational efficiency. The STANLEY Healthcare solution set enables customers to achieve organizational excellence and superior care in five critical areas: Patient Safety, Security & Protection, Environmental Monitoring, Clinical Operations & Workflow and Supply Chain & Asset Management. These solutions are complemented by consulting, training, implementation and integration services. STANLEY Healthcare is proud to be part of Stanley Black & Decker, Inc. For more information, visit stanleyhealthcare.com. Follow STANLEY Healthcare on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

About RF Technologies

RF Technologies protects our most vulnerable family members at over 10,000 senior living and healthcare facilities nationwide. Life safety solutions such as Code Alert Wander Management, Quick Response Wireless Nurse Call and Safe Place Infant Security blend high-technology with home-like aesthetics to improve resident safety and satisfaction; while innovations such as RFT Cares™ smartphone application improve caregiver coordination and efficiency. Backed by over 28 years of experience in senior living, RF Technologies' solutions are UL-certified to meet today's life safety standards, and can be integrated with other systems for an improved total cost of ownership. For more information visit: www.rft.com.

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