

Smart Care Insights

Quarterly Market Trend Report

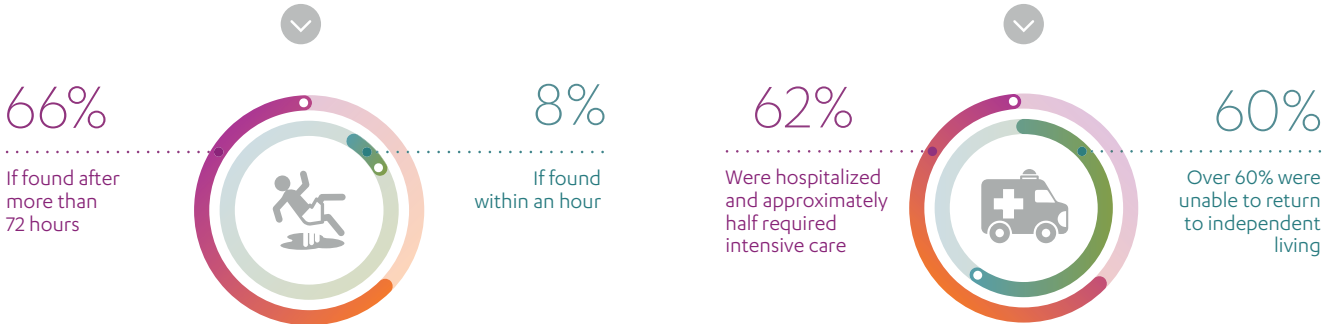


Falls are the leading cause of hospitalizations, injury, and death among older people. One out of three adults over 65 falls each year. The mortality rate from falls has been determined to be 66% when the person is left lying more than 72 hours, as opposed to 8% when the person is left lying less than one hour. Of the patients found alive, 62% were hospitalized, of which approximately half required intensive care. Of the survivors, over 60% were unable to return to independent living.

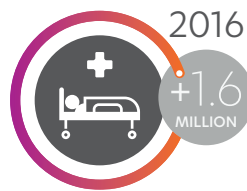
One out of three adults over 65 falls each year.

Mortality rate from falls

Patients found alive



Last year alone, more than 1.6 million seniors in the United States were treated in emergency rooms for fall-related injuries.



There are many causes of falls among the elderly: lack of physical activity, impaired vision, medications, diseases and surgery. Falls can cause broken bones and head wounds, resulting in millions of hospitalizations, costly treatments, and painful injuries that may increase the risk of early death. Also, people who have already fallen once are two to three times more likely to fall again.

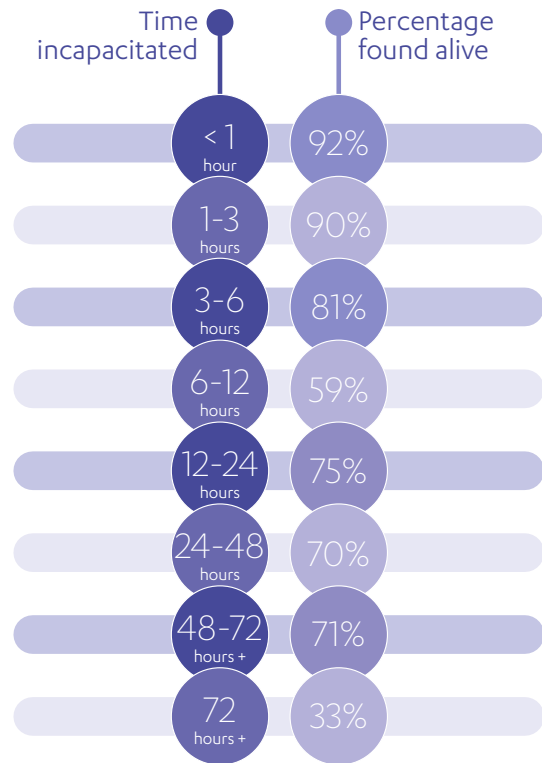


Falls are the leading cause of death, injury, and hospital admission among the elderly population.

Causes of falls



Response time and percentage of survival among the elderly

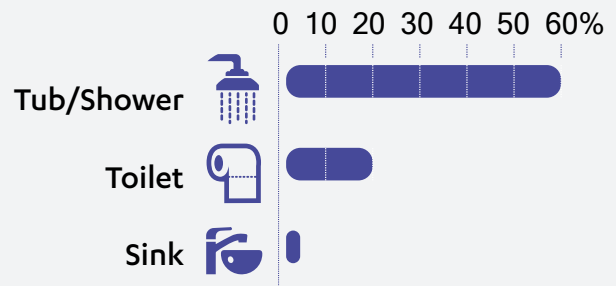


Research shows that the response time for falls among elderly is a crucial factor for survival. Studies done by the US Administration on Aging, the World Bank, and the Center for Disease Control and Prevention have shown that the longer the response time, the greater chance of the elderly person not surviving.

The National Institute on Aging (NIA) says 80 % of elderly falls are in the bathroom. Due to the multitude of unforgiving and slippery surfaces, bathrooms are very hazardous.

According to the Centers for Disease Control and Prevention, injuries getting on and off the toilet are quite high in people 65 and older. More than 80% of falls occur in the bathroom and toilet.

Location of injury



Falls have been a major problem for the elderly for many years, but the appearance of new technologies that can help prevent falls and improve fall management, has given hope that this problem could be reduced, and maybe even disappear in the future.

Essence is a pioneer in the Telecare market and has developed advanced solutions for elderly monitoring. Essence Care@Home platform provides a full solution for elderly fall alerts, using several methods and solutions for reducing the response time in the event of a possible fall and identifying dramatic changes in behavior.

We believe in building a future where technology is a seamless extension of people's lives, enriching, enabling, and shaping life's possibilities

Care@Home™ Platform



Essence Care@Home™ platform-beating the statistics:

1



Fall prevention

2



Reacting in real time

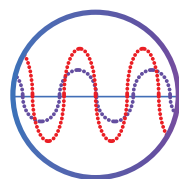
3



Improving fall management

Care@Home technology is based on a passive monitoring system which uses self-learning capabilities in order to learn and create a specific behavior pattern for each customer. The data analytics engine knows how to identify significant deviations from established behavioral patterns, and sends automatic alerts to the monitoring station and family members.

Essence Care@Home Pro also prevents falls by alerting about dramatic change to the normal behavior pattern of the elderly, using its smart data analytics capabilities.



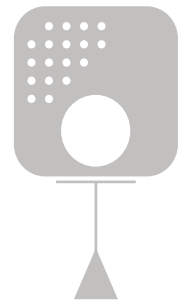
We deliver **seamless experiences** that care for people's complex needs.



If there is a fall, the **Essence Emergency Pendant Advanced** automatically initiates a call to the monitoring center, reducing the response time to the minimum. The Emergency Pendant Advanced also allows the resident to press the emergency button to get help immediately.

What if the resident isn't wearing the emergency pendant? Or cannot reach the panic button? **The Essence Voice Panic Detector** has intelligent voice activation technology that allows residents to get help by just calling out using their voice. The Voice Panic Detector opens a two-way audio channel between the monitoring center and the resident, and a rescue team can be sent immediately. The Voice Panic Detector is water resistant for use in the shower, a place particularly prone to falls. Even if the resident cannot call for help, Care@Home can identify a fall by using its data analytics capabilities, and sends an automatic alert to the monitoring center and family members.

Over the years, Essence has gathered extensive knowledge and experience regarding the usage of our solutions. From analyzing our big data in the Essence Care@Home platform and retrieving information from all of our active systems, **we have found that on average our system can identify a possible fall in the bathroom or restroom and alert in less than one hour!**



The Care@Home platform can provide pre-emptive, real-time and post event solutions for fall management that are proven to save lives. By predicting likely falls, immediate detection following a fall, and drastically reducing response time for undetected falls, Essence provide full solutions for most of these potentially fatal situations.



About Essence

Essence is a global provider of IoT connected-living solutions for communication, security and healthcare service providers, serving households and small medium businesses. Leveraging 23 years of experience and innovation, with a global presence and 20 million devices deployed worldwide.

Essence is committed to developing and supporting solutions that both enhance partners' businesses and enable people to live fuller, better lives.

The award-winning Care@Home Multi-Service Platform is an Aging-in-Place product suite that offers seamless home care monitoring indoors and outdoors, allowing independence for seniors and peace of mind to their loved ones. Essence is spearheading a paradigm shift in seniors' Aging in Place experience.

Essence has garnered recognition both by consumer and industry experts, being the recipient of the IoT Breakthrough Award, the Internet of Things Award, ESX Innovation Award, European Consumers Choice Award, Broadband Infovision Award, IoT Business Impact Award and others.



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