**NEW ALEXA SERVICE HELPS KEEP SENIORS FROM FALLING AT NIGHT**

**Christian Care Installs Solution to Make Nighttime Trips to Bathroom Safer**

**(September 1, 2020 - Mesa, Arizona)** Fellowship Square Mesa and Mesa Chamber of Commerce announced today the launch of a new solution designed to help prevent people over 65 years of age from falling at night. Using Amazon’s Alexa and a combination of sensors and lighting, Fellowship Square’s Mesa campus has made the solution available to all 350 residents. According to the National Council on Aging, 25% of seniors over 65 years of age fall each year, and 20% of falls happen at home at night. Fellowship Square Mesa is using the new solution to help residents stay safe, be more confident, and have a better quality of life.

“Keeping our residents safe and healthy is a top priority for all Christian Care facilities. Falls are the leading cause of injury-related death for people over 65 years of age and something we are committed to reducing,” said Alen Hieb, CEO of Christian Care. “This new technology has the potential to significantly reduce the number of falls, injuries, and deaths for seniors in our community. We look forward to sharing these solutions with seniors around the world.”

The Center for Disease Control research indicates that 1 in 4 seniors fall each year, equaling twenty-nine million seniors fall annually. Seven million require treatment, and three million require visits to the emergency room. Falls cost over $50 billion each year, with 75% covered by Medicare and Medicaid. Even small reductions in senior falls can translate into significant impacts for loss of quality of life and reduction in expenses. For senior living centers, focusing on reducing falls at night when seniors get up for water or a trip to the bathroom is a good place to start with a controlled environment, replicable use cases and measurable impact.

“I am so afraid of falling. Maybe more afraid of that than anything. I’ve seen so many friends hurt, and I don’t want it to happen to me. Sometimes I don’t take my pills at night or drink water so won’t have to get up and go,” said Louis Ruggerio, resident of Fellowship Square Mesa. “This new solution has given me confidence when I get up that I am aware of my surroundings and can avoid falling. And I can still be independent and not have to ask for help.”

The Fellowship Square Mesa solution is easy for seniors to use and customize to their lifestyle. When a user starts to get out of bed, a sensor tells Alexa to turn on the lights at a low level to reduce disorientation and allow people to see. Alexa also engages the user in conversation and asks them to wait a couple of seconds before standing up, which can prevent dizziness and loss of balance if done quickly. Fellowship Square Mesa staff helps with the installation and teaches residents how to use Alexa and customize the voice, light levels, and system sensitivity. The Alexa can also be used to alert staff if there is a problem, turn on lights, adjust the temperature, and other functions as desired. All of it geared to be as simple as possible and make it easy for seniors to feel safer and more confident. The system is fully HIPAA compliant and users control all data to ensure privacy.

For more information, please visit Fellowship Square at [fsq-mesa.org](https://fsq-mesa.org/)/alexa or read about the project at the ASU CIC website - smartchallenges.asu.edu. Senior communities and others interested in exploring the fall prevention solution can access the playbook with equipment lists, installation instruction guide, information materials for residents and the guidance for programming Alexa.

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