



## A Personal, Caring Connection

- Is there, when you can't be—  
24-hours-a-day, 365-days-a-year
- Provides the peace of mind both you and your loved ones deserve. Lets them continue to live where they prefer to be—safe in their own homes—surrounded by a lifetime of memories
- Immediately informs you and designated healthcare providers of any change in your loved one's condition
- Is easy to use—help is always just a button push away
- Minimizes complications by making sure your loved one quickly gets the right help
- Is remarkably affordable, with no purchase required and with no long-term commitment.



When you can't be with  
your loved one, Lifeline is...

24-hours-a-day,  
365-days-a-year.

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## Who is Lifeline?

For over 20 years, Lifeline has been North America's leading personal response service.

We've helped over 4 million people (who we call subscribers) preserve their independence by giving them the confidence to continue living in their own homes—doing things for themselves.

We do this by ensuring that they know whenever help is needed, it's just a button push away.

To call for help, subscribers simply press the Lifeline Personal Help Button they wear as a pendant or on a wristband.

The Personal Help Button activates a small, in-home communicator that automatically dials the Lifeline Response Center.

The attractive Classic Pendant™ and Slimline™ Wristband Personal Help Buttons are small, lightweight and waterproof.

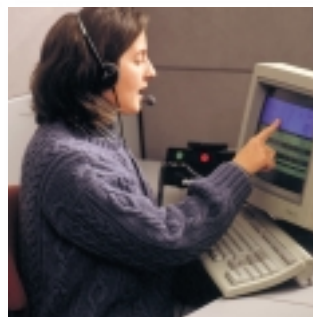


Lifeline CarePartner™ Communicators are small and simple to use.



Our CarePartner Telephone™ Communicator has large buttons, a high-volume speaker, and VoiceAssist™—a friendly, reassuring voice that guides your loved one in the use of the phone.

Within seconds, the call will be answered by a caring, highly-trained representative (we call them Lifeline Monitors).



Your loved one will never be asked to talk to a cold, electronic voice.

Lifeline communicators contain a highly sensitive speakerphone that enables two-way

communication between the Monitor and your loved one, even if they can't get to the phone.

And, if a subscriber presses the Personal Help Button and can't speak, the Monitor will quickly send the right help.

Most subscriber calls are for minor problems, easily solved with a neighbor's stop-by visit. When a serious emergency occurs, we quickly call for an ambulance.

Because all the subscriber's important information is instantly available to us, our Monitors can quickly determine the type of help that's needed and dispatch it.

We want our subscribers to make monthly check-in calls to let us know how they're doing, and to make sure their Lifeline equipment is working properly.

In fact, most of our incoming calls are check-in calls, rather than emergencies.

## How do I get my loved one the Lifeline Personal Response Service?

It begins with your call. Knowledgeable phone representatives are waiting to discuss your loved one's special needs, and answer all your questions. Here are some of the most frequently asked questions we hear—and our answers:

### My mother is very independent. Would she be giving up some of her independence by subscribing to Lifeline?

Just the opposite is true. A recent clinical study proved that Lifeline users were 10 times less likely to need a long-term care facility than people who didn't use the Lifeline Service.

Lifeline helps preserve her independence. It gives you both the confidence to allow your mother to continue living safely at home.

You're both always in complete control.

She presses her Personal Help Button when she wants to talk to a Monitor.

You tell us who you want us to call when she needs help, and who you want notified when an event occurs.



### My father says he's managing on his own. Why does he need Lifeline?

Lifeline is like insurance. He may never need it, but if he does, you'll both be glad he has it. It's reassuring to know that if your father has a sudden illness or injury, help will be on the way in a matter of minutes, even if he can't move or speak.

### My mother's neighbor checks on her every day. Why does she need Lifeline?

Between her neighbor's visits, your mother is left unprotected. She could fall and be unable to get help for over 24 hours.

A study in the *New England Journal of Medicine* reported that people found within one hour of a fall are 5 times more likely to survive than those who remain helpless for over 72 hours.

### How much does the Service cost?

It's surprisingly affordable. Subscribers don't have to buy anything or make a long-term commitment.

They pay a low, one-time installation charge and a low monthly fee for as long as they use the service.

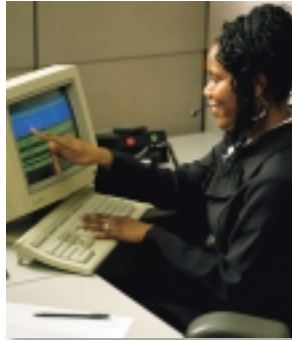
And, the monthly fee is the same, no matter how often subscribers call, or how long they talk.

## How can I be sure the Monitor will know what to do in an emergency?

Our Monitors are dedicated professionals whose only job is to answer subscriber calls.

They receive over 80 hours of intensive training. They're trained in such disciplines as gerontology and stress management. And, they're certified annually.

We have Monitors fluent in Spanish and French. We can also quickly access 140 other languages via AT&T's Language Line Services. Special services are available for the hearing-and speech-impaired.



## My grandfather is easily confused. Is Lifeline complicated to use?

It's simpler than using a telephone. All he has to do is press his Personal Help Button. The communicator automatically dials the Lifeline Response Center, and within seconds he'll be talking to a Monitor who already has all of his important information displayed on the computer.

And, before the Lifeline Service is initiated, a Lifeline Home Service Representative will visit your grandfather to explain the service and demonstrate the equipment.

The Home Service Representative will also locate the best site for the communicator,

install it, and won't leave until your grandfather is totally comfortable using the service.

## Is there a lot of equipment involved?

No, there are just 2 pieces of equipment: the Personal Help Button worn as a pendant or on a wristband, and the communicator.

## Does my grandmother have to be in the same room as the communicator for it to work?

No, she can be in another room, on a different floor, or even outside in the yard—the signal will still be received. The Personal Help Button is completely waterproof (not just “water-resistant”), so she should wear it in the shower or bath where many falls occur.

## How reliable is Lifeline equipment?

Over the years, it's proven to be reliable and trouble-free. We design and manufacture all of our equipment in our own state-of-the-art facility.

In the unlikely event of a problem occurring that can't be corrected over the phone, we will do whatever is necessary to quickly solve the problem.

We encourage subscribers to press the Personal Help Button at least once a month to reassure themselves that we're here and that the equipment is working properly.