



Choose Well

Member Newsletter

Falls Prevention Awareness

AUGUST/SEPTEMBER 2021



sarsis

Health | Technology Solutions



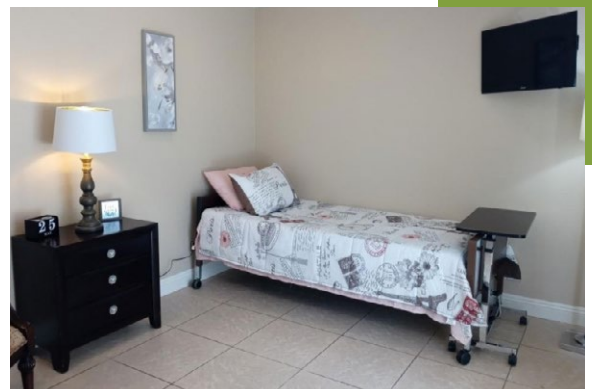
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MEMBER COUNT

By HHSA region, this is how Choose Well membership is distributed countywide.

| HHSA Region | Total in Region |
|---------------|-----------------|
| Central | 13 |
| East | 30 |
| North Central | 45 |
| North Coastal | 41 |
| North Inland | 51 |
| South | 17 |
| County Total | 197 |



Falls Prevention *Awareness Day*

It is no coincidence that the first day of fall, September 22, 2021, coincides with Falls Prevention Awareness Day. More than one in four older adults fall each year, but less than half of them inform their doctor.¹ Falls are a serious public health issue and Choose Well San Diego has been dedicated to providing valuable resources and opportunities for Members to learn about Falls Prevention, such as free continuing education units and published articles.

Click on the links below for more information:

- » [Get Ready for Falls Prevention Awareness Week](#)
- » [Falls Prevention Awareness Day](#)
- » [Falls Prevention for Older Adults](#)
- » [Important Facts About Falls](#)

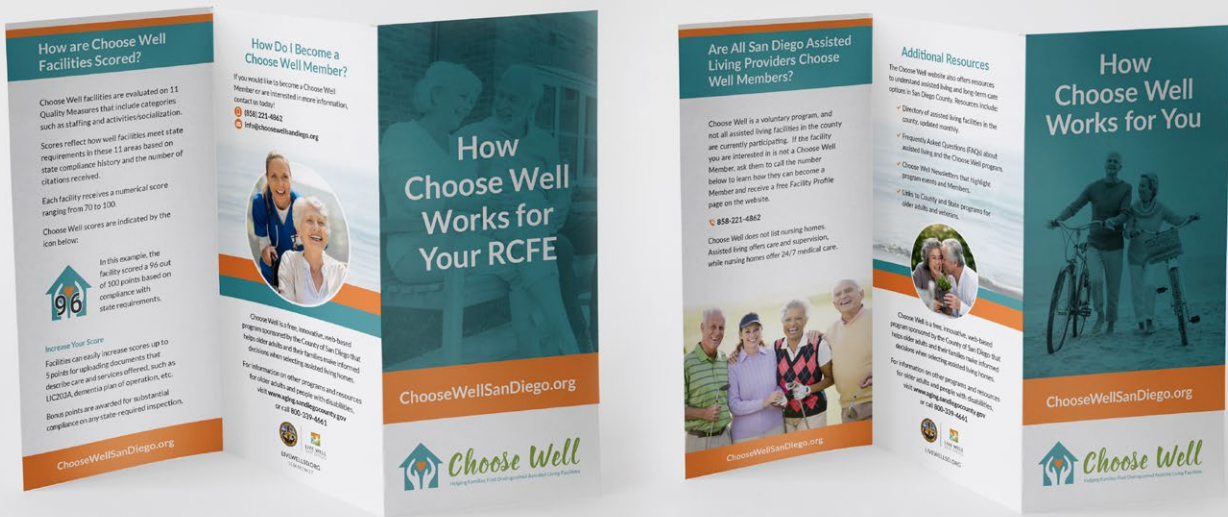


1. Important Facts About Falls,
www.cdc.gov/homeandrecreationalafety/falls/adultfalls.html

We Have Updated Brochures!

While much of our published Choose Well material is available electronically, we still have printed brochures which you can request, and we will deliver them for you!

Not only that, but we have revamped the design of both the RCFE and Consumer Choose Well brochures. Check them out below!



If you would like brochures mailed to your facility or know someone who works with older adults and would be happy to distribute them, please let us know!

To request printed brochures, please complete the following:

1. Email us at info@choosewellsandiego.org with the subject line “Brochure Request”
2. Let us know in the email:
 - a. Which brochure you would like (RCFE and/or Consumer)
 - b. How many of each brochure you would like (10-50 copies of each brochure are available)
 - c. Your contact information:
 - Name
 - Address of facility to receive brochures
 - Phone Number



Facility Feature

New World Villas and Safer Resident Care

Hear about their experience using *SafelyYou* technology and expertise

Since our inception, we've been committed to providing individualized care and support services for residents, including those living with Alzheimer's disease and related dementias. Our care begins with hiring and maintaining the very best caregivers who engage with their residents, strive for residents' happiness and comfort, and, ultimately, safety in their new environment.

As falls are among the most significant unresolved safety concerns in our industry,

we recognize the need to provide additional support to our caregivers. Many senior falls are unwitnessed, as caregivers cannot always be by their side. As the risk of falls is the primary reason adult children and others move their loved ones into communities, we want to do our very best to address their needs. Falls are a tremendous financial and emotional expense to all of us, costing \$50b per year¹. By 2030, they will cost our society \$100b per year².



In New World Villas- RCFE, and to be extended to all our homes by year end, we offer SafelyYou technology. SafelyYou provides fall mitigation technology. Composed of three elements, including the use of artificial intelligence (SafelyYou Guardian), web portal (SafelyYou Discover), and access to clinical fall expertise (SafelyYou Insight), the system extends the ability to provide person-centered memory care and enable fall interventions that meet the needs of each individual resident. This technology is the industry's most advanced, based on AI (artificial intelligence), similar to driverless cars. In peer-reviewed studies and per their ongoing data collection, SafelyYou has been proven to reduce falls by 40% and significantly reduce EMS and ER visits.

We're also expanding our caregiver fall training based on the SafelyYou University. The only program of its kind, their program is based on actual falls videos now (over 15,000) and is the first to combine dementia and fall training for caregivers.

Our New World Villas are in Poway and Escondido and offer assisted living in small home settings, with some of the highest staff to resident ratios. If you have any questions, would like to meet our team, or take a tour, please call, or text Carmen at (619) 822-7337.



Sources:

1. Cost of Older Adult Falls, www.cdc.gov/falls/data/fall-cost.html
2. The CDC Injury Center's response to the growing public health problem of falls among older adults, www.pubmed.ncbi.nlm.nih.gov/26688674/



Protecting Older Adults Against Scams

Protecting older adults against scams and financial exploitation is important to help them safeguard their money and possessions. Losing valuable assets can be especially devastating for older adults, who may not be able to earn back what was lost.

Protection Against Scams at Your RCFE

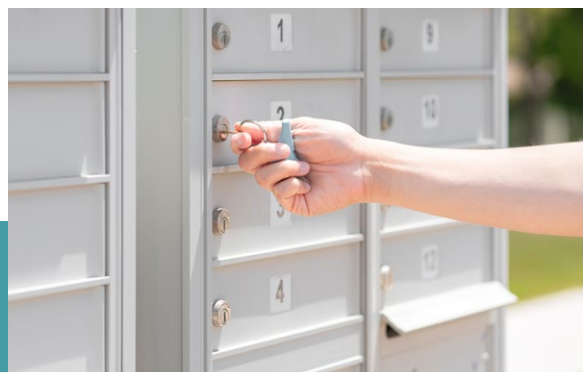
Older adults can be prone to scams and trusting of people who take advantage of them¹. There are various types of scams against older adults, with some of the most common being health insurance fraud, medical scams, and telemarketing scams². Often, these scams are carried out via phone to target older adults¹, but scammers may also send written correspondence or email, or engage in fraudulent behavior in person. Therefore, it is crucial to remind residents to:

- Call their insurer and provider if they have any questions about what they are expected to pay out-of-pocket.
- Give their insurance/Medicare identification only to those that provided them with medical services.
- Not buy from unfamiliar companies and always obtain salesperson's contact information, including business identity, telephone number, address, and business license³.



Scammers may also solicit money from older adults for a fake charity, pretend a family member needs money, or impersonate Medicare representatives to collect valuable information. Other fraud scams include³:

- Selling counterfeit prescription drugs or illegitimate anti-aging products.
- Using fake antivirus software to collect personal information.
- Posing as a financial advisor to gain access to retirement funds and savings.
- Sending fraudulent mortgage-related notices, pressuring older adults to take out equity to pay fees or for home repairs.
- Fake lotteries or sweepstakes, requiring a fee to obtain the prize, which is used to wire money out of the older adult's bank account.
- Pretending to be a grandchild in a financial bind and asking for money.



Precautions you can take to protect your residents at your RCFE¹:

- Install a locked mailbox to prevent mail theft.
- Be observant of residents responding to telephone or email offers that may be scams.
- Remind residents to keep personal information confidential, such as their social security number, credit card and bank information, or account passwords.
- Do not allow people to pressure your residents into making purchases, signing contracts, or making donations.
- Keep helpful numbers handy for:
 - a. Adult Protective Services
 - www.sandiegocounty.gov/content/sdc/hhsa/programs/ais/Services/Adult-Protective-Services.html
 - 800-339-4661
 - b. Eldercare Locator resource line
 - eldercare.acl.gov
 - c. Senior Medicare Patrol for suspicious activities
 - 1-800-MEDICARE

d. Contact Aging & Independence Services to request a presentation for your residences on scam prevention.

- 858-505-6300

Click on the links below to view additional resources for caregivers and RCFEs:

- » [Protecting residents from financial exploitation: A manual for assisted living and nursing facilities](#)
- » [Handouts and activity sheets for fraud prevention](#)
- » [Support your community's fight against elder financial exploitation](#)



It is important to keep your facility safe from scammers and check in regularly with your residents to prevent abuse from occurring. Let residents know not to be embarrassed or afraid to talk with someone they trust. It is also a good idea for them to take time in making decisions regarding financial matters.. Moreover, educating yourself and staff, in combination with implementing preventative practices at your facility can help protect your residents from different forms of scams.

Sources:

1. Tip Sheet: Home Safety Tips For Older Adults, www.healthinaging.org/tools-and-tips/tip-sheet-home-safety-tips-older-adults
2. 22 Tips for Seniors to Avoid Scams, www.ncoa.org/article/22-tips-for-seniors-to-avoid-scams
3. Elderly Fraud Scams: How They're Being Targetted and How to Prevent It www.acfe.com/fraud-examiner.aspx



Helping Families Find Distinguished Assisted Living Facilities

Choose Well is a free, innovative, web-based program that helps older adults and their families make informed decisions when selecting assisted living facilities.

Quality Measures

Discover specially evaluated Choose Well facilities that have voluntarily agreed to be scored on 11 measures of quality.

Contact Us

Learn more details about the Choose Well program:



(858) 221-4862



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being a Choose Well Member?**

Send them our provider brochure by clicking [here](#).

Choose Well is a free, innovative, web-based program that helps older adults and their families make informed decisions when selecting assisted living homes.



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