

PALATIUM CARE®

BRIDGING TECHNOLOGY WITH SENIOR CARE

AFFORDABLE. EASY. RELIABLE.

NEWSLETTER VOLUME II ISSUE 1

It's Time For A Change

There are two big changes that will soon affect the wireless nurse call and security systems industry. As the owner, administrator, or employee of a senior living community, it's important to know what these changes are and how they may affect your facility.

FA vs. EN

Some of you may already be feeling the pinch from the first change; an industry-wide switch from FA to EN technology. FA, or Frequency Agile, wireless products were the standard for many years in a lot of systems. Anyone who uses a wireless nurse call system that was installed more than two or three years ago probably has FA technology. While this technology is reliable and will continue to function for its users, finding replacement parts is already difficult, and will soon become impossible.

Why? EN, or EchoStream, is the next generation of wireless technology. EN is more reliable and allows software creators to add more functionality.

Most projections show that FA will be completely unavailable by 2014. You should have been contacted by the company that installed your current system if an upgrade is required. If you're unsure whether or not your system will have to

make the change from FA to EN, contact a PalatiumCare representative.

If you know you have to make a change, now is a great time to consider whether your call system is addressing all your needs. A PalatiumCare system could provide additional features for less than the cost of updating your existing system.

FCC Narrowbanding Mandate

Does your current nurse call system utilize pagers or radios? Then you may be facing a change at the end of next year.

In December 2004, the FCC decided that all land-mobile radio users in the VHF and UHF range must operate at 12.5 kHz efficiency. Don't understand what that means? Don't worry. Again, a PalatiumCare representative would be happy to assist you in finding out if your current call system will be affected.

If you do need to make the change to 12.5 kHz efficiency, the process of switching will depend on what system you have. Most paging transmitters sold in the last 10-15 years were made to be switched to narrowband eventually, so you'll just have to get them reprogrammed. Not all devices are capable of changing over, though, so you may have to purchase new pagers or radios.

Earn More Revenue for Senior Housing

In a sea of news stories declaring the end of American businesses, one industry that seems to be moving steadily onward is senior housing. The economy may be uncertain, but aging is definite. And seniors are looking for value when they choose a home. Seniors are looking for comfort, amenities, entertainment, and, above all, peace of mind. To increase the feeling of security, and add value to your senior housing property, consider installing a PalatiumCare Emergency Response System (ERS) with off-site monitoring.

What image do you see when you hear the words, "Help! I've fallen and I can't get up!"? If you're like me, you see an older woman in a track suit, lying on the floor, reaching for the phone which is just inches away. The commercial ads for personal emergency response systems are often-ridiculed and iconic. You can be sure that seniors have that image in mind when they're looking at moving into a retirement community, which is why so many seniors choose to purchase a personal emergency response system on their own dime.

The PalatiumCare ERS with off-site monitoring will give your residents the peace of mind they desire. ERS resident devices can be placed anywhere in the home or worn as a necklace or around the wrist like a watch. When a resident is in trouble, but can't reach the phone, they can call for help with their ERS device. Their call is received by a UL-listed call center, and a trained emergency response technician will immediately contact your resident's home. If the resident cannot answer, local emergency responders are dispatched promptly.

Residents can choose to add devices to

Find out more by visiting the News section at www.PalatiumCare.com



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KNOWLEDGE IS POWER

PalatiumCare Reporting Puts The Power in Your Hands

In July of this year, I ran a series of posts on the PalatiumCare blog to help explain how PalatiumCare reporting works and, more importantly, how it can serve a senior living community. You can find a link to our blog from the main PalatiumCare website. I encourage you to check it out.

Nurse call system reports can be a powerful tool for caregivers, administrators, and owners. It may be a cliché, but knowledge really is powerful. The more you know about your residents and staff, the better you can manage care and human resources.

PalatiumCare isn't the only nurse call system out there that allows its users to view reports, but we'd like to think that we've made them the easiest to use and understand.

Because you can access your PalatiumCare server from any computer on your network, reports are at your finger tips 24/7. You don't even have to leave your desk. If you're meeting with a resident, family or staff member who is sharing a concern about care, you can pull up a report to verify their story in seconds.

Maybe you're not a fan of computers,

and the last thing you want is one more system to master. No problem. While PalatiumCare reports are always just a mouse click away, they can also be sent to you automatically. Do you want to know everything that happened from the moment you walked out the door on Monday night to the moment you walk in the door on Tuesday morning? That information can be waiting for you when you turn on your computer. Or phone. Maintenance lists can be sent weekly to check battery life. The options are endless.

And PalatiumCare reports are not just easy to access, they are easy to understand! Each report starts with a summary of information: What is the longest, shortest and average wait times? Who is the most active resident? How many batteries are low? Depending on what report you are viewing, PalatiumCare offers a snapshot of pertinent information. If you need to know more, you can view the detailed information that is listed below the summary. Each event is clearly spelled out.

Learn more about PalatiumCare reports by visiting www.palatiumcare.com

Earn More Revenue continued . . .

their home at their own expense. Smoke detectors, door alarms and motion detectors are all available for individual purchase, giving residents the level of protection and monitoring they desire.

And the best part is that you can offer an emergency response system to your potential residents for a fraction of the cost of personal systems. PalatiumCare's unique, server-based design eliminates the high cost of standard emergency call systems, and the monthly charge for monitoring is 70%-80% less per resident than they would spend on their own. Bill your residents \$10 or \$12 a month for emergency response monitoring (still 50% less than some systems!), and the PalatiumCare ERS will pay for itself. Before you know it, offering emergency response monitoring will be an added source of revenue for your property. Roll the cost of the monitoring into the resident's monthly dues for easy payment. Residents will be happy to avoid the hassle of paying another bill, and they will be even happier knowing they'd be paying twice as much through an individual monitoring plan.

Adding PalatiumCare ERS with off-site monitoring will not only add value to your senior housing property, but it is also an opportunity to increase revenue.

I hate to sound like a used car salesman

By Kirt Graves

During conversations with potential buyers, I'm constantly thinking to myself, "Don't sound like a used car salesman!" Like most people, I've been approached with hard-sell lines like "What will it take to get you to buy today?" or "You can't afford *not* to own this!" one too many times. And I'm conscious of making sure that the process of buying a PalatiumCare system isn't nearly as uncomfortable or pushy as buying a car has been for me.

But I can't always write off what a car salesman has to say. I was going through my morning routine last week with the TV on in the background, when I heard a commercial for a local used car dealer. The bulk of the commercial was exactly what I expected – fast talking, tacky sound effects and a lot of yelling. At the end of the commercial, though, I heard something that caught my attention. One guy, without any of the noise around

him, said, "Don't get what you pay for. Get more for what you pay." And I thought: That's *exactly* what I try to convey when talking about PalatiumCare!

When any company's quote comes in under a competitor price, the first question we're programmed to ask is, "What's missing? What *aren't* they providing that reduced the cost?" With PalatiumCare, there's no need to ask this question. Our wireless nurse call system is as reliable and feature-rich as any competitor, but we are committed to staying affordable. What *is* missing is outrageous mark-ups, unnecessary licensing fees and hidden charges. Our pricing is upfront and honest. The proposal you sign represents the *actual* cost of installing a PalatiumCare system, giving you not only a great value, but peace of mind as well.

So at the risk of sounding like a used car salesman, you really can't afford *not* to look into a PalatiumCare system.

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PALATIUM CARE

When you don't have to
worry about your call
system, you have time to

ENJOY LIFE



WORD SEARCH

Find the following words from this issue of the PalatiumCare Newsletter:

BLOG
CHANGE
COMMERCIAL
ECHOSTREAM
EMERGENCY
KNOWLEDGE
MONITORING
NARROWBAND
POWER
REPORTING
REVENUE
SALESMAN

(Once you've found all the words, see if you can find the hidden message.)

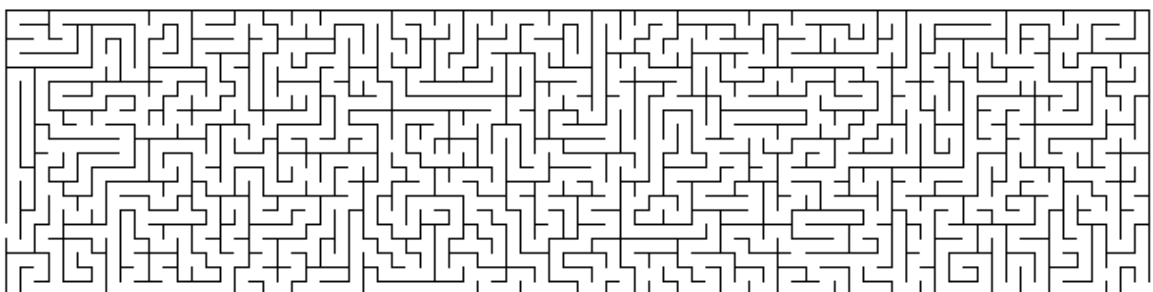
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MAZE

Navigate the
maze.
Tip: Use a pencil.

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