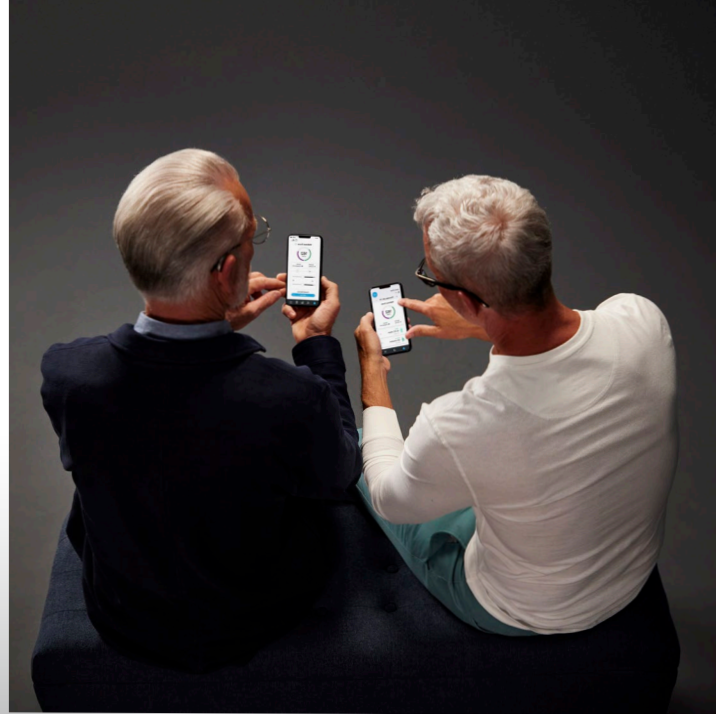




The world's first hearing aid with **fall detection** and alerts



At Starkey, we're excited to provide a product that can help give caregivers peace of mind. Meet Evolv AI, the world's first hearing aid with Fall Alert. Using integrated sensors, Fall Alert can detect falls and send alert messages to selected contacts.

Falling: a major health problem and a growing concern

If you currently care for an older loved one, you're well aware of the stress and worry it adds to your life. You're not alone. Today, more than one in five Americans (21.3%) are caregivers, having provided care for a disabled, chronically ill or aged friend or family member at some time in the past 12 months. This number, an estimated 53 million caregivers in the United States, is up from the estimated 43.5 million caregivers in 2015.¹

According to the CDC, in 2020 more than 8 million falls required medical attention or limited activity for at least a day. And even more concerning, over 32,000 older adults died from falls — that's more than 88 older adults each day.²

How Evolv AI with Fall Alert works:

- Hearing aid wearer selects up to three contacts to be notified if they fall
- They can enter contacts easily into the Thrive Hearing Control app
- Auto alert automatically sends an alert if the hearing aid wearer falls
- Manual alert allows them to simply tap their hearing aid to send an alert for a fall or non-fall-related event

To learn more about Evolv AI talk with your hearing care professional or visit [Starkey.com](https://www.starkey.com).

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¹ <https://www.aarp.org/ppi/info-2020/caregiving-in-the-united-states.html>
² https://www.cdc.gov/steady/pdf/STEADY_ClinicianFactSheet-a.pdf

The facts about falling

For something as serious as falling, it's important to have accurate information. Below we debunk some common myths.



ONE

Myth: Falling only affects other people.

Truth: Many think, "It won't affect me." But one in every four older adults – about 36 million – falls every year in the US.³

TWO

Myth: Falling is normal. It just happens with age.

Truth: Falling is not a normal part of aging. Strength and balance exercises, managing medications, having vision and hearing checked, and creating a safer environment are steps that can help prevent falls.

THREE

Myth: Limiting activities will prevent falls.

Truth: Performing physical activities actually helps with independence. And social activities are good for overall health, too.

FOUR

Myth: Falls can be avoided by staying home.

Truth: More than half of all falls take place in the home.

FIVE

Myth: I don't need to talk to my loved one about their risk of falling. It will hurt their feelings and it's none of my business.

Truth: Falls are the leading cause of hip fractures⁴ and the leading cause of injury-related death⁵ among adults aged 65 and older.

³ <https://www.cdc.gov/injury/features/older-adult-falls/index.html#:~:text=One%20out%20of%20four%20older,particularly%20among%20the%20aging%20population.&text=About%2036%20million%20falls%20are,in%20more%20than%2032%20of%20deaths>.

⁴ <https://www.nia.nih.gov/health/fall-proofing-your-home#:~:text=Six%20of%20every%2010,falls%20and%20ensure%20your%20safety>.

⁵ <https://www.cdc.gov/falls/data/fall-deaths.html#:~:text=Falls%20are%20the%20leading%20cause,fall%20death%20rate%20is%20increasing.&text=1%20of%202-,The%20age%20adjusted%20fall%20death%20rate%20is,deaths%20per%20100%20of%20older%20adults.&text=Fall>