



Fall Detection & Alerts

Fall monitoring feature



Fall Detection & Alerts is a Thrive Hearing Control app-based feature that leverages embedded sensors in Evolv AI hearing aids to detect when a wearer falls, then can send an alert message to selected friends, family members or caregivers.

Who will benefit

Fall Detection & Alerts is for any patient who has balance concerns and/or finds themselves falling frequently. Loved ones, too, will benefit from this feature as it can provide peace of mind when they are not with the hearing aid wearer.

Why patients will want it

Accidental falls are a significant health risk for older adults, can often lead to a loss of independence, and frequently shape the course of a person's later years of life. Having this feature available in a device the patient already wears will help them feel more reassured and independent, while also giving their loved ones added peace of mind.

How it works

Once enabled within the Thrive app, Evolv AI hearing aid wearers select up to three contacts, within the app, to be notified if they fall.

Once a fall has been detected, an auto alert automatically sends a message to the pre-selected contacts, informing them that a fall has occurred.

The hearing professional can also assign a manual alert option that allows the hearing aid wearer to press and hold their hearing aid to send the message — to their pre-selected contacts — for a fall or non-fall related event.

How it helps you

Problem — Falls are a concern for both older adults and for those looking out for them. The serious consequences of falls are a big reason why the market for fall detection and personal emergency response systems (PERS) is predicted to reach \$5 billion by 2025.¹ Still:

- Most systems require the user to wear a pendant around the neck, which many don't want to do or forget to do.
- Most systems require the user to manually activate the alert, which many forget or are unable to do.

Solution — You can now offer patients a fall monitoring feature that can detect falls and alert caregivers automatically — all in a discreet device that hearing aid wearers already use every day. It's an additional benefit to help motivate new patients and a reason for current patients to upgrade.

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Proof points

- People with even a mild hearing loss are three times more likely to have a history of falling.²
- Falls are the second leading cause of accidental or unintentional injury deaths worldwide.³
- In tests, Starkey hearing aids were able to detect more falls than the Philips Lifeline AutoAlert pendant and were an overall more accurate fall detection device. **More recent improvements in Starkey's artificial intelligence means improved false alarms and even better detection than before.**⁴
- Relatively few caregivers reported using the commonly available monitoring technologies in spite of their apparent benefits, particularly when activated after a fall.⁵
- For some individuals, a hearing instrument-based fall detection system may be more convenient or carry less stigma than traditional PERS devices; this may alleviate some of the psychosocial barriers to using fall detection devices and the problem of not having an alerting system available when a fall occurs.^{4,6}

Set up



Professionals — [Download this QuickTIP](#) to see how to set up Fall Alerts in Inspire X.



Patients — [Watch our Fall Alert](#) video to see how to use it.

To learn more

- Visit Gov.Starkeypro.com/evolv-ai
- Read our [Fall Detection white paper](#)
- Read our [peer-reviewed publication](#)
- Check out [training opportunities](#)
- Contact your Government Services Audiologist today

REFERENCES

¹ <https://www.marketdataforecast.com/market-reports/personal-emergency-response-systems-market>

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³ WHO Global Report on Falls Prevention in Older Age. (2007). World Health Organization.

⁴ Burwinkel, J. R., Xu, B., & Crukley, J. (2020). Preliminary Examination of the Accuracy of a Fall Detection Device Embedded into Hearing Instruments. *Journal of the American Academy of Audiology*, 31(6), 393–403. <https://doi.org/10.3766/jaaa.19056>

⁵ Fleming, J., Brayne, C., & The Cambridge City over-75s Cohort (CC75C) study collaboration. (2008). Inability to get up after falling, subsequent time on floor, and summoning help: Prospective cohort study in people over 90. *BMJ*, 337(nov17 1), a2227–a2227. <https://doi.org/10.1136/bmj.a2227>

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