



**Betty White**  
Philips Lifeline customer  
since 2012

**Be prepared  
and confident**  
With Philips Lifeline,  
you have access to help 24/7



**For Leeza Gibbons and  
Betty White, Philips Lifeline  
delivers peace of mind.**

An emergency can happen to any of us at any time. Just ask Leeza Gibbons. Her father, Carlos, suffered a heart attack at home recently. His help button quickly connected him to a Philips Lifeline response associate when it mattered most. Thanks to the Lifeline service, Leeza’s family avoided a tragedy and feels better knowing that Carlos has quick access to help even though he lives alone.

Leeza’s dear friend Betty White also subscribes to Philips Lifeline. Betty became a Lifeline customer to keep living life on her own terms, in her own home. Lifeline gives her the confidence to keep doing the things that are important to her.

With **Philips Lifeline Medical Alert Service**, you get fast, easy access to help 24 hours a day, 365 days a year. Continue to enjoy life in your own home—and with GoSafe have the freedom to go where you want with confidence.

Discover what Leeza Gibbons and Betty White already know: Philips Lifeline is the **#1 medical alert service** in the U.S.<sup>1</sup>

**Chronic conditions  
may increase the  
risk of falling**

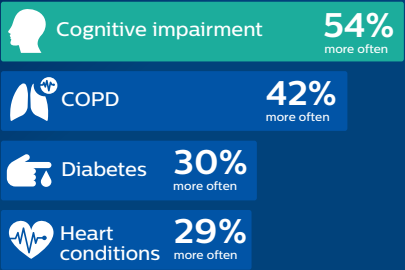


**80%** of seniors have at least one chronic condition and **68%** have two or more.<sup>2</sup>

Seniors with five or more chronic conditions reported **40%** more falls that required hospital transport.



Emergency transport due to falls was required more often by seniors with these chronic conditions.



According to study results from an analysis of 145,000 Philips Lifeline users. All data within the study is reported with a +/- 95% confidence interval



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**Call today!**  
**1-800-LIFELINE**  
[www.philipslifeline.com](http://www.philipslifeline.com)



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Offer valid for new orders only. Not to be combined with any other offer and subject to change without notice. Monthly service fees apply. Applicable tax and/or installation fees may be applied. Activation fee varies. Minimum stay on service may be required. A customer phone is required to enroll in service.  
1. #1 claim based on number of subscribers. 2. National Council on Aging  
3. AutoAlert does not detect 100% of falls. If able, users should always push their button when they need help. Button signal range may vary due to differing environmental factors. 4. Philips Lifeline wireless communicators connect to the Philips Lifeline Response Center using the AT&T wireless network. No additional wireless equipment is needed. 5. With GoSafe, coverage outside the home is provided where AT&T wireless network coverage is available. This offer is not valid for any person for whom the cost of the product or service would be paid through a federal, state or locally funded medical benefit program, including Medicaid. In addition, this offer is void where prohibited or restricted by law.



# Choose the right solution for you

Feel more secure at home or on the go with one of our proven medical alert services.

## In-the-home

### HomeSafe Standard

Our standard medical alert system helps to maintain your independence in and around the home.



**HomeSafe** gives you the confidence to continue moving about your home as you normally would with the reassurance to get quick access to help if you encounter an emergency.

- Wear your waterproof help button as an adjustable necklace or on your wrist like a bracelet or watch.
- With a simple push of your Lifeline help button, you'll be quickly connected to our response center 24/7 for assistance.
- You decide how you would like to be helped—by a neighbor, loved one or emergency services.

### HomeSafe with AutoAlert

An excellent choice for those with a history, risk or fear of falling with the added layer protection of AutoAlert.



**HomeSafe with AutoAlert** can help you continue to live on your own terms. This proven medical alert service with AutoAlert is designed to detect many types of falls and get you access to help quickly.

- AutoAlert automatically places a call for help if it detects a fall and you can't push your help button.
- If a fall is detected, it's designed to get you 24/7 access to help even if you are disoriented, immobilized or unconscious.<sup>3</sup>
- In a fall or emergency, every second counts. That's why more than 300,000 seniors have relied on AutoAlert to feel safe at home.

## On-the-go

### GoSafe with AutoAlert

If you lead an active lifestyle, choose our premium service that gives the freedom to go where you want, when you want.



As important as it is to feel safe at home, that feeling should not end when you head out the door. **GoSafe with AutoAlert** offers emergency assistance both inside your home and out.

- It's the only mobile system with up to six advanced location technologies designed to help find you in an emergency.
- The lightweight, waterproof button allows direct two-way voice communication with a Lifeline response associate 24/7.
- The AutoAlert feature can automatically call for help if it detects a fall—at home or on the go.<sup>4,5</sup>

## How it works



### 1. Summon help

With a simple push of your Lifeline help button—tucked discreetly inside your clothes or worn outside—you're connected to our response center. If you have the AutoAlert option, it automatically provides access to help if you fall and can't push your button.



### 2. Hear a reassuring voice

A caring Philips Lifeline response associate will quickly access your personal profile and assess the situation.



### 3. Get located with GoSafe

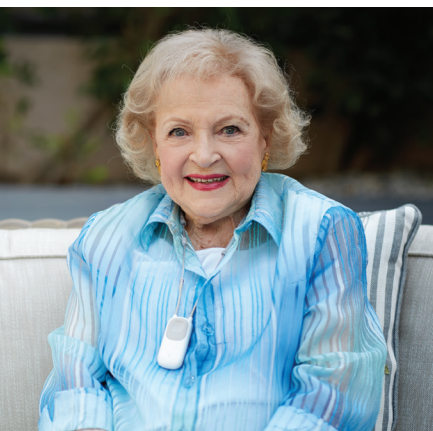
Lifeline pinpoints your location through the Communicator or your mobile pendant. GoSafe uses up to six advanced technologies to determine where you are.



### 4. Know help is on the way

Our response associate contacts a neighbor, loved one, or emergency services—based on your preferences—and will follow up to make sure help has arrived.

- ✓ No long-term contract
- ✓ No cancellation service fees
- ✓ No landline phone line needed<sup>4</sup>  
(Wireless Communicator available)



*“When you get older, in the back of your mind, there is always a bit of worry. I chose Philips Lifeline so I could continue living in my home and continue being me.*

*I'm not sure why someone would want to live without Philips Lifeline? It's not about being old, it's about being safe...and smart.”*

**—Betty White,**  
Philips Lifeline customer, since 2012

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