

COX Homelife careSM

These are the smiles that come from reassurance.



Tips for talking with a senior loved one about a medical alert system.

No adult wants to surrender his/her independence. But when age and health circumstances begin to make living alone a hazard for your loved one, it's important to speak with him/her about alternative living arrangements.

With Cox's Homelife Care, "The Talk" doesn't have to be about moving your loved one to an assisted care facility. Our innovative suite of smart devices allows seniors to retain their independence, while providing their adult children with much-needed peace of mind.

Remind your parent that with the Homelife Care medical alert system, they can remain at home safely much longer.

Homelife Care helps seniors stay secure and independent

- Tell seniors that rather than limiting their independence, it actually extends it.

Homelife Care protects them in the event of a fall

- Every year, one in three seniors suffers a fall due to lack of balance or medical issues.
- "Time down" after a fall is an extreme hazard – Homelife Care's Fall Detection Pendant is specifically designed to send an immediate alert, providing help when it's needed most.
- Show seniors potential hazards in their home:
 - Scatter rugs
 - Bathrooms without safety bars
 - Slippery floors and stairs

Homelife Care is extremely cost effective

- The cost of hospitalizations related to falls, other accidents, or critical illnesses that require medical intervention are much pricier.
- Provide a cost comparison between Homelife Care and nearby retirement homes, independent living facilities, and assisted care locations; it's sure to get their attention.

Homelife Care is simple to use

- Assure seniors that Homelife Care is not complex or difficult, but has many automated features.
- Tell seniors that many of Homelife Care's features can be activated just by talking.
- Explain that Homelife Care will be set up by professionals who will teach them how to use everything and answer all their questions.

Homelife Care isn't just for them; it's also for you

- Tell your parent or other loved one that Homelife Care gives you peace of mind that he/she is OK.
- Explain how the Family App will alert you in the event of any emergency.

Homelife Care is attractive and appealing

- Unlike some emergency response systems, Homelife Care is discreet.
- Devices are small and unobtrusive, not big and clunky.

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Take time to talk to your loved one about how Cox Homelife Care can help them preserve their independence, security, and quality of life. You'll be glad you did. And so will they.

To learn more, visit cox.com/homelifecare