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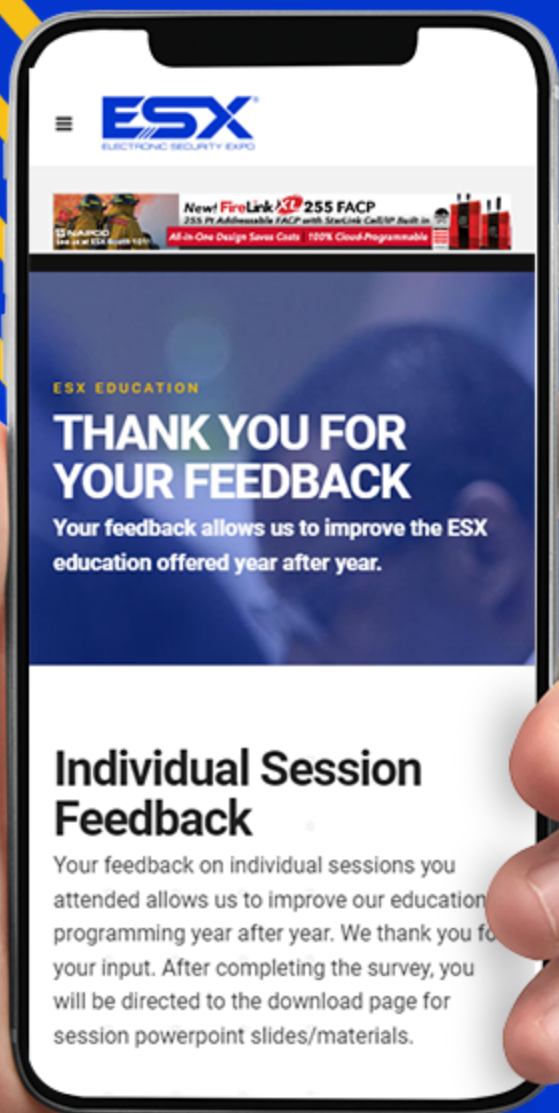


ELECTRONIC SECURITY EXPO

**SALES TRACK**

**THE EXPANDING CASE FOR PERSONAL  
EMERGENCY RESPONSE SYSTEMS**

# ESX FEEDBACK



1

**ANSWER 5  
QUESTIONS  
ABOUT THIS  
SESSION**

2

**GAIN  
ACCESS  
TO THE PPT  
SLIDES**

3

**BE ENTERED  
TO WIN A  
\$100 GIFT  
CARD**

**3 GIFT CARDS (\$100 EACH) AVAILABLE FOR SURVEY RESPONDENT RAFFLES**

**WINNERS WILL BE NOTIFIED THROUGH THE ESX APP**



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SECURITY EXPO IS  
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by NAPCO

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# Anti-Trust

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# **COURSE OBJECTIVES:**

## **The Expanding Case for Personal Emergency Response Systems**

- The differences between PERS and mPERS and what the target markets really are
- How monitoring PERS and mPERS differ from traditional security monitoring
- The RMR opportunity for each type of use case
- How to develop a commercial offering for the lone worker market

# MEET THE SPEAKERS



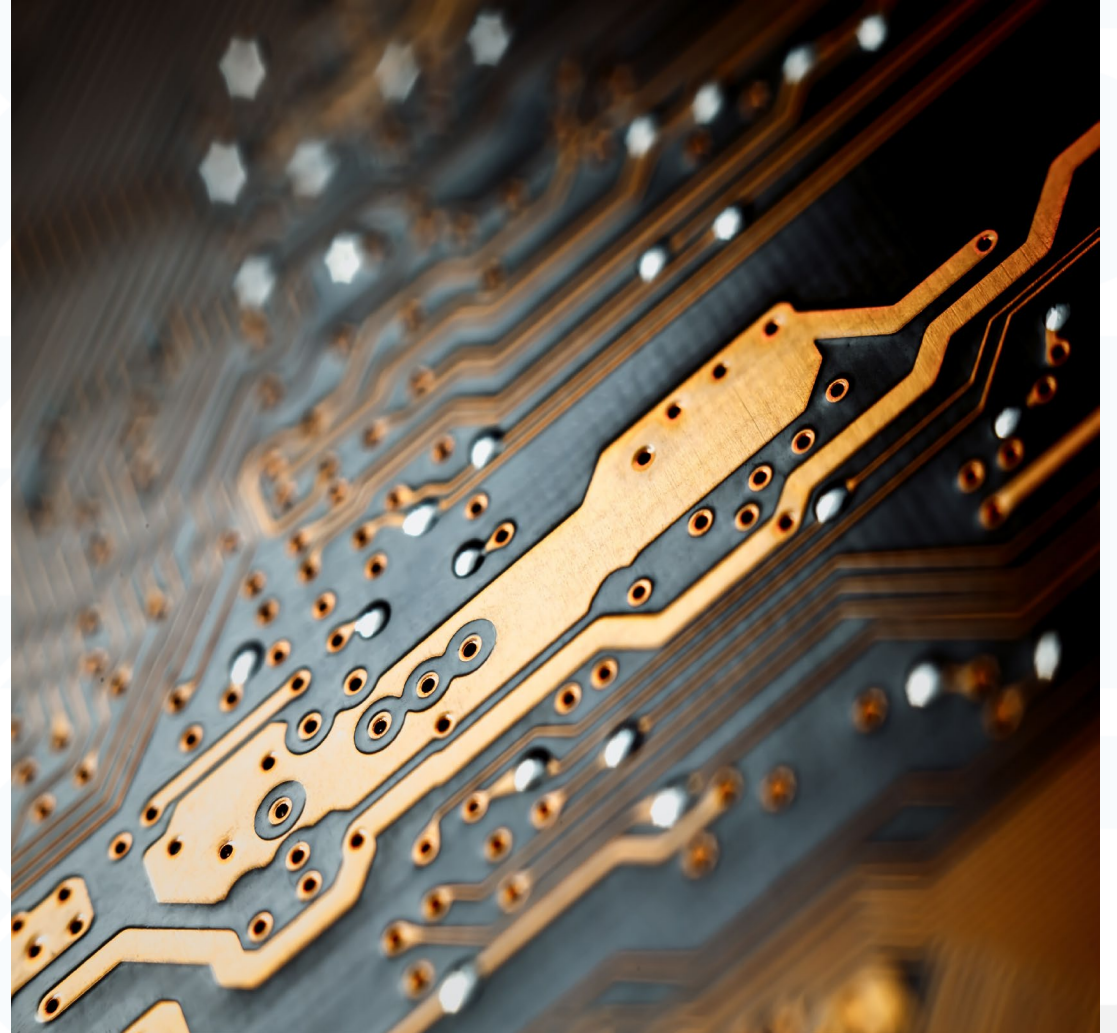
**TROY IVERSON**

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**SENIOR VP, SALES AND  
MARKETING  
AVANTGUARD MONITORING**



# PERS & mPERS



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**THE EXPANDING CASE FOR PERSONAL EMERGENCY RESPONSE SYSTEMS | SALES TRACK | ESX 2023**



# PERS and MPERS

**PERS and MPERS** devices are designed to provide individuals with a means to call for help in case of emergencies, especially for the elderly or individuals with medical conditions who may require immediate assistance

**Traditional PERS** devices typically connect to a landline telephone service to establish a communication link with a monitoring center or a designated emergency contact

**MPERS devices** utilize cellular networks, GPS technology, and smartphone integration to provide individuals with on-the-go emergency response capabilities.

# The WHY behind PERS + mPERS: New Services - Extending Safety

## Senior Living

- General home & personal technology
- Smart home & home automation tech
- Home sensor solutions
- PERS

## Home Healthcare

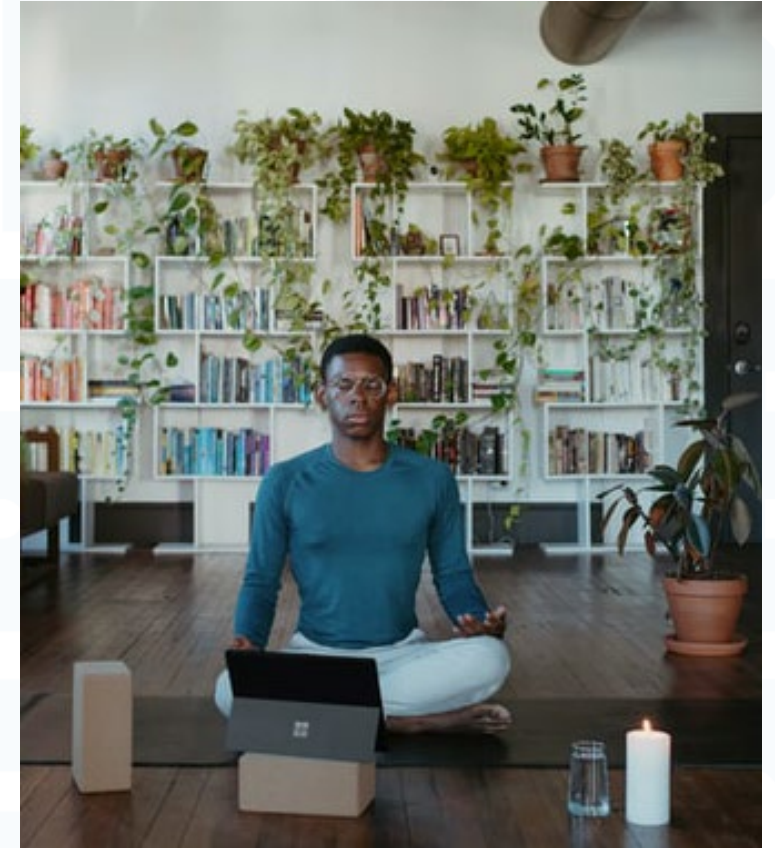
- Telehealth
- Remote patient monitoring
- Home health & private duty services
- Care provider house call services

## Environmental Quality & Safety

- Detect CO, smoke, radon, gas, water pollutants, leaks
- Purify air — remove germs, dust, allergens; purify water
- Circulate air throughout home

## At-Home Fitness/Wellness

- Home exercise equipment
- Wearables, health devices, & apps
- Access to outdoor spaces



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# 25M are Caring for Family with a Health-related Condition

- **5%** live in an assisted living, retirement community, nursing home
- **89%** live in their home or home of a relative or caregiver
- **50%+** of the cared-for population living in their own home require some form of assistance
- **21%** of caregivers bought a solution to monitor loved one's health

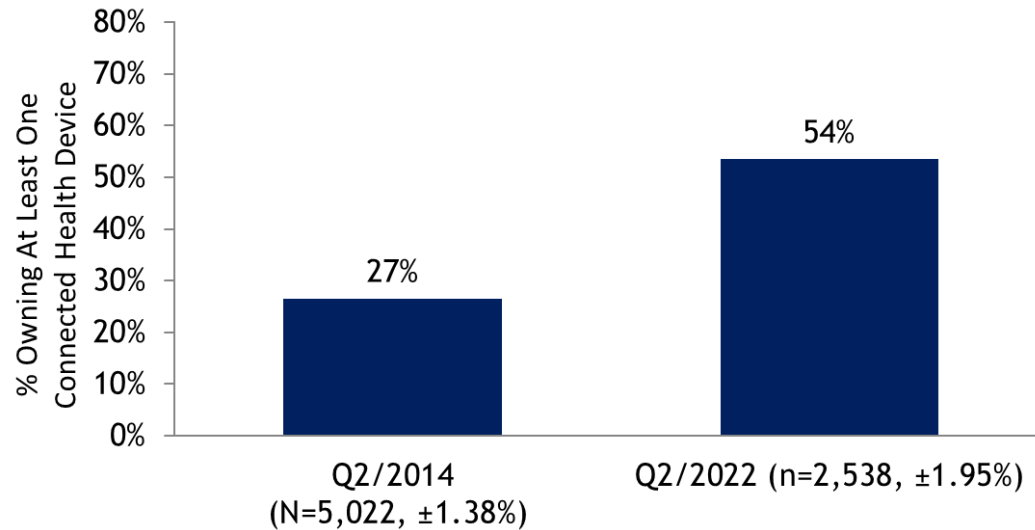


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# 50%+ of US Households Have a Connected Health Device

## Overall Adoption of Connected Health Devices



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## Devices Tested, Q2 2022\*

- Smart watch
- Fitness tracker/band
- Connected exercise equipment
- All-in-one remote diagnostic device
- Pedometer
- Heart rate monitor
- Weight scale
- Sleep monitor
- Smart mattress
- Thermometer
- Glucometer
- Blood pressure cuff
- Pill box
- CPAP machine
- Cardiac monitoring device
- Pulse oximeter
- Wearable GPS tracker
- Safety/panic button

\*2022 and onwards does not include GPS sports watches

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## Market Expansion

- Aging Population
- Technological Advancements
- Mobile Personal Emergency Response Systems
- Consumer Awareness and Acceptance
- Integration with Healthcare Systems:



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## Seniors are Embracing Technology

Device	Ages 60-69	Ages 70-74	Ages 75+
Smart Phone	62%	58%	50%
Smart Speaker / Smart Display	35%	35%	29%
Smart Home Device	22%	20%	15%
Smart Watch	12%	10%	7%

~One in five consumers aged 75+ own a wearable



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## Purchase Channels

- Direct-to-Consumer Sales
- Healthcare Providers
- Retail Stores
- Online Marketplaces
- Medical Equipment Suppliers
- Home Security Companies
- Insurance Providers
- Government Programs

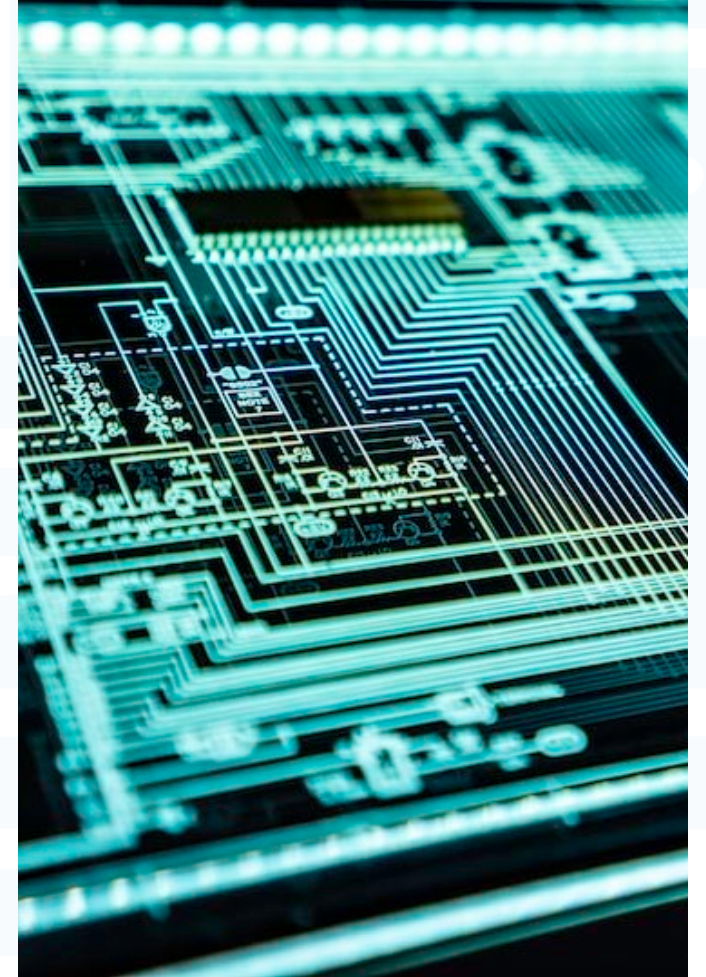
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## Tech Advancements

- GPS Tracking
- Fall Detection Sensors
- Two-Way Voice Communication
- Smartphone Integration



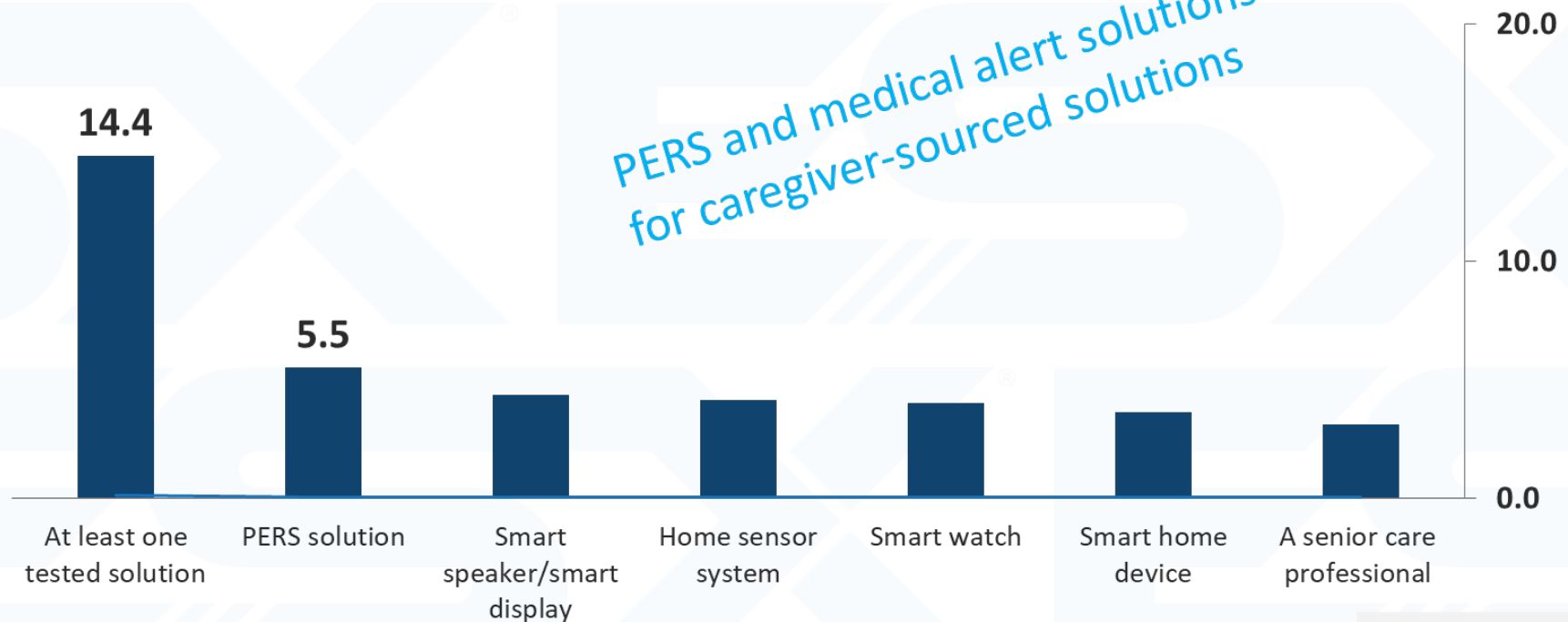
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# 14.4M Households Report Using at Least 1 Tested Solution

## 40% of US Internet Households Have Participated in Remote Patient Monitoring

### Consumer-Reported Adoption of Independent Living Solutions



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## Major Players

Connect America

Alert1

Bay Alarm Medical

GreatCall

Life Alert

LifeFone

LifeStation

Medical Guardian

MobileHelp

Philips Lifeline

Tunstall Healthcare



## Interactive Panel Discussion

What is PERS / mPERS?

How do you get started?

What do you need to know?

What are the channels for sales?

What is the target markets?

What are the business models?



Serving New Markets

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# KEYNOTE LUNCHEON

**11:30AM**

**MAIN STAGE**

**Soundtracks: How the Best Teams Overcome Overthinking to Navigate Change, Increase Productivity and Win Consistently**

