

# Welcome to MedicSignal

It's a watch that you simply swipe to say you're OK, or that alerts your friends or loved ones so they can come to your aid.

We developed MedicSignal when we saw how cutting-edge technology could be used to provide peace of mind for those living independently and their families. Embedded within the fabric of MedicSignal management is a passion for respecting the dignity and autonomy of each person, which we believe is necessary to sustain healthy relationships within families. This informs both how the technology is used and how we deliver customer care.

## A new independent approach to medical and financial freedom



MedicSignal is much more than a piece of tech. It is our customized solution to a community crisis. This crisis is multi-faceted. It is partly a financial crisis – people face unsustainable levels of avoidable debt. And it's partly a social crisis – too many people in our communities live in isolation and despair. This impacts each and every one of us as a personal crisis, directly or indirectly.

At MedicSignal, we don't despair in face of crisis. We look toward a future where we can all be free.

We offer you a sustainable, holistic solution that will help you avoid becoming just another statistic.

Our unique focus is on you as a person, rather than simply as a source of potential medical problems or revenue. By focussing on the individual as a person, we believe we can generate community transformation.

The following report explores some dimensions of the current community crisis – and how MedicSignal can help.

# A Community Financial Crisis

Medical financial hardship is common in the USA, especially among adults aged 18–64 years and those without health insurance coverage. Medical bills are the primary factor in two-thirds of all personal bankruptcies in the United States. A recent study found that 137.1 million adults reported medical-related financial hardship in the past year. Systemic causes include a healthcare system completely dominated by pharmaceutical giants, big health insurance companies and corporate interests.

## Not an Automatic Ambulance Service



Ambulances are great when you need them. The problem is, they can cause a myriad of problems when they turn up and you don't.

MedicSignal is the only medic alert watch that ensures that an ambulance is called **ONLY** when one is required.

Other traditional Medic Alert services, which use existing infrastructure, assign control to whatever policies are in place for the emergency service called. As a result, even if you raise an alert that turns out to be a false alarm, an ambulance may arrive – along with its associated costs.

Even people with excellent medical coverage can find that hospital stays, even very brief ones, can cost tens or hundreds of thousands of dollars in uncovered expenses. The median charge for just one visit to an emergency room is well over a thousand dollars. It's easy to see how false alarms can escalate costs. Litigation can result in unwanted interventions and institutionalisation.

MedicSignal avoids bureaucracy and keeps the power in your hands. It does this by using your community of family and friends, each of whom knows and understands you and your wishes in an emergency.

# The untold story you are a part of



## The untold story you are a part of



More than **65 million people**, 29% of the U.S. population, provide care for a chronically ill, disabled, or aged family member or friend during any given year and spend an average of 20 hours per week providing care for their loved one.

*Caregiving in the United States;*

*National Alliance for Caregiving in collaboration with AARP; November 2009*



**20 hours per week** is the average number of hours family caregivers spend caring for their loved ones while **13%** of family caregivers are providing 40 hours of care a week or more.

*Caregiving in the United States;*

*National Alliance for Caregiving in collaboration with AARP; November 2009*



Nearly three quarters (72%) of family caregivers report not going to the doctor as often as they should and 55% say they skip doctor appointments for themselves. **63% of caregivers report having poor eating habits** than non-caregivers and 58% indicate worse exercise habits than before caregiving responsibilities.

# A Personal and Social Crisis

When medical catastrophe strikes, we feel profound disorientation and despair.

And it's much worse if we're alone.

How do you call for help if you're incapacitated? When you have MedicSignal, your watch calls for help on your behalf.

## A Service to Promote Your Freedom and Autonomy



MedicSignal gives the wearer the opportunity to simply swipe their watch to let their network know they're okay and avoid sending an alert. It's the only opt-in, dignity-positive, freedom-focused medic alert device on the market.

## Bringing Social back into Social Network

It is on this foundation of agency and autonomy that your community can be built through social connections. MedicSignal creates what we really want in social connectivity.

We need each other more than we want to admit – and it's not just the elderly. Thousands of young men and women suffer despair and seek escape for want of a sense of community. Many in their prime are leaving this world because of isolation, opioid addiction, and pain. Many die for want of meaning and deep significance in the darkest moments of their life.

We aim to alleviate despair among those who crave meaning and a sense of community, as well as those who live alone with a medical condition, by creating bonds more powerful and sustaining than those formed via social media.

# Impact on your health

## ● ● ● Impact on Family Caregiver's Health ● ● ●



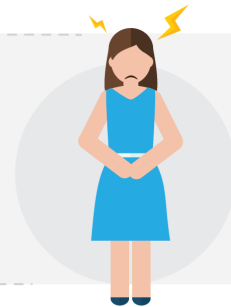
**23%** of family caregivers caring for loved ones for 5 years or more **report their health is fair or poor.**

**20% of employed female caregivers** over 50 years old report symptoms of depression compared to 8% of their non-caregiving peers

*MetLife Study of Working Caregivers and Employer Health Costs; National Alliance for Caregiving and MetLife Mature Market Institute. February 2010*

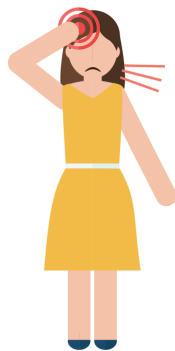
**40% to 70%** of family caregivers have clinically significant symptoms of depression with approximately **a quarter to half** of these caregivers meet the diagnostic criteria for major depression.

*Zarit, S. (2006). Assessment of Family Caregivers: A Research Perspective*



**More than 1 in 10 (11%)** of family caregivers report that caregiving has caused their physical health to deteriorate.

*How Do Family Caregivers Fare? A Close Look at their Experiences. Center on Aging Society. 2005.*



Family caregivers experiencing extreme stress have been shown to age prematurely. This level of stress can take as much as **10 years off a family caregiver's life.**

*Elissa S. Epel, Dept of Psychiatry, Univ of Calif, SF, et al, From the Proceedings of the National Academy of Sciences, Dec 7, 2004, Vol 101, No. 49.*



Nearly three quarters (72%) of family caregivers report not going to the doctor as often as they should and 55% say they skip doctor appointments for themselves. **63% of caregivers report having poor eating habits** than non-caregivers and 58% indicate worse exercise habits than before caregiving responsibilities.

*Evercare Study of Caregivers in Decline: A Close-Up Look at Health Risks of Caring for a Loved One. National Alliance for Caregiving and Evercare. 2006.*

<https://caregiveraction.org/resources/caregiver-statistics>



## ***A Heartfelt Message for Adult Daughters***

*A daughter feels a very special pain when she fears she may be unable to meet her parent's needs.*

*She knows that the woman she is, and perhaps the mother she is, is the result of her parents' love.*

*And yet she fears that her own love is not enough. She gives and gives of herself, yet she fears it can never be enough. This hurts. And it is often daughters who feel this tension most acutely, as many are themselves mothers.*

### ***It helps to know we are not alone***

*We know we can't solve all your problems. We know there may come a time when your parent needs round-the-clock care.*

*But there may be years or decades before that time comes, and it is not inevitable. We want to help you sustain yourself while you can still have a relationship with your parents as independent adults. This time is precious and can bring so much joy to you, your parents and your family. If only there wasn't this nagging doubt and worry.*

*MedicSignal gives you, your parents and your family that most precious gift: peace of mind.*

# Employers understand this Crisis



## What employers know



American businesses can lose as much as **\$34 billion** each year due to employees' need to care for loved ones 50 years of age and older.

*MetLife Caregiving Cost Study: Productivity Losses to U.S.*

*MetLife Mature Market Institute and National Alliance for Caregiving Business. July 2006*



Caregivers caring for elderly loved ones cost employers 8% more in health care costs estimated to be worth **\$13.4 billion per year.**

*MetLife Study of Working Caregivers and Employer Health Costs;*

*National Alliance for Caregiving and MetLife Mature Market Institute. February 2010*



Over **65% of employers** believe that health benefits improve employees' health. Sixty percent (60%) believe it increases moral and 39% believe it increases productivity.

*Job-based Health Insurance in the Balance: Employer Views of Coverage in the Workplace.*

*Collins, S.R. et al, The Commonwealth Fund,*

*Commonwealth Fund Supplement to the 2003 National Organization Study. March 2004*

<https://caregiveraction.org/resources/caregiver-statistics>

We can cost-effectively and discreetly support your employees who have medical conditions.

We can also support your people who are caregivers by reducing their time commitments and financial burdens associated with caring.

For your people, and their families, we can restore peace of mind.

# Our Ethical Commitment

Ethical conduct is our most important core value.

To be successful, MedicSignal must achieve and maintain a high level of public trust and respect. This trust can be sustained only by adhering to the highest standard of ethical behaviour.

## Your Freedom and Autonomy is Our Priority

As part of our commitment to promoting independence and fostering family relationships, we guarantee that you will know exactly who sees your private medical information and under what circumstances.

We are committed to:

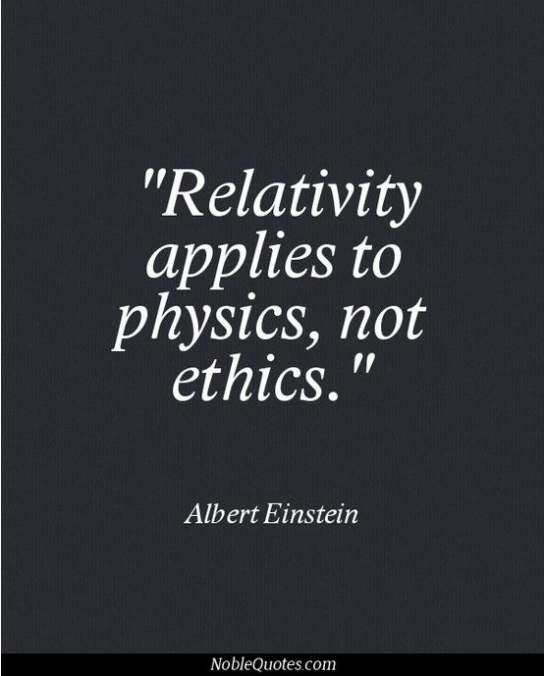
Maximising the autonomy of wearers of MedicSignal watches

Preserving confidentiality

Dealing with others honestly and in good faith

Providing high-quality service

Avoiding conflicts of interest and complying with legal requirements



*"Relativity  
applies to  
physics, not  
ethics."*

*Albert Einstein*

NobleQuotes.com



# Join Us

We invite you to become part of a new story. A story of a community rebuilding. One where innovation is coupled with heart to rebuild society on the basis of freedom and genuine connections among people. Where intergenerational relationships flow from opportunities to share wisdom and escape from the past dynamics of dependence and fear.

Join us in a new future.

MedicSignal

Celebrate Life



## References

(<http://theeconomiccollapseblog.com/archives/a-new-study-discovers-two-thirds-of-all-bankruptcies-in-the-united-states-are-primarily-caused-by-medical-bills>).

(<https://link.springer.com/article/10.1007%2Fs11606-019-05002-w>)

