



ITS-SAFE Aging, Inc.
9330 Regency Park Blvd.
Port Richey, FL 34668

1-866-SAFE AGE
(1-866-723-3243)

www.ITSSAFE.homestead.com
Contact: VMD@SAFEaging.com

Helping policyholders
live longer, healthier
lives is no accident!

ITS-SAFE Aging empowers older adults
to make smarter decisions about
their health and safety.

Sound interesting?
There's more...





WHAT WE DO

ITS-SAFE Aging offers a unique online early risk communication program for aging adults. Our medical informatics application screens and monitors function, highlights potential health and safety risks, and increases user awareness of health promotion, health protection, and preventive strategies to control health and home safety risks, without the need for costly health professionals.

WHO WE SERVE

- Older adults
- Those managing the health of older adults
- Businesses who serve older adults, or analyze health and safety trends

The SAFETY APPRAISAL FOR ELDERLY (SAFESM)

The SAFESM has been pilot tested, refined, and has undergone face validity testing through formal and informal peer review.

Research is ongoing to test reliability and validity. NIH grant funding has been solicited for future research.

The SAFESM is a self-appraisal activity that identifies and quantifies potential health and safety risks in six major life areas:

- Home Safety
- Activities of Daily Living
- Risk Factors
- Life Influences
- Health Influences
- Emergency Planning

Based on a scoring mechanism, participants receive a Risk Adjustment Plan (RAP) that provides customized information to promote proactive involvement in home and community health and safety.



Developed by a doctor of occupational therapy, the SAFESM was designed to provide the insurance industry with:

“Non-medical, preventive interventions are highly leveraged ways of improving the health status of older adults. Relatively small investments in programs to support older adults in making healthier choices can yield powerful benefits for our nation's seniors and for society as a whole.

These significant benefits can be realized at a fairly low cost. Promoting lifestyle changes among older adults is relatively inexpensive, certainly much less expensive than letting seniors' health status continue to diminish due to preventable diseases. The costs related to treating the diseases and other health problems caused by poor eating habits, physical inactivity, and unaddressed risks for falls far outweigh the costs of even the most ambitious prevention programs.”

— Dr. Richard J. Hodes, 2006
Director, National Institute on Aging

- An easy-to-administer methodology that screens the health, performance, safety and function of older adults without the need for costly professionals.
- Decreased health care utilization costs through non-medical preventive interventions.
- A value added service that can help individuals remain at home for as long as possible.
- An online marketing tool that builds lasting relationships and enhances client communications.
- An educational program that empowers adults to take ownership of their personal health and safety.

The World Health Organization lists healthy aging as a critical research priority. It calls for programs to measure and monitor physical and mental functioning and age related disabilities. With increased awareness of preventive strategies, aging adults can engage in behaviors that prevent or delay the onset of chronic conditions and adverse events.

— World Health Organization, 2003

