

Suggested Client-Friendly Talk Tracks:

1. "Lifeguard is part of our standard of care; it's just four small plugs (*show a plug*), no cameras or wearables that help us notice early changes and provide more proactive, informed care."
2. "There are no cameras, no microphones, and no wearables. It's just four small plugs (*show a plug*) that notice movement patterns in the home, such as sleeping, kitchen use, or time spent moving around. They don't record anything. They simply help us understand what's normal for your loved one, so we can notice early changes and respond sooner."
3. "The system lives in the environment, not on your loved one, so there's nothing to remember, nothing to manage, and nothing intrusive."
4. "Most changes in health or cognition don't happen all at once. They usually start with small shifts in daily routine that are easy to miss between visits. These small plugs (*show a plug*) help us catch those small changes early – so we can adjust care, increase support, or simply check in before something becomes a bigger issue."

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5. "This is how we move from reactive care to proactive care." (show a plug). Instead of asking 'Why did this happen?' after a crisis, we're able to ask 'What changed and how can we support sooner?'"
6. "We use the Lifeguard system (show a plug) to give our care team and nurses additional insight so decisions are based on both what we see and what's happening in the home day-to-day using real-life movement data and trends."
7. "Think of Lifeguard as an extra layer of awareness, one that's always working silently in the background to help keep your loved one safe and supported. It's one of the ways we make sure we're delivering the highest level of care possible."
8. "Lifeguard is part of our standard of care, four small plugs, no cameras or wearables, all it sees is waves of motion that help us notice early changes and provide more proactive, informed care."

Helpful Tip:

Always show a Lifeguard plug when explaining the system. Seeing the plugs immediately removes fear and misconceptions, helps families understand how simple and non-invasive it is, and keeps the conversation focused on care, not new technology.

Remember:

All it sees is waves of motion that help you notice early changes. Visual below is a real capture of exactly what the plugs see.

Live Motion

