



Philips Healthcare

July 29, 2009

Community Name

First Name, Last Name

Street Address

City, ST, Zip

Dear (First Name) (Last Name),

Over the years, Philips Senior Living Solutions has firmly established itself as a premier provider of resident safety systems for senior living communities. We have achieved that distinction by combining our years of experience with seniors through our Lifeline business with thoughtful innovation around the unique needs of senior living communities in their quest to provide residents with the peace of mind they need to lead healthy, productive lives. We have worked hard to deliver a quality emergency call system that community operators and residents can both rely upon. The key to our success has always been to put the resident at the forefront of our decisions.

With that in mind, I would like to inform you of an important step that we must take regarding the Philips Personal Help Buttons (PHB) your residents wear. In the last few years, there have been a few unfortunate accidents caused when a user's PHB neck cord became entangled on a protruding object. While the number of incidents is extremely low compared to the overall population of users wearing PHBs, these incidents triggered our internal risk assessment process. This rigorous process involved a methodical step-by-step evaluation of the situation, a discussion with our Philips Advisory Board, and collaborating with several external experts. The conclusion of this risk assessment is that the documentation associated with our PHB product needs to change in a timely fashion in order to inform users of several important considerations involving the PHB neck cord (although you'll see we also address the wrist option).

Since it is the community that "introduces" residents to the Philips PHB, we have enclosed an insert ("**Caution: Personal Help Button Selection Notice**"). This is to help you assist your residents in choosing the best PHB wearing style for their specific condition, as well as to make them aware of the possible risks associated with wearing the Philips PHB. We encourage you to share this information with your residents as you see fit. Additionally, we have added this printed notice into our inventory system. If you prefer to pass this information along with the other information you provide to new residents, it is available directly through Philips or from your dealer using the following part number: PN 0930380. It can also be downloaded in PDF format from the Senior Living Solutions website at www.Philipsseniorliving.com under the *resources/community* tab. Finally, I have enclosed a reminder ("**An Important Reminder-Action Required**") that details your responsibility as a provider of Philips products to report any qualified medical device complaints (the Philips PHB is considered a medical device) and events associated with Philips products. This information is also posted on the Philips Senior Living Solutions Web site in the same location noted above. A Q&A has been enclosed that should address many of your questions. You should also feel free to call 1-800-852-5433 with any other questions you may have.

Thank you for your support and, as always, we look forward to continuing our partnership in our pursuit of providing independence and peace of mind to seniors in your community.

Sincerely;

Paul Baril
Marketing Manager