

## Direct Link Introduces New Automated Medication Dispensers

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FOR IMMEDIATE RELEASE

Cincinnati, OH – Thanks in part to medical breakthroughs, Americans are living longer today than ever before. According to the U.S. Census Bureau, people age 65 and older will represent over 18 percent of the population by the year 2030 – nearly double that of today.

While a longer life expectancy is certainly something to celebrate, it is not without its challenges. According to the Alliance for Health Reform, approximately 20 percent of seniors are using about 50 prescriptions each year.

Keeping track of multiple medications can be a daunting task, and for many, the biggest challenge is remembering to take the correct dosage at the correct times during the day.

Direct Link, a national provider of medical alert systems, is now providing a solution to individuals looking to organize their medications. The company recently introduced automated medication dispensers as a complement to its existing line of personal emergency response systems. The dispensers can help simplify medication management, thereby alleviating stress and maximizing the client's independence.

The new units utilize user-friendly microchip technology to dispense multiple medications at preset times. Set by a digital alarm clock, the dispenser can be loaded with up to 28 doses of medication. The lid is then closed under lock and key, not simply a latch. When the dose is ready, the alarm sounds, a red light flashes, and the medication is dispensed. If the dose is not taken within a set amount of time, the Care Center will call to remind the client.

"The number of senior citizens who wish to remain independent in the comfort of their own home continues to rise," said Emma Dickison, president of Direct Link and its affiliates Home Helpers and Caring Hearts, a national home care agency and its Canadian brand. "There is a growing demand for products, such as automated medication dispensers, to remind people to take their time-sensitive medication. These units also alert the family if the medication is not taken at the appropriate time."

The unit is compatible with digital cable/VoIP phone service and is A/C operated with a 72-hour battery backup in the event of travel or power failures.

"At Direct Link, it is our mission to ensure our clients are receiving the best quality care in the place they call home," said Dickison. "These units can help simplify medication management and provide peace of mind not only for our clients, but their families as well."

## **ABOUT DIRECT LINK**

Direct Link<sup>®</sup> Help At The Touch Of A Button is a national provider of medical alert systems, including a 24-hour personal emergency response system and an automated medication dispenser. Direct Link's products enable seniors to feel safer and live independently at home for longer than might otherwise be possible. For more information about Direct Link and franchising opportunities, visit the Web sites at [www.DirectLink911.com](http://www.DirectLink911.com).

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