

New Study Reports High Compliance Rate for Soft Hip Protectors in a Nursing Home Population, Confirming Their Effectiveness in Preventing Hip Fractures for At-Risk Elders. HipSaver Hip Protectors achieved 93% compliance.

CANTON, MA -- (MARKET WIRE) -- 09/10/2003 -- The Journal of the American Medical Directors Association reported today on the results of a one-year study on soft hip protectors in a nursing home. In the study, residents who were at risk of hip fractures and asked to wear HipSaver® hip protectors did so 93% of the time. This contrasts markedly with a recent Journal of the American Medical Association study reporting only 37% compliance for a hard plastic shell hip protector. Because of the low compliance in that study, the hard-shelled hip protector studied was judged ineffective in protecting against hip fractures.

"This result is good news, both for the elderly at risk for hip fractures and for taxpayers, who foot the one billion dollar annual bill for the 60,000 hip fractures occurring in U.S. nursing homes each year. Hip protectors can significantly reduce suffering and save precious Medicare dollars," states Ed Goodwin, President of HipSaver. "Previously, independent university biomechanical studies and a clinical study have proven the effectiveness of soft HipSavers in reducing hip fractures. Now, this compliance study closes the loop by showing that nursing home residents at risk of a hip fracture will indeed wear HipSavers regularly."

This study was conducted at the Masonic Home in Charlton, MA under the direction of Medical Director Dr. Jeffrey Burl. In this one-year study, 38 nursing home residents, selected for being at risk of hip fracture, wore the HipSaver hip protectors 93% of the time. Indicators for the HipSaver wearing group included osteoporosis, a previous fracture and having experienced a fall in the previous year. The average age of participants was 89.5 and they each fell an average of 3.9 times during the year of the study. While wearing the HipSavers, these residents fell 126 times during the study year, yet none sustained a hip fracture. The study revealed the importance of interdisciplinary involvement of nursing, rehabilitation, and housekeeping in starting and sustaining a successful hip protector program. The study also revealed that hip protectors can be incorporated into the care plan in an actual nursing home with little extra effort.

HipSavers, which have been on the market for 8 years, feature a patented encapsulated soft memory foam pad. Upon impact, the thin pad bloats like a miniature air bag and thereby reduces the force of the fall to the hip bone. After the impact, the pad returns to its relaxed state. HipSavers are produced in a dedicated manufacturing plant in Norwood, Massachusetts. HipSaver now has a strong market presence in the U.S., Canada, Ireland, Australia, New Zealand, the UK and most recently, Israel.

More information can be obtained by calling toll-free in Canada 1-888-771-0977 or by visiting www.hipsaver.ca

The study in its entirety may be read in the Journal of the American Medical Directors Association (JAMDA) September/October 2003.
