

# Silver Chain case study

Silver Chain Group is a not-for-profit organisation and its personal alarm service, backed by Tunstall, is among the very finest in the field. Tunstall has been in partnership with Silver Chain since the turn of the millennium, providing clients with their intuitive, easy-to-use alarm technology. It's safe to say that the partnership has been a roaring success!

## A simple, yet advanced system that anyone can use

Often, senior citizens are wary of technology. They may distrust it, or find it difficult to use. However, when Silver Chain designed their alarm service, they had a firm idea in mind of what they were looking to achieve - simplicity.

"At Tunstall, we provide an end-to-end solution, from installation to emergency response. Once the medical alarm is installed by a professional, all the client has to do when in need is press a button. It's easy to use for any age group - help is always just a button press away," says William Grant, Business Development Manager at Tunstall.

Kiah Lee, Support Manager Alarms of Silver Chain, emphasised William's point by stating that, should a client have a need to press the button, they'll be so impressed at its simplicity that they never want to get rid of the device, ever - even if they were initially reluctant. That's testament to the straightforward manner and intuitiveness of the Silver Chain alarm service.

## Cutting-edge technology encompassing simplicity

Just because the alarm is easy to use does not mean that it isn't jam-packed with some of the most innovative technology available in the field of personal alarms.

"Another range of technology that Silver Chain offers is sensors - movement sensors, fall detectors, smoke sensors and the like. These don't even require the press of a button," William explains.



"For example, if a client were to have a seizure, they potentially won't even know that they are having one and the body cannot be controlled. A fall detector will sense the fall, and automatically raise an alert to the monitoring centre."

## A personal alarm that offers something different

With such a wide range of personal alarms out there on the market, it can be difficult to know where to start when it comes to choosing one. So, what sets Silver Chain's offering out from the crowd? Kiah believes it is the fact that clients are guaranteed a response each and every time, which isn't always the case with other personal alarm services.

"Really, it's the Tunstall monitoring service that separates us from other providers. There are some alarms that will only go through to designated responders, with no guarantee of an answer. That's something we wanted to avoid. With Tunstall, a response is guaranteed," she says.

William also believes that a key difference of the Silver Chain service is that the team always has the client's wellbeing in mind.



“The primary focus of Silver Chain’s alarm service is the end user. Their service is designed to offer reassurance and peace of mind for clients,” he explains.

**“Really, it’s the Tunstall monitoring service that separates us from other providers. - Kiah Lee**

### A long and fruitful partnership

Tunstall has been in partnership with Silver Chain for around 15 years, and Kiah highlights that such liaisons don’t last so long unless both parties are totally happy, as well as being mutually beneficial.

“Even though we are two different organisations, our clients are also Tunstall’s clients. We both have the same goal in mind, which is to give peace-of-mind and provide help for clients in need when they press that pendant,” says Kiah.

### A link to the future

William explains that Silver Chain and Tunstall meet regularly to discuss their current alarm service, as well

as looking towards expanding their services in times to come. As both firms see the partnership growing due to the great success on the alarm side of things, Tunstall are looking to boost Silver Chain’s growth with other corporate groups.

Kiah was similarly optimistic about the future.

“Over the past 10 years, we’ve really seen some huge growth. We’ve started to evolve as a business, expanding our services from nursing into home support services, home hospital and alarms.”

“A really big part of what we want to do in the future is consumer-directed care. This is a sizeable portion of Silver Chain’s bigger plans, and we want to make sure that we have enough resources to support the community as much as we can. I think that our alarm service is the perfect way to ease our path into this sector - watch this space!”

At Tunstall, we’re sure that our partnership with Silver Chain will continue long into the future - it spells great news for each of our clients.

### What do clients think of Silver Chain alarms?

Douglas Bourne-Jones, a veteran of the merchant navy and recipient of the Medal of the Order of Australia, has been using the Silver Chain service since November 2015. Here’s what he had to say about it.

“Silver Chain are always endeavouring to keep up with the requirements of clients. For example, if you’re liable to have a stroke, or were to fall, the alarm would immediately go off, automatically; so you can rest assured that should the worst happen and you are unable to press the button, help will soon be at hand,” said Mr Bourne-Jones.



“I don’t need to worry should I slip or fall out of the shower, or for the wellbeing of my wife (who has dementia), as we both wear the pendants - their simplicity and efficiency is what sets them apart.

“One of the things that I would say is that I have full confidence in Silver Chain. They are very approachable, and are always happy to listen to you when you come to them with suggestions. They’re innovative and always looking to keep up with modern technology.

“I’ve been involved in the shipping industry for 71 years, so to me, this type of thing - emergencies and whatnot - is very, very important; just to be able to press a button and know that something is going to happen,” he said.

For more information about Silver Chain visit [www.silverchain.org.au/alarms](http://www.silverchain.org.au/alarms)

For more information about Tunstall Healthcare visit [www.tunstallhealthcare.com.au](http://www.tunstallhealthcare.com.au)

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Tunstall Australasia  
1800 603 377  
[www.tunstallhealthcare.com.au](http://www.tunstallhealthcare.com.au)

Tunstall New Zealand  
0800 488 678  
[www.tunstall.co.nz](http://www.tunstall.co.nz)

