



## United Alarm responds to medical needs

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Brookfield-based United Alarm Services Inc. recently entered the medical response sector, becoming a distributor of a two-way medical alert device called the MediPendant.

"We're experts in protecting homes, businesses and properties, so the medical side of the business was a logical progression," said Dana Klesh, co-owner of United Alarm.

The privately held company, which is distributing the device through its subsidiary, United Senior Alert, was founded in 1997 by Klesh, Charles Colman, James Korbett and Bob Rossman. United Alarm employs about 30 people at a 24-hour monitoring facility for its alarm systems at 1087 Federal Road.

The MediPendant, which is manufactured by Medical Alarm Concepts Holdings LLC of Plymouth Meeting, Pa., is a small unit worn around the neck that the user can talk into to communicate with an EMT-certified dispatcher provided by a nationally recognized medical emergency monitoring company.

"This business has been around for years," said Klesh, referring to competitors such as Life Alert and Lifeline. "The ability to speak directly into

the pendant has not been around for years."

The technology of the MediPendant was developed by Nevin Jenkins, chief technology consultant at Medical Alarm Concepts Holdings, said Paul Green, the company's vice president of sales and marketing.

"What if you don't fall near the base station?" he said, adding that the device has a transmission range of 600 feet from its base station. "It's the communication we worked to fix, so now you can be anywhere and speak."

Publicly traded Medical Alert Concepts Holdings, which was founded in June 2008, has about 50 other distributors for MediPendant, which charges users a monthly fee of \$30 to \$35, Green said.

"We're just going to keep adding to it," he said.

Kelsh said United Alarm plans to show the MediPendant to pharmacies and at trade shows as well as develop an interactive Web site for online sales to market the device to baby boomers.

"I look to those people to make decisions for their parents," he said.

MediPendant's ability to allow users to talk directly with certified emergency medical technicians can help first responders receive vital information before they arrive at the scene, said Patricia Squires, executive director of Stamford Emergency Medical Services.

