Personal Living Alert: About

Personal Living Alert (PLA) offers “made in America” emergency health service products that are ideal for the stay at-home or active senior. Our knowledgeable agents are based in America and are all   
UL-Listed, CSAA-Certified and our Five Diamond Central Station is available 24/7. Our mission is to offer peace of mind and medical attention when needed.

With its roots in the local community, PLA can tailor a product and service to the individual needs. At the same time help ease the stress for families, especially those we live more than a few minutes away.

We want your to age in a safe place and have an active lifestyle. You’ve worked hard your entire lives and should be able to enjoy your golden years – unencumbered by fear and without a care in the world. But age isn’t always kind, accidents happen, people fall, disease hits and being minutes or hours away from family means they won’t be there when you need them.

* In fact, according to the Centers for Disease Control, 1 in 3 people over the age of 65 takes a near fatal fall every year.
* According to the MetLife Mature Marketing Institute: Falls are the leading cause of injury-related visits to the emergency room in the U.S. and the primary cause of accidental deaths (75 percent) in people over 65
* Heart disease and stroke are the No. 1 and 4 causes of death respectively in the U.S today.
* According to the U.S. Census, 11.3 million people, almost 30 percent of those aged 65 and older in the U.S., live alone.
* For women aged 85 and older, that number grows to more than half.
* 42.1 million American adults are currently caring for a loved one.
* Nearly 90 percent of seniors want to stay in their own homes as they age, often referred to as “aging in place.”
* Even if they begin to need day-to-day assistance or ongoing health care during retirement, most (82 percent) would prefer to stay in their homes.
* AARP identified housing features that seniors find are especially important in the later years as they begin to experience reduced eyesight, poorer balance, reduced flexibility, etc. A personal alert system that allows people to call for help in emergencies (79 percent)