

Mother is the Necessity of Invention

There is an old expression that most of us are familiar with: "Necessity is the mother of invention."

At MobileHelp, we often paraphrase that when we are describing the earliest days of our company: "(Grand) Mother was the necessity for invention."

By way of explanation, we offer the following story. Our founder, Elias Janetis, was looking for a medical alert system to provide his grandmother with emergency help if she needed it. But his grandmother was a highly active woman, and often out of her home. To Elias' astonishment, there was no solution available in the marketplace that offered her mobility.

And in the way of inventors, technologists and dreamers the world over, Elias decided he would invent a solution for his grandmother – and everyone else who wanted to live their life where they chose, while still having access to emergency help.

And as it turned out, there were numerous mothers (and aunts, nieces, grandmothers, grandfathers, fathers, etc.) who felt the same way.

And Ode to Mothers



Shirley Mazursky

Shirley Mazursky is one such mom.

With three grown boys – Bennett, Ronald and Alan – and her husband, Leon, of more than 66 years, Shirley is in her 80s, and an active mom (and grandmother) who divides her time between their condominium in Florida and their home in New York.

Several years ago, she got her first medical alert system – at the suggestion of one of her sons. He did the research and suggested a MobileHelp unit because



it allowed her to have the freedom to live the lifestyle they were used to. She agreed, and the system was set up and sent to her for use.

She fell for the first time two days later, breaking her hip in the process, and was able to get help immediately by pressing her emergency button. As a result, she credits her son with "saving her life."

"As mothers, we don't necessarily want to hear from our children what we should do," said Shirley, with a laugh. "But it's a tribute to our own commitment to them that they remain so committed to us, a true gift to receive such love – no matter what age we are."

Today, following a successful hip replacement surgery after her fall, she and her husband still travel back and forth from Florida to New York and New Jersey, and her sons and their families come to see them. Shirley knows she can receive help if and when she needs it, and this is a great comfort to her and her children.

"I gave my sons all my love when they were growing up – I'm getting it all back now, tenfold."

- Shirley Mazursky

Mothers and Their Tech

At MobileHelp, we have the honor of being part of mom's lives every day; here are just a few snapshots of the ways we get to stand alongside moms as they take care of everything – and everyone – else:



"Sandwich" Moms (those caring for both parents and children) use our MobileHelp Connect online portal to easily check in on their parents, who are using our medical alert device. The easy-to-use platform allows them to stay connected – whether they are right next door or thousands of miles away.

Moms (and grandmoms) who use our medical alert device also use MobileHelp Connect – to track their activity levels (much like a FitBit), manage their medications and monitor their vital signs (such as weight and blood pressure).



Moms of all ages use our medical alert devices: with myriad options that include standard neck pendants to more discreet Bluetooth buttons with smartphone emergency applications, there are multiple choices for anyone who wants to have access to emergency assistance.

FUN MOM FACTS

4.3 BABIES BORN EVERY SECOND

2 Billion
Moms in the World
(82.5 million in the U.S.)



Modern Moms: **2 kids**
1950s Moms: **3.5 kids**
1700s Moms: **7-10 kids**

Most Kids: Mrs. Vassilyev of Russia gave birth to **69 children** between 1725 and 1765

Oldest Mom: Rosanna Dalla Corte gave birth to a baby boy when **she was 63 years old** in Italy in 1994

Heaviest Newborn: Signora Carmelina Fedele gave birth to a **22 lb 8 oz** boy in Italy in 1955

1st Mother's Day
May 10, 1908 – Founded by Anna Jarvis, and made a national holiday in 1914 by President Wilson

Busiest Phone Day
68% of people plan to call Mom on Mother's Day, totaling **122.5 million phone calls**

Card Giving
50% of households give Mother's Day cards, totaling some **152 million cards**