

# ROAR



## Scaling Workplace Protection Across More Than 350 Behavioral Healthcare Facilities Nationwide

### Executive Summary

For a nationwide behavioral healthcare provider, rates of workplace violence had escalated to a critical tipping point. Employees were leaving faster than they could be replaced, and an already high-stress environment had become almost impossible to work in, with staff regularly reporting incidents of distress and violence.

**Facing challenges on numerous fronts, including costly legal settlements, substantial reputational risks, and mounting staff turnover**, our client sought to address and improve its approach to staff safety and wellbeing using ROAR's panic button system. This meant reassessing existing security technologies and protocols to complement 2-way radio installations that were already in use across its facilities—a two-pronged approach to incident response that we were more than ready to meet.

A 3-month trial and subsequent enterprise roll-out **saw the organization benefit from a 40% reduction in assaults against staff and a 50% reduction in worker compensation claims**. However, with a significant boost to staff well-being and job security, as well as a safer and more welcoming place to work for potential new hires, the organization was able to build a truly inclusive environment that offered better care and better working conditions for everyone.

In this case study we explore how our client benefited from our cost-effective panic button systems in combination with existing security equipment to ensure even the most challenging facilities enjoyed comprehensive security coverage—read on to learn more.

## About the Client

As a leading provider of behavioral healthcare and addiction treatment services in the United States, operating **hundreds of facilities** across the country, our client's staff of over **20,000 professionals** regularly face some of the most challenging working conditions within healthcare.

Specializing in psychiatric, mental health, and substance abuse services through a variety of inpatient and outpatient care models, the organization is heavily regulated by state and federal agencies such as the Joint Commission and CMS. Maintaining compliance while ensuring patient care and staff safety is a foundational tenet of their daily operations.



## The Problem

When the client first approached ROAR, several costly legal settlements related to patient management and regulatory compliance failures had made workplace safety a critical concern. Facing a high incidence of workplace violence, especially in its behavioral health and addiction treatment facilities, these incidents posed significant legal, financial, and reputational risks.

The knock-on effect was that staff recruitment and retention were becoming increasingly challenging, with many employees seeking safer and more supportive work environments. With a high staff turnover alongside documented legal and compliance issues, the already high-stress behavioral healthcare environment was pushed to the breaking point for existing staff.



## Objectives

The client had specific goals in mind when evaluating a new safety solution. They needed a reliable way to enhance staff safety, reduce workplace violence, and protect their reputation while ensuring compliance with healthcare regulations. In addition, boosting employee engagement scores and building attractive workplace conditions for new hires would ensure added value to the organization in a challenging recruitment market.

These objectives were seen as critical steps toward fostering a positive work environment that would attract and retain skilled professionals. **Some of the primary considerations included:**

- Enhancing safety for staff working directly with at-risk patients.
- Reducing incidents of workplace violence and improving emergency response times.
- Lowering workers' compensation claims and other costs associated with staff injuries.
- Increasing staff satisfaction, retention, and recruitment by fostering a secure and supportive work environment.
- Improving data collection on incidents to build robust workplace violence prevention plans
- Installing a solution that would not disrupt the fabric of the building itself and that operated independently of existing IT and security systems.

## Challenges

Ultimately, the organization's aim was to ensure a **two-pronged approach** to security that allowed **comprehensive coverage** of facilities with varying topographical challenges. This meant that integrating ROAR panic buttons alongside existing two-way radio equipment was a priority, allowing both to be used together seamlessly.

The client wanted ROAR beacons to **enhance protection across dead zones**, especially within structures where radio signals were weak or unreliable. The challenge was to ensure that where radio signals could not penetrate, the ROAR solution was able to ensure expedited response times and faultless reliability.

Improved coverage, however, was about much more than simple network improvements. For example, the **multi-year battery life** of ROAR's portable panic buttons ensured staff always had a safety net, removing both the administration needs and potential for human error of ensuring that the 2-way radios were charged daily. In short, **using both technologies in tandem** rather than a single solution helped create a **fail-safe system** that was always on hand in case of emergency.

In addition, inherent challenges within the complex organizational structure posed difficulties in the rollout of the system, and any panic button solution needed to be **standalone, privacy-protective**, and operate independently from the facility's IT network.

Finally, since the client had already invested in alternative safety tools at some facilities, any new solution needed to demonstrate **clear ROI and ease of use**, while also gaining buy-in from site-level staff and IT teams to ensure the system's benefits were well understood from the outset.



## Why Choose ROAR?

“ROAR should be used as early as possible and is a layer of protection when a staff member observes signals that a patient is escalating.”

For any organization, balancing benefits and cost is an important consideration that will ultimately define the technologies used to enhance safety and improve staff wellbeing. ROI and time to value are key advantages to ROAR solutions, with our [BeWell case study](#) providing compelling evidence of how both could positively impact MOD scores and reduce legal liability costs.

## Combine Panic Buttons & Two-Way Radios

**Walkie-talkies and ROAR duress buttons work hand in hand to create a comprehensive safety solution.** Ultimately, ROAR is designed to supplement walkie-talkies, not replace them, with features like hands-free activation and real-time location tracking filling critical gaps and enhancing overall communication and safety protocols. Additionally, while walkie-talkies rely on daily charging and can fail when most needed, increasing liability and risk, ROAR's system provides a reliable safety net reducing daily vulnerabilities.

Many of our clients report walkie-talkie miscommunication leading to help being sent to the wrong location. In this case, the organization needed a panic button in addition to its radio comms, to enable precise location data and ensure that the right response team is directed where they are needed. In addition, when staff occasionally forget to pick up their walkie-talkies, ROAR devices provide a dependable backup and ensure immediate access to assistance.



## Boost Recruitment and Retention

A safer work environment is a key factor in attracting and retaining top talent. With ROAR, the client looked to boost its safety and security protocols with reliable and easy-to-use technology that ensures safety and peace of mind. By investing in systems that prioritize employee welfare, the client was able to send a strong message of care and commitment, improving morale and reducing turnover.

## Provide Fast and Accurate Emergency Response

ROAR's precise location-based alerts notify multiple response consoles simultaneously, eliminating reliance on error-prone manual dispatch processes. This ensures that help reaches staff quickly and efficiently, reducing the risk of escalation during emergencies.

## Ensure Hassle-Free and Cost-Effective Implementation

Unlike many safety solutions that require expensive wiring, network integration, or cumbersome daily charging, ROAR devices are battery-operated and wireless. This was a critical requirement for the organization, with simplified installation making our solution ideal for both new builds and older facilities while also minimizing operational disruptions. With fewer infrastructure requirements, organizations save on upfront costs while still benefiting from robust, reliable protection.

## Minimize Management Burden

ROAR's streamlined technology reduces administrative overhead. Instant low-battery notifications ensure devices remain operational without requiring daily charging or constant supervision. This allows leadership to focus on core priorities, knowing their staff is equipped with dependable tools that work when they are needed most.



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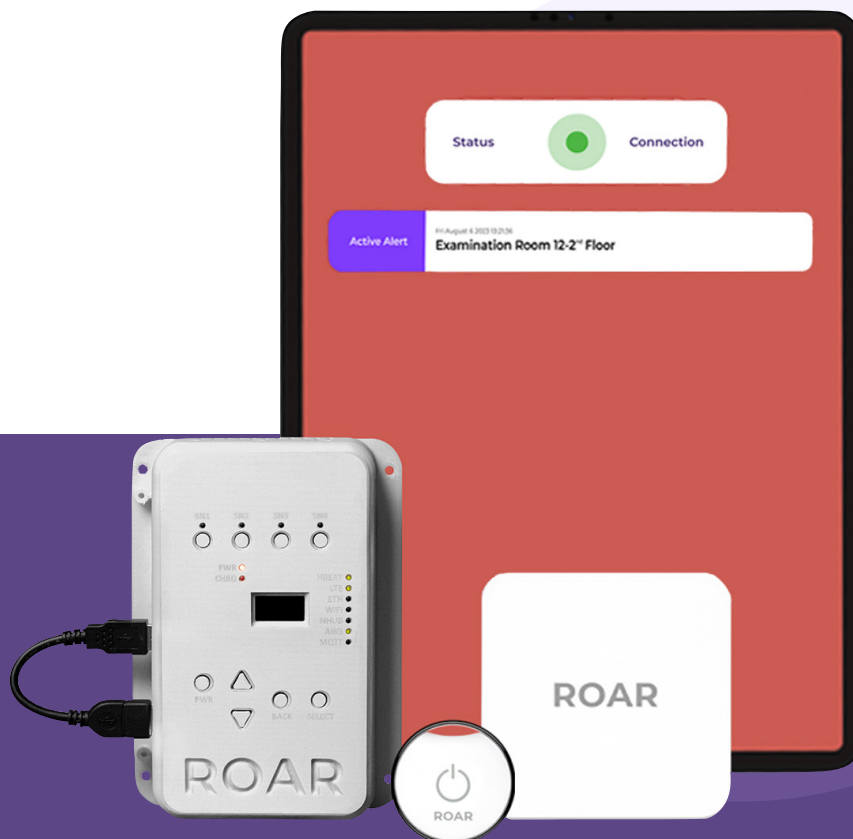
## ✓ The Solution

During a 3-month pilot in a single facility beginning in July 2023, the ROAR panic button system delivered everything required of the organization, ensuring **seamless installation** supported by **reliable functionality** to deliver on-demand aid in case of an incident.

The **self-healing network** operated effectively even in areas with limited connectivity, independent from the IT network, to ensure that privacy concerns were addressed. Additionally, unlike existing 2-way radio systems, our panic buttons deliver **long battery life**, removing the need for daily charging.

As part of our onboarding, **weekly status meetings** with the organization's corporate teams from Quality, Nursing, IT, and other departments allowed for streamlined uptake, with kickoff calls, introducing the facilities to ROAR's functions, and on-call ensured **support during installation**.

Support for this system was a tailored approach to the organization's needs that **delivered turnkey solutions to regulatory compliance issues**. Security domes were redesigned for beacons to prevent tampering and other unauthorized access in line with Joint Commission requirements, minimizing footprint and profile, ultimately **reducing material and installation costs**. In addition, panic buttons were attached to tags, replacing lanyards that had the potential to harm staff during violent incidents.



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## ✓ ROAR's Impact

After the successful pilot, ROAR was adopted by 20 high-risk sites before being integrated into all acute care centers. The system is now the standard for new build facilities, eliminating the need for costly wired panic button installations. **65% of the organization's total workforce is protected by ROAR, representing ALL acute care hospitals where incidents of violence are most prevalent.** However, it is within key quantitative and qualitative KPIs that we see a tangible look at the beneficial impact of the installation.

### Workplace Violence Reduction

Within a 6 month period, **1837 total alerts were recorded, of which 85.2% were incidents with patients.**

A **40% decrease in assaults against staff** demonstrated ROAR's effectiveness in preventing incidents before they escalate.

This reduction contributed to a **50% drop in workers' compensation claims**, significantly lowering organizational costs.

*I've been working in psychiatric hospitals for 15 years... and I just think back...many times I was in a concerning situation with a patient...and I would have loved to have something like that.*



### Improved ROI and Cost Savings

Benchmarks set by the umbrella organization were **exceeded by 10%**, validating ROAR's financial and operational efficiency.

By avoiding expensive wired systems in favor of battery-powered devices, ROAR eliminated invasive installation costs.

Implementing a ROAR solution equated to a **\$182 Capex investment per staff**, the equivalent of the cost of a therapy chair or a fraction of a clinician's mobile workstation.



*In our large parking lot property, the panic button has been used multiple times to call for help effectively.*

### Enhanced Staff Engagement

Safety survey participation rates **increased by 32% and 27%, achieving 91% and 97% response rates**—a testament to improved staff confidence and trust.

*Our staff has felt more supported because they push the button and there's an immediate response. Even in the case of a non-emergency, the presence of staff showing up to de-escalate situations prevents an actual incident.*



### Faster Incident Responses

**87% of alerts have a response time of less than 2 minutes.** Quicker response times minimized harm, improving outcomes for both staff and patients.



*The staff responds faster to ROAR alerts than to traditional codes.*

Ready to achieve similar results?

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ROAR

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