



# Watching out for those who need a better medical alert device

- **Business needs** - A better way for people to monitor their health and summon help if necessary.
- **Networking solution** - Navigil's 580 wellness wristwatch uses AT&T LTE-M connectivity via the AT&T Global SIM to give seniors confidence and the ability to contact family members or emergency services if they need assistance.
- **Business value** - Empowerment for people to take charge of their health; the ability for family to assist if necessary.
- **Industry focus** - Health technology
- **Size** - Scale-up

## About Navigil, Ltd.

Navigil created its wellness wristwatch for people who may need a little healthcare assistance. It provides advanced automatic safety features and a 24/7 voice connection to family, friends, and emergency services. The watch's sleek, attractive design gives no hint of the advanced safety and wellness tracking services it provides wearers.

## The situation

The Navigil 580 wellness wristwatch has become a leading telehealth technology in Europe. As Navigil made plans to introduce its useful, stylish wearable in the United States, it needed a connectivity provider with the reach and Internet of Things (IoT) expertise to support its innovative technology.

## Solution

AT&T Business made it easy for Navigil to expand its market to the U.S. through AT&T IoT connectivity. The solution enables people who wear the Navigil wristwatch to get directions, contact a loved one, or summon emergency help at the touch of a button.



## In search of a better medical alert device

Navigil founder and CEO Matti Rätty has an impressive technology pedigree. He previously served as CEO of a tracking device company and helped to develop the world's first GPS wristwatch. He later started a track-and-trace business that combined a GPS receiver and modem.

When a close relative broke a hip and was unable to summon help because he was unwilling to use his

clunky, conspicuous medical alert device, Rätty set out to create a stylish mobile solution that individuals would be happy to wear. "My father-in-law had one of those gray bracelets with a red button," Rätty said. "He would never wear it. When he fell and broke his hip it was six hours before a family member came by."

Rätty's father-in-law was lucky; it normally would have been two days later before anyone stopped by to check on him. "Even so, the doctor said my father-in-law could have avoided four weeks of hospital time if he had received help within one hour after his fall," Rätty said.

## A device people are happy to wear

Rätty knew that many people who could benefit from a medical alert device were not comfortable using one. The devices were seen as unattractive. Plus, they stigmatized the people who wore them. He also understood that most people would rather call a loved one than police or emergency medical personnel if they need help.

With his knowledge and insight, Rätty designed a new kind of device. One that people would be happy to wear. He wanted the wearable to be easy to use and discreet, and it was important that it could be configured and supported remotely.

A lengthy battery life was vital, so that those who needed the device wouldn't need to figure out or remember to charge it. Most important, the device had to be easy to use, especially in an emergency.

"Knowing that there was a growing market, I founded Navigil," Rätty said. "The idea was to use low-power tracking devices and the expertise we gained in making wrist-worn GPS devices for the elderly care segment."

## A more elegant solution

Bill Geiser, Navigil's General Manager, North America, said designing a device with a keen understanding of its end users has made the Navigil wellness wristwatch very effective. People who wore the old medical alert lanyards or wristbands often hesitated to use the device to call for help when they needed it.

"Some of them didn't press the button because they were embarrassed and didn't want to talk to a stranger," Geiser said. The Navigil 580 watch enables users to press just one button to call preset numbers for family and friends. "Our intelligent routing connects wearers to people they have chosen," Geiser said. "This solves the problem in a much more elegant way."

The watch is always on, enabling fast two-way voice calls. If the call doesn't reach the first person on the wearer's contact list, the device calls other contacts until it reaches someone. In case the wearer becomes lost, family can use a web browser or smartphone app to locate the user and guide him or her to safety.

In addition to being potentially lifesaving, Navigil watches are also stylish accessories. The analog watches are slim and elegant with an easy-to-read face.

## Life-changing technology

Navigil filled an immediate need in the marketplace. The first use cases addressed two critical issues: helping people with dementia find their way home if necessary and assisting those who need to summon medical help. "Someone in need can press one button to call for help and receive it within that golden first hour," Rätý said.

The watch has helped a U.K. man with dementia live safely at home rather than in a nursing facility. "His wife wrote to thank us for saving £85,000 of their children's inheritance because her husband could stay an extra 18 months at home rather than in a care facility," Rätý said.

An elderly woman with mild dementia in Finland was almost homebound after she became lost a few times. "She got so scared that she wouldn't leave her home," Rätý said. "Once she got our device, she had the courage to go out to the library and visit friends again. She thanked us for giving her back her life."

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**Bill Geiser**  
General Manager North America, Navigil, Ltd.

## A serious need for telehealth technology

Excellent initial acceptance of the device led Navigil to expand to the United States. "In Europe, we've become the leading provider of this type of telehealth technology," Rätý said. "The largest international and domestic providers in Finland, Sweden, U.K., and France use our technology. We're aiming piece by piece get to the same positioning in the U.S."

1 <https://www.mercer.us/our-thinking/career/demand-for-healthcare-workers-will-outpace-supply-by-2025.html>



Räty believes Navigil is introducing its technology in the U.S at precisely the right time, as demands on the healthcare system are skyrocketing, and healthcare worker shortages appear to be imminent. The recent Mercer U.S. Healthcare Labor Market Forecast predicts severe nursing shortages in many parts of the U.S. within the next five years.

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**Matti Räty**  
Founder & CEO, Navigil, Ltd.

“The situation is much worse than we anticipated. According to the study, the shortage will grow to 3.2 million nurses in five years,” he said. “This is an all hands on deck situation and digital care options such as telecare, telehealth and remote patient monitoring are the logical way to address it. It appears that Navigil is in exactly the right place at the right time.”

To enter the North American market, Navigil needed a connectivity provider with the reliability, security, and reach to power its wellness wristwatches. “Even though we are small, we take the availability and security extremely seriously,” Räty added. “And that’s why the whole infrastructure has been built in a very secure and resilient manner.”

## A big step in the right direction

Navigil chose AT&T Business to deliver the reliable and secure connectivity for its beautiful and useful wristwatches. AT&T LTE-M connectivity via the AT&T Global SIM is a low-power wide-area network that supports IoT devices like the Navigil 580 wellness watch, even in challenging environments. “We knew that AT&T LTE-M technology would give us a battery life of up to four weeks in optimal conditions,” Räty said. “That ticked the first box.”

Another big benefit is the space Navigil saved by using LTE-M technology. “Every fraction of a millimeter we can save is important,” Geiser noted. “To keep the watch from being the size of a hockey puck, you really

need a small module. The AT&T LTE-M solution is a big step in the right direction for us.”

Geiser’s rich experience in wearable technology and fine timepieces has given him a deep understanding of Navigil’s target market. “Our market are elderly people, just the opposite of what we know as digital natives,” he said. “They did not grow up with computers or smartphones. What we’ve produced just looks like a traditional watch.”

## Making technology accessible

The form of the device is a big selling point for Navigil’s wellness watch. “As Matti said, it’s not a wearable if people don’t want to wear it,” Geiser said. “What you wear is fashion, but what you carry is probably electronics, and there’s a big difference between the two.”

Navigil has created a complicated piece of technology and presented it in a familiar analog package. “This softens technology and makes it accessible to our market,” he said. “This helps us make life easier on the people that wear it and the people that care about them.”

Geiser sees this as the reason the Navigil 580 wellness wristwatch has become so popular. “It’s the magic behind this product,” he said. “It’s hard to separate the aesthetics from simplicity, because there are very few things in the world that are simpler than an old-fashioned analog watch.”

## Keeping the deployment on track

Provisioning the connectivity for its watch in the U.S. also proved to be easy for Navigil. “We had weekly meetings with the implementation team from AT&T

Business that supports us,” Rätty said. “Doing a system of this complexity takes a little while. But the first deployment we did in Finland took much longer. We’ve received really excellent service from AT&T Business.”

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**Bill Geiser**  
General Manager North America, Navigil, Ltd.

Rätty characterized the meetings as “brilliant,” noting that they served to keep the deployment on track. “It’s a flexible team,” he said. “Whether we’re trying to get certified for AT&T or connect to cloud service, the team will expand depending on what sort of expert knowledge is needed.”

Navigil has connected with AT&T Business personnel around the world to continue expanding the global reach of its wellness wristwatch. “We’ve contacted AT&T Business personnel in Australia, India, and the U.S. to get this system done,” Rätty said. “I’m pleased and happy about how this has been implemented.”

Geiser praised the deep experience of the AT&T Business project management team. “The fact that they’ve been around AT&T for a long time means they know who to call,” he said. “That means a shorter, faster development process for us.”



## Credibility and respectability

Räty says Navigil has benefited from its relationship with AT&T Business. “It provides us the platform on which we can build the service we offer our customers. In addition, from our sales and marketing point of view, being AT&T-certified and having a relationship with AT&T Business gives us respectability in the market.”

AT&T Business has also introduced Räty and Geiser with other AT&T customers because the association may be mutually beneficial. “That’s obviously a huge benefit for us,” Räty said. “Finding the right door for some of these entities can be difficult. But AT&T Business introduces clients that seem like they have a natural-fit synergy. And that’s a big deal for a growing business like us.”

Geiser is enthusiastic about the value that AT&T LTE-M connectivity via the AT&T Global SIM brings to Navigil. “I would say first and foremost, it’s quality of service. All the other things are nice, but if the network is not there when you need it, all is lost.”

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He also appreciates the relationship Navigil and AT&T Business have developed. “Working with AT&T Business also gives us credibility. The fact that we’re working with a company of AT&T’s stature rubs off on us in a very positive way.”

Geiser believes the AT&T network will only increase in importance to Navigil. “Much of tomorrow’s healthcare is going to be delivered remotely,” he said. “And this is where a 5G network that’s always on, always available, becomes the cornerstone of what you do. Working with AT&T Business really gives us and our customers a lot of confidence.”