



# InfoLink

Information for Public Safety False Alarm Reduction Professionals

## FARA InfoLink April 2017 Edition

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**NEXT WEEK**

# FARA Training Symposium



***Embassy Suites Nashville at Vanderbilt  
Nashville, TN  
April 25 - 27, 2017***



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Hope you enjoy the mobile app and do not forget to give us feedback!

Best regards,  
The 2017 FARA Symposium team

## **Police Dispatch Quality (PDQ) Award Program Now Open for Entries**

*2.27.17 - Security Sales & Integration*

Nominations are being accepted for the 12th annual Police Dispatch Quality (PDQ) Award presented by the Security Industry Alarm Coalition (SIAC), False Alarm Reduction Association (FARA), Security Sales & Integration, Honeywell and the Installation Quality (IQ) Certification Program.

Established in 2005, the PDQ Award promotes partnerships in public safety by recognizing how a company works with local law enforcement to best manage their alarm systems and reduce false alarms. The PDQ Award helps the winners promote their companies in a positive manner by demonstrating their commitment to high quality alarm reduction programs and best practices.

Past PDQ Award winners include Amherst Alarm, Habitec Security, Monitronics, HS Technology, Custom Alarm, Broadview Security (formerly Brink's Home Security), Atronic Alarm Systems, Alarm Detection Systems Inc. and Vector Security Systems (two-time winner).

The winner will receive \$1,000 for hotel and airfare to attend the award ceremony, which will be held during the 2017 Electronic Security Expo ([ESX](#)) in Nashville (June 13-16). Additionally, the award recipient will be featured in an issue of SSI. Applications must be postmarked by April 28. To download the application, go [here](#).

## Calgary Police Service Changes False Alarm Penalty & Permit Fee

As of March 1, 2017, the new false alarm penalty fee schedule became effective as per the revised City of Calgary Alarm Bylaw 31M95. The new false alarm penalty fee schedule is indicated below, as a reminder:

Number of False Alarms (in a 12-month period)	Penalty
1	\$0
2	\$75
3	\$150
4	\$225
5	\$300
6	\$375
7	\$450
8	\$525
9	\$600
10 or More	\$675

### FALSE ALARM PENALTY

We apologize for any inconvenience as a result of a slight delay in issuing false alarm penalties. We are excited at the progress made on the development of our new database; however some upgrades are still needed which are being addressed. The building and testing stages of the new system are critical parts of this project and we are committed to launching a system that functions from beginning to end, to ensure a seamless transition for all stakeholders.

We are still aiming for a summer implementation of the permit renewal procedure, and once a more definite date is known, we will communicate this.

Reminders on renewals and permit fees:

1. ALL new permit applications must be accompanied with the respective permit fee (residential - \$15 / commercial - \$20).
2. The renewal date is based on the month in which the original permit was issued.
3. The renewal procedure is the responsibility of the premise owner; a renewal notification and form will be sent to the premise owner two (2) months in advance of their renewal date.
4. Submission of the renewal payment and form must be received by our office by the renewal month indicated or the permit will be automatically expired and the premise owner will need to re-apply for a new permit.

The final phase of our changes (as listed below) will be delayed until closer to the end of the year to ensure the database and its interoperability with Calgary 911 is operating successfully. We will continue to communicate when these changes are ready for implementation.

Reminders of these forthcoming changes are:

- Calgary Police Service will only attend locations:
  - where the alarm agency is properly licensed and registered.
  - where the premise has a valid alarm permit
  - where the premise permit is not suspended
  - during non-occupied commercial business hours (as indicated on the permit application)
  - outside the initial 14-day alarm system installation or upgrade period

If you have any questions please visit the website/s or get in touch with the CPS Alarm Bylaw Unit as indicated below:

- Online at [Calgary.ca](http://www.calgary.ca),
- Revised City of Calgary Alarm Bylaw 31M95 available online at: [http://www.calgary.ca/CNcity-clerks/Documents/Legislative-services/Bylaws/31 M 95-AlarmServices. pdf](http://www.calgary.ca/CNcity-clerks/Documents/Legislative-services/Bylaws/31_M_95-AlarmServices.pdf)
- By calling the Alarm Bylaw customer service line at 403-428-8336 or
- Via email to the Alarm Bylaw Unit at [alarmbylaw@calgarypolice.ca](mailto:alarmbylaw@calgarypolice.ca).

Alison Turgeon  
CALGARY POLICE SERVICE  
Supervisor, Field Data Unit/Alarm Bylaw  
Alarm Coordinator

## **DMP Releases Gunshot Detection Technology, Doorbell Camera at ...**

*4.6.17 - Security Sales & Integration - By SSI Staff*

Las Vegas, Nev. — The invitation-only [DMP](#) Owners Forum takes place on the eve of [ISC West](#) each year in Las Vegas. DMP Executive Management gave attendees a behind-the-scenes look at new technology featured this year. Gunshot Detector

This detection device identifies gunshots within an indoor area, similar to the way a motion detector or smoke detector works, in conjunction with a standard alarm panel.

DMP says the device detects gunshots through advanced acoustical analytics within the device. The technology discriminates gunshots from other loud sounds and then communicates its detection as an alarm to the central station, local management software or system users through push notifications. This allows an appropriate response by first responders or on-site guards.

According to DMP, the detector is impervious to privacy concerns because it is only connected to a traditional zone on an intrusion control panel. Unlike existing gunshot technology, the DMP detector is designed to be easy to install without an additional special system and affordable as well.

“We believe the Gunshot Detector will give first responders the information they need to accurately assess active shooter situations, providing precise real-time information as to the location and movement of perpetrators,” says executive marketing director, Mark Hillenburg.

Through the integration of DMP’s access control systems, schools, banks and other public buildings can be immediately locked down to start appropriate safety procedures.

The DMP Gunshot Detector will be available this summer. It’s compatible with DMP XT and XR Series Panels.

[More Info](#)

## **PERS & Medical Monitoring: The Coming Convergence**

*4.1.17 - SDM*

Some experts say the convergence of personal emergency response systems (PERS) is coming — the only question is when. Another question, however, is what convergence will mean for companies that specialize in PERS.

London-based market research firm IHS Markit estimates that about 600,000 patients were monitored for medical conditions in the U.S. in 2016, generating revenues between \$250 and \$300 million. By many standards, that's a relatively small market. But the market is expected to grow substantially moving forward.

San Diego-based Qualcomm Life is one of numerous companies that offers medical monitoring in the U.S. and elsewhere in the world. As Qualcomm Life President Rick Valencia explains, the company monitors key vital signs such as blood pressure, respiration rate and heart rate. The company focuses on providing connectivity from patients' homes to a data center cloud that provides analytics and filtering before sending data to the healthcare provider. If, for example, a patient gets an unusually high blood pressure reading, an alert could immediately be sent to the patient's healthcare provider. As Valencia explains, Qualcomm sends "health information [and] contextual [information] to the caregiver in a clinically relevant way so that the caregiver can take action."

Supporting the offering are what the medical monitoring industry calls "hubs" at both the patient and healthcare provider locations. At the patient's home, a key function of the hub is to collect information from devices such as blood pressure cuffs, glucose meters, or scales that have built-in wireless connectivity. Today's hubs can use a variety of communication methods to the cloud, including cable modems, DSL or cellular, but in the future Valencia expects the industry to move more toward cellular.

Qualcomm is paid on a per-customer, per-month basis for providing connectivity and cloud capabilities. Importantly, these fees are paid by the healthcare provider.

As Valencia explains, healthcare providers offer these services to certain customers with the goal of preventing problems before they become more severe and to minimize hospitalizations. Initiatives such as these are part of a broader trend in the healthcare industry away from being paid by insurance companies on a "fee for service" basis toward an "outcome-based" approach.

With an outcome-based approach, healthcare providers will be paid a certain amount of money on an annual basis for taking care of a group of patients, rather than being paid every time a service is provided. The goal is to incentivize healthcare providers to provide more predictive care and to avoid costly hospitalizations.

"Within five years, by my projection, we will see the majority of all payment for care being around outcomes," Valencia comments.

### **Converged PERS & Medical Monitoring**

The hub used at the customer premises can take a range of physical forms. Some are physical devices, while others are apps that run on tablets or smartphones. Another option is for an existing PERS device to also support medical monitoring. Two companies that offer both PERS and medical monitoring are San Diego-based American Two-Way and Bala Cynwyd, Pa.-based Connect America. Both Connect America and American Two-Way have live operators to support their PERS offerings. In addition, both companies monitor key vital signs and operate clouds that apply analytics to that data and notify healthcare providers as specified by the healthcare provider.

American Two-Way also offers some services via clouds operated by companies with which it has partnered. Christopher Baskin, CEO of American Two-Way, prefers the term "telemedicine" or "telehealth" to describe the company's offerings, which also include a service that monitors whether patients are taking their medicine and, if necessary, reminds them to do so via a call from an operator.

Connect America developed its own cloud platform and delivers its services via a PERS device that also connects wirelessly with medical devices in the home, explains Jim Reilly, vice president of telehealth for the company.

Expect more combination PERS and medical monitoring hubs moving forward, comments Michael Pliskin, CEO of Menlo Park, Calif.-based MedM America, a company that offers medical monitoring hubs and cloud services. Pliskin has seen interest from several PERS system providers in building medical monitoring capability into those devices.

According to Pliskin, one of the reasons medical monitoring hasn't been widely adopted yet is that there has not been sufficient research to demonstrate the effectiveness of the technology in reducing healthcare costs. "The results are not impressive," Pliskin observes.

Pliskin is not aware of any project that has more than 500 patients monitored. He adds that many offerings are voluntary on the patient's part, with patients being able to stop at any time.

But despite Pliskin's lukewarm comments, others see increased use of medical monitoring as inevitable. At least two market research firms forecast substantial growth for medical monitoring. Berg Insight expects the global medical monitoring market to grow at an average annual rate of 33.8 percent between 2016 and 2021. In the U.S. alone, IHS Markit forecasts an average annual growth rate of 35 percent until at least 2020.

Baskin believes medical monitoring will see a big jump in 2017 because federal and state programs such as Medicare will begin to reimburse it more broadly. Assuming the medical monitoring market grows as expected, it's likely to have a substantial impact on the PERS industry. But exactly how the PERS market will be affected is a matter of debate.

### **The Impact of Convergence**

In some ways, medical monitoring resembles the cloud services that security dealers already offer — including some dealers that also offer PERS. Dealers offer their customers the ability to remotely control their security systems using an app or Web browser by offering services delivered from data center clouds operated by equipment manufacturers and some third-party facilities.

There are some important differences between clouds supporting security systems and those supporting medical monitoring, however. First, the services that a medical monitoring cloud must deliver are considerably more complex than cloud-based security services. Richard Brooks, president of Connect America's Health Care Division notes, for example, that the company customizes its offering for its healthcare clients, including interfacing with the client's electronic medical records systems. That's not the kind of work that operators of security clouds typically have experience with.

As Roed Roashan, senior analyst for IHS Markit sees it, it's likely to be easier for a medical monitoring company to move into PERS than for a PERS company to move into medical monitoring.

Another concern is that, while security systems and PERS systems are sold to end users, medical monitoring generally is sold to the healthcare provider. That's an unfamiliar market to some security and PERS dealers, but as Valencia observes, any dealers wanting to get involved with medical monitoring "will have to decide they will step up to selling to healthcare providers and everything that comes with that."

### **Medical Monitoring Standards**

Two important standards in the medical monitoring market are HL7 and FHIR. Health Level 7 International (HL7) is an organization that has established standards for the transfer of clinical and administrative data between software applications used by various healthcare providers. The goal is to enable healthcare organizations to easily share clinical information. The same organization is also responsible for Fast Healthcare Interoperability Resources (FHIR), which define data resources and an application programming interface for exchanging electronic health records. The goal is to make it easier to provide healthcare information on a wide variety of devices and to enable the development of third-party medical applications that can be easily integrated into existing systems.

### **Direct to Consumer**

There are some examples of medical monitoring being sold directly to the end user, however. Roashan points to the example of Forward, a San Francisco-based company that offers a service for \$150 a month that includes medical monitoring, visits and emails to doctors and nurses at the company's clinic, and some prescriptions. The company doesn't take insurance and customers are still advised to get insurance to cover hospitalization and specialists. Depending on how popular such offerings prove to be, there might be an opportunity for security or PERS dealers to offer a similar service or to resell that type of service from Forward or a similar provider.

Other opportunities may exist for companies that operate central stations, particularly those that already support PERS. Central stations have operators on staff to handle calls from PERS customers — and potentially there may be opportunities to leverage that capability to support medical monitoring. If a patient has a high blood pressure reading, for example, it would seem that it would be helpful for a live operator to alert the patient or one of the patient's family members. The healthcare provider paying for the medical monitoring might not be willing to pay for that capability, but potentially the patient or patient's family would be willing to pay for it.

It's important to note though, that there are companies that operate call centers that specialize in supporting medical monitoring for healthcare provider clients. According to Anders Frick, senior analyst for Gothenburg, Sweden-based Berg Insight, many medical monitoring offerings give patients the ability to push a button to reach a call center. And the people staffing these call centers generally have certain medical certifications.

Any PERS central station wanting to act as a call center to support medical monitoring might need similar certifications and would need to be prepared to compete with the companies that already are in that business. Frick also notes that companies providing medical monitoring eventually may adopt automated voice response systems with deep learning capabilities, potentially enabling them to replace or at least minimize the need for live operators.

### What's on Tap for Catalyst '17

As a central station with a strong focus on PERS, Affiliated Monitoring recognizes that marketing is critical to success with PERS. That recognition drove the company to organize the Catalyst Conference designed specifically to focus on marketing for PERS. Last year's conference was a day-and-a-half event. This year's event will be expanded and will be held May 15-17 in Miami. "People increasingly want to hone their skills in online marketing, pay-per-click, and marketing on social media platforms," comments Daniel Oppenheim, vice president of Affiliated Monitoring. "They want to manage their cost-per-acquisition and they're thinking about the different marketing channels that exist. There are a myriad of opportunities and people are always trying to get better." The three-day event costs \$395 and will include an in-depth conversation between Oppenheim and an as-yet-unnamed PERS industry veteran (at the time of writing) about how to succeed in the PERS industry, along with break-out sessions on legal and insurance issues as well as digital marketing. Oppenheim also will present information about the demographic changes driving PERS growth. "I take them through a lot of publicly available information and information we've accumulated over time," Oppenheim observes. "It's the most requested presentation of Catalyst afterwards." Attendees also will have the opportunity to network with other companies pursuing PERS opportunities during organized activities including an opening reception, a golf outing, a Miami excursion, and a Miami dining experience.

### Installation Opportunities?

Today the medical monitoring devices used in the patient's home often are "plug and play," meaning they don't require professional installation. But if that were to change, perhaps there might be a role for security dealers to provide that installation. One of the latest PERS developments suggests that could happen.

Daniel Oppenheim, vice president of Union, N.J.-based Affiliated Monitoring has seen increased demand for monitoring what he calls "activities of daily life." Typically installed in an older person's home, this type of monitoring relies on motion detectors or other sensors installed throughout the home to confirm that the person is active. If activity is not detected for a certain period of time, the central station can reach out to the person or to a family member.

Potentially this capability could have applications in medical monitoring — and since professional installation may be required, there could be opportunities for traditional security and PERS dealers to handle those installations. Oppenheim predicts another development in the PERS market that could benefit central stations with PERS and security expertise. "Video verification is coming to PERS," he observes.

Video verification is already used in the security industry to help confirm whether an alarm signal generated by a security system was triggered by an actual intruder or, instead, is a false alarm. And although some people have had privacy concerns about using that capability to verify PERS alert signals, others see the potential benefits outweighing those concerns.

If video verification were determined to be appropriate for PERS, perhaps it also could play a role in supporting medical monitoring — and if so, that might present opportunities for security dealers to install the cameras and potentially to monitor the system and/or provide operator support.

Whatever happens with regard to the convergence of PERS and medical monitoring, a market for PERS-only systems is likely to remain. Even so, any dealers that sell PERS today will want to keep close tabs on developments in medical monitoring in order to be better prepared for how the market may change as a result of increased convergence and to be able to take advantage of any new opportunities that convergence may present.

[More Info](#)

## FARA's Believe it or Not

By: *Brad Shipp*

- **MI: Man Locked Overnight In CVS Won't Be Charged For Helping ...**  
4.7.17 – Consumerist - The man was discovered locked in the store around 1 a.m. when he set off an alarm. The store's alarm company noticed the man walking around the aisles and ... [More Info](#)

- **ADT Security Services van catches fire in NH causing 12-volt ...**  
4.10.17 - NH1 News - The van had caught on fire, causing 12-volt batteries used for alarm systems to explode within the car, Abbott said. The woman suffered burns to her hands as .. [More Info](#)
- **NY: City workers deserve thanks for their efforts**  
4.14.17 - WatertownDailyTimes.com - I want to thank the Fire Department for coming to our home recently at 1:30 a.m. because our carbon monoxide alarm was ringing. Capt. Chisamore and his crew ... [More Info](#)
- **IN: Alert device helps deputies make water rescue**  
4.15.17 - Greensburg Daily News - With the device, "the victim was able to communicate to the alarm company that he was trapped in a pond," Mellinger said. Sheriff's deputy Andy Williams and ... [More Info](#)
- **VA: Dog Opens Doors And Escapes Animal Hospital Like Nobody's ...**  
4.12.17 - Huffington Post - ... the door isn't locked from the inside, but instead requires a keypad to open from the outside. When General opened it from the inside, he triggered an alarm, ... [More Info](#)

Do you have any stories you would like to share about strange, unusual, or funny reasons for false alarms? How about outlandish things that happen in the course of your usual work day? I know we all have them, so let's share and give everyone a chuckle! Please forward your stories to [bradshipp@4yoursolution.com](mailto:bradshipp@4yoursolution.com) and we'll put them in the next InfoLink for all to share!

## News on Door to Door Sales

*Courtesy of NESAs*

- **Alarm company responds, agrees to resolve issues**  
3.29.17 – WBRZ - That means it can install various items including intrusion alarm systems, fire alarms and cameras and it does not need a license from the Louisiana State Fire. [More Info](#)
- **Beware: Spring brings scammers to your door**  
4.4.17 – WTOP - Only allow someone into your home after contacting your alarm company to confirm their identity. Ask questions and beware if they hesitate to provide specific ... [More Info](#)
- **Fraud at Your Front Door**  
4.4.17 - AARP News - Posing as technicians for security companies, some scammers claim they need to repair your alarm system. Then they deactivate it for a later burglary. Others ... [More Info](#)
- **N4T Investigators: False alarm?**  
4.6.17 - KVOA Tucson News - Loyce McCormick says a door-to-door salesman recently came to her midtown home to pitch a home security alarm system. McCormick told the News 4 Tucson ... [More Info](#)

## Public Safety Updates

*Courtesy of NESAs*

- **AB: False alarms may soon cost Red Deer residents, business owners**  
4.4.17 - Red Deer Advocate - Anyone who wastes police time by reporting false alarms could be charged more under a proposed Red Deer bylaw. Councillors heard that RCMP officers dealt ... [More Info](#)
- **AR: Texarkana, AR Considers Fee Increases**  
3.30.17 – KTAL - The fire department could soon charge for responding to repeated, false alarms and inspections of some businesses. The department currently inspects around ... [More Info](#)
- **CA: Divided San Diego council revamps burglar alarm fees, fines**  
4.14.17 - The San Diego Union-Tribune - A divided San Diego City Council adopted a new burglar alarm policy this week that aims to reduce false alarms to free up police officers for higher priority tasks. [More Info](#)
- **FL: Palm Beach could charge contractors for false fire alarms**  
4.10.17 - Palm Beach Daily News - The Ordinances, Rules and Standards Committee is considering changing town rules to charge contractors for "false alarms" rather than make property owners ... [More Info](#)
- **LA: NOPD Chief Michael Harrison on the false alarm ordinance**  
4.7.17 - WWL First News - Joining us now live in studio is the police chief of the New Orleans Police Department Michael Harrison to market more. Glad you could join us this morning and ... [More Info](#)
- **LA: NOPD leans on technology to help solve, prevent crimes**  
4.6.17 - WDSU New Orleans - The city's False Alarm Ordinance takes effect May 1, instituting a fee for repeated false alarms. Harrison said the first time police are sent to a person's home or ... [More Info](#)
- **MD: Baltimore makes building permitting requests electronic**  
3.30.17 - Baltimore Sun - Homeowners or contractors must request them for certain jobs, such as building an addition, installing a new alarm system, knocking down an internal wall or ... [More Info](#)

- **MI: Security Cameras Will Be Mandatory for Michigan Township Businesses**  
Video surveillance systems will become mandatory April 1 at liquor stores, hotels, banks, pharmacies, gas stations and other businesses with frequent calls to police... [More Info](#)
- **MO: Police work on implementing law alarm ordinance**  
4.14.17 - ABC17News.com - "What happened in the city of Columbia is they had the fire alarm and the burglary alarm system in the same ordinance, they never should have been. So we got ... [More Info](#)
- **NJ: Police: Glen Ridge home alarms must be registered**  
4.3.17 - NorthJersey.com - All Glen Ridge residents with home alarm systems must register them with local police by Saturday, April 15, the township has announced. The registration is ... [More Info](#)
- **NY: New Watervliet law fines homeowners, businesses for false alarm calls**  
4.1.17 - NEWS10 ABC - Watervliet, NY – A new local law aimed at reducing the number of false alarms first responders are called to has some people up in arms. [More Info](#)
- **NY: Watervliet council OKs fines for false alarms**  
3.31.17 - Troy Record - City officials said the intent of this local law is to reduce the number false alarms, to encourage the proper use of alarm systems, and to promote the health, safety ... [More Info](#)
- **ON: Police look to charge fees for funeral escorts to recoup costs**  
4.8.17 - Cambridge Times- False-alarm fees could also see an increase to \$100 from \$75 for those who have alarms registered with police, and \$200 from \$150 for those whose alarm ... [More Info](#)
- **RI: Warwick parents outraged over school fire alarm debacle**  
4.5.17 - The Providence Journal - Steven Gothberg, left, director of school buildings and grounds; Peter Marietti, center, city fire marshal; and Warwick Fire Chief James McLaughlin answer ... [More Info](#)
- **WV: City enforcing false alarm fees**  
4.5.17 - Bluefield Daily Telegraph - Bluefield — Firefighters are always standing by for alarms, but too often a fire alarm turns out to be a false alarm that could take precious time away from ... [More Info](#)
- **WV: Police See Drop in Number of Burglar Alarm Calls**  
4.8.17 - Wheeling Intelligencer - Photo Provided Wheeling Police Sgt. Josh Sanders heads out to a call this week. If it were a burglar alarm, two officers would be taken off the street to respond ... [More Info](#)

## Industry News

*Courtesy of NESAs*

- **10 helpful devices for aging seniors and their worried caretakers**  
4.15.17 - USA TODAY - If you're concerned about your parent climbing the stairs or falling in the living room, the Alarm.com Indoor Camera can help you monitor these dangerous areas ... [More Info](#)
- **Comcast Business Unveils SmartOffice Video Surveillance Solution for SMBs**  
3.23.17 - Yahoo - Comcast announced the availability of SmartOffice, a video surveillance solution to improve efficiency for SMBs through advanced monitoring. [More Info](#)
- **Vector Security Merges National Accounts Division With Industry Retail Group**  
3.28.17 - SSI - The company combined the national accounts division with its wholly-owned retail subsidiary to form the new Vector Security Networks brand. [More Info](#)
- **3xLOGIC and Bold Technologies Partner to Offer Advanced Video ...**  
4.1.17 – Benzinga - 3xLOGIC, Inc., a leading provider of integrated intelligent security solutions, today announced that Bold Technologies, a leading provider of alarm monitoring ... [More Info](#)
- **Security System 'Sees' Radio Waves**  
4.4.17 - The Aura home security system takes advantage of the pervasive wireless radio waves surrounding us. The system, which consists of a hub and a device that plugs into the wall, uses radio waves to detect movement. [More Info](#)
- **Alarm.com expands open hardware ecosystem with new smart ...**  
4.7.17 – SecurityInfoWatch - Alarm.com has announced the integration of a broad array of new connected devices to further expand the breadth of solutions and hardware options available ... [More info](#)
- **Priority One Security Grows Southeast Footprint With Blue Ridge Buy**  
4.11.17 - SSI - Blue Ridge Security Solutions serves thousands of clients across the residential and commercial/industrial markets. [More Info](#)

## FARA Mission Statement

It is the mission of the False Alarm Reduction Association (FARA) to provide a forum for local government alarm ordinance professionals to exchange information on successful false alarm reduction programs, to serve as a clearinghouse for agencies seeking to reduce false alarms, and to foster an environment of cooperation among public safety, the alarm industry and the alarm users.

### Contact Us

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