



**FOR IMMEDIATE RELEASE**

## **Medical Alert Monitoring Association Rebrands as Connected Health & Safety Association**

***New Identity Positions Organization to Lead the Future of Proactive, Technology-Enabled Care***

**PHILADELPHIA, PA – September 17, 2025** – The Medical Alert Monitoring Association (MAMA) today announced its rebrand to the Connected Health & Safety Association (CHS), marking a pivotal transformation that reflects the rapid evolution of the personal emergency response systems (PERS) industry toward proactive, technology-enabled health and safety solutions.

The rebrand comes as the industry expands beyond traditional emergency alert systems to encompass remote patient monitoring, AI-powered predictive analytics, integrated wellness platforms, and comprehensive connected care solutions. CHS now represents more than 80% of the U.S. PERS market, serving over 5.9 million Americans who rely on these life-saving technologies.

“This rebrand is more than just a name change—it’s our industry’s declaration that we’re ready to lead the future of aging-in-place technology,” said Geoff Gross, President of CHS and Founder & CEO of Medical Guardian. “We’ve witnessed incredible innovation from our members, including AI monitoring, preventative wellness technology, and seamless tech integration. Our new name better reflects where we’re heading as an industry.”

The rebrand is supported by compelling market data from a comprehensive analysis conducted by L.E.K. Consulting, a global management consulting firm. According to L.E.K.’s research:

- 5.9 million unique individuals in the United States currently use a PERS device
- The sector has experienced a 9% compound annual growth rate (CAGR) over the past four years
- 60% of the market is private pay, while 40% is funded through Medicaid HCBS, Medicare Advantage, and other healthcare partnerships
- Leading PERS providers are expanding into adjacent markets including remote patient monitoring (RPM), chronic care management (CCM), and multi-channel engagement platforms

CHS’s mission is twofold: to elevate the success of its members and drive meaningful change across the connected health, safety, and remote care landscape. Through exclusive educational resources, strategic networking, and ongoing advocacy, CHS equips its members with the tools and insights necessary to lead in a rapidly evolving industry that is increasingly shaped by proactive care, remote monitoring, and real-time engagement.

“We’re building a future where connected health, remote monitoring, and personal safety are seamlessly integrated, ensuring that care is always accessible, proactive, and within reach,” added Gross.

**About the Connected Health & Safety Association**

The Connected Health & Safety Association is a 501(c)(6) nonprofit trade association representing the needs of the connected health and safety industry. It is a collective of companies advancing innovative technologies in medical alerts, remote monitoring, and wellness services to enhance personal safety and independence. Through education, advocacy, and strategic networking, CHS supports its members in driving meaningful change across the tech-enabled care landscape, helping them stay ahead in an increasingly integrated, home-based healthcare industry.

For more information about the Connected Health & Safety Association, visit [CHSAAssociation.org](https://CHSAAssociation.org)

**Media Contact:**

Brittany Tressler  
Connected Health & Safety Association  
215-375-4262  
[btressler@vaultcommunications.com](mailto:btressler@vaultcommunications.com)