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**ROSIE 2.0 LAUNCHES THROUGHOUT CANADA IN SEPTEMBER  
IN CONJUNCTION WITH WORLD ALZHEIMER'S MONTH**

Palm Beach, FL... September is World Alzheimer's Month. In concert with that, SiMPL Technology's Rosie 2.0 and line of SiMPL tech for seniors, will launch throughout Canada at [londondrugs.com](http://londondrugs.com), [wellwise.ca](http://wellwise.ca), [amazon.ca](http://amazon.ca), and [walmart.ca](http://walmart.ca).

Rosie 2.0 has been called a senior's Alexa or Google Home. It's a SiMPL Technology solution for memory loss patients and their caregivers.

Rosie is a talking alarm clock that allows family members and /or caregivers to record reminders in their familiar voices to remind memory loss patients to take their meds, eat meals, keep important appointments and more.

Hearing these messages in a familiar voice has been shown to deliver the highest level of medication and task adherence. Rosie's high adoptability by cognitively-challenged patients is due to its ease of use, said inventor Gary Rotman, whose father's dementia inspired him to create the Rosie. Rotman serves as COO for SiMPL Technologies.

"You don't have to learn anything new and Rosie looks like a familiar digital alarm clock," Rotman said. "All you do is record your messages and they play at certain times. So, if your dad needs to take his medication after lunch, you simply record a message that says 'Dad, it's time to take your medication.' After he hears the reminder message and takes his medicine, he can turn off the reminder by pressing Rosie down. It's that easy. They don't have to press any buttons or talk to Rosie to use her. Messages can be recorded for every day, weekly, Monday to Friday, by date or annually." Reminder Rosie also will answer simple questions, including "what day is it?" and "today's reminders?"

Rosie has been a godsend for caregivers, seniors, and their loved ones, including Joe Yezzi and his father.

“My father is a 90-year-old WWII veteran,” said Yezzi. “He has problems remembering appointments and I live far away and am unable to check in on him. Reminder Rosie is the answer. It’s easy to set up and to use, whether it’s a one-off appointment or a daily reminder to take medication, or a recorded voice reminder to attend church on Sunday, Dad has a new reliable friend... I have peace of mind.”

One three-month study found that Rosie helped 86 percent of patients dealing with poor medication compliance increase it to 80 percent compliance. Toronto Central Community Care Access Centre conducted this study. It also projected that savings from home care professionals utilizing Rosie could range between \$3,000 and \$6,000 each year.

Learn more at [www.smpltec.com/rosie2](http://www.smpltec.com/rosie2) or [pr@smpltec.com](mailto:pr@smpltec.com) or call toll free 833.237.4675, extension #105.