

Safely.Living Exits Stealth, Partners With US Housing Consultants To Modernize Aging Subsidized Housing

Connected health & safety platform for 28,000+ federally subsidized properties serving medically complex seniors—unlocking billions in healthcare shared savings

KANSAS CITY, MO, UNITED STATES,
September 10, 2026 /

EINPresswire.com/ -- [Safely.Living](#), a connected health and safety platform purpose-built for federally subsidized senior housing, announced today it has emerged from stealth with a landmark partnership with US Housing Consultants, a leading advisory firm serving HUD-regulated housing operators and developers nationwide.



“

Safely Living has developed a modern, easy-to-maintain solution with a low upfront cost and an affordable monthly operating model—eliminating the need for another major, long-term capital investment.”

Scott Precourt, President of US Housing Consultants

The partnership targets a largely overlooked segment at the intersection of two of America's largest policy priorities: affordable housing and healthcare cost containment. Section 202 of the National Housing Act provides direct federal subsidies to develop and operate housing for very low-income adults 62 and older. Section 811 extends similar support to people with disabilities. Together with USDA Rural Development, these programs house more than 1.6 million residents across 28,000 properties — among them some of the nation's most medically vulnerable people. Dual-eligible seniors in these buildings represent 20% of the Medicare population yet account for 34% of all Medicare spending. "Affordable housing is the missing link in healthcare delivery," said Jeff

Prough, co-founder of Safely.Living. "By bringing modern safety infrastructure directly to these

residents, we can fundamentally change outcomes for the nation's most vulnerable seniors."

The scale of the opportunity is significant. According to Ziegler's Spring 2025 Digital Health & AI white paper, senior housing demand is on

pace to create a 550,000-unit shortfall by 2030 — a \$275 billion investment gap. Research by CORE and Enterprise Community Partners found housing-based wellness interventions reduced total healthcare costs by 12%, with savings reaching \$115 per resident per month for the highest-risk residents. Applied across 1.6 million units tracked by the Department of Housing and Urban Development (HUD) and USDA, that represents more than \$2 billion in annual shared savings going uncaptured.



US Housing Consultants works with owners and managers of Section 202 and Section 811 properties across the country, and the vast majority are required to provide residents with access to an emergency call-for-aid system in their homes. Yet most existing systems rely on outdated designs that fail to provide the level of safety and security residents deserve. They are often treated as a nuisance rather than a valuable safety amenity. Until now, replacement options have largely meant installing more of the same.

Scott Precourt, President of US Housing Consultants said: "Safely Living has developed a modern, easy-to-maintain solution with a low upfront cost and an affordable monthly operating model—eliminating the need for another major, long-term capital investment. We worked with Safely Living to create a package that fits senior housing communities' budgets and makes long-overdue upgrades achievable. The result is a discreet, versatile system that is easy to install and maintain, reduces the burden associated with NSPIRE compliance, and—most importantly—is easy for residents to use. Safely Living's call-for-aid system reframes the entire conversation: an easy-to-use, easy-to-maintain, affordable solution—with no strings attached."

Safely.Living was co-founded by Jeff Prough, an EY Entrepreneur of the Year, one of the Best and Brightest in Wellness, former President of Guardian Alarm Company, who previously built and sold Critical Signal Technologies to Best Buy Health (NYSE: BBY), where it operated at scale across more than 150,000 lives in all 50 States.

To learn more, contact Eliot Arnold, Managing Director, at eliotarnold@safely.living or (816) 644-6968. "The \$50 billion earmarked for the Rural Healthcare Transformation Plan has housing as a core strategic component for care delivery. Health insurance companies have invested billions in housing. We are thrilled to work alongside US Housing Consultants to make these vital upgrades seamless for property operators nationwide while drawing in much needed support services for this vulnerable population," said Arnold.

Property operators can request a complimentary assessment at <https://safely.living>.

ABOUT SAFELY.LIVING

Safely.Living is a connected health and safety platform purpose-built for federally subsidized senior housing. The company was co-founded by Jeff Prough, founder of Critical Signal Technologies (acquired by Best Buy Health, NYSE: BBY), and Eliot Arnold, a digital health executive and Medicare-funded clinical research program manager. The company is headquartered in Kansas City, Mo. Learn more at <https://www.safely.living>.

ABOUT US HOUSING CONSULTANTS

US Housing Consultants is a nationally recognized advisory firm specializing in HUD-regulated affordable housing. The firm works with Section 202 and Section 811 operators and developers to navigate compliance requirements, maintain regulatory standing and protect federal subsidies. With deep expertise in NSPIRE inspection standards, HUD funding structures and property management strategy, US Housing Consultants serves as a trusted partner to operators across the country. Learn more at us-hc.com

Eliot Arnold

Safely.Living

+1 816-644-6968

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/940934217>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.