

Home HealthCareTODAY™

Reimbursement REVOLUTION

New PATIENT-PAY Options Ignite Opportunity

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Are You Ready To Ride The Coming Wave? Med-Tech Trends

Technology continues to transform every industry—and home healthcare is no exception. As new medical tech trends continue to emerge, it can be difficult keeping up-to-date on all of them. We're taking a closer look at 2018 trends to keep an eye on as healthcare technology accelerates marketplace change. **PAGE 12**

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AMAZON
FIND IT & WIN!
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Recognizing the Famous... and Not So Famous

I was intrigued by an article I read recently in *Cristaux*, a design & manufacturing company with a global vision that specializes in custom awards and other high-end forms of recognition. It rated the most famous awards in the world that annually bestow recognition and fame on their recipients. You may not be familiar with all of them... you may disagree with the rankings... but you probably have heard of many of them.

1: The Nobel Prize—multiple categories such as medicine, literature, chemistry, physics and many more. **2: The Booker Prize**—Britain's most prestigious literary award. **3: The Academy Awards**—A billion viewers worldwide watch the Oscars handed out to actors, directors and best movies of the year. **4: The BAFTA Awards**—The UK equivalent of the Emmys honors film and TV achievements. **5: The Palme d'Or**—The most prestigious prize at the Cannes Film Festival.

Recognition of hard work and talent counts! Awards presented within your own DME business will not be seen by millions—but they will inspire! I have seen studies that show recognition provided to workers and associates on the job is more important than monetary compensation.

There are times when more than just a “thank you” is needed to match the impact of a person's efforts. Here are four reasons to give recognition awards in any DME business:

1. Implementing an idea that improves the workplace or reduces cost
2. Taking the lead on a new initiative
3. Helping to eliminate an unsafe work situation
4. Stepping up or going beyond an employee's specific job description

On a personal level—while on the subject of awards—I would like to thank all of our customers for helping Applied Home Healthcare Equipment win a prestigious *Weatherhead Award* this past November. See page 28 for details. It recognizes OxyGo® and the Applied Companies for being one of Ohio's fastest growing companies. There is no way we could have won it without your support and loyalty!

Victoria

Editor In Chief, *Home HealthCare TODAY* | vmarquard@applied-inc.com



VICTORIA MARQUARD-SCHULTZ

Editor In Chief,
Managing Director

Victoria Marquard-Schultz, Esq. is Applied Home Healthcare Equipment's Managing Director. She has over 20 years experience with Applied, and has worked with the Federal Judiciary and the Prosecutor's Office in Michigan. She has written several scholarly legal publications and was an expert columnist in *HME News Smart Talk* and featured in *Homecare Magazine*. Victoria has recently earned her PLDA from Harvard Business School.

Anything & Everything!

Find the hidden treasure and WIN BIG at Amazon!

Well, ok ... Sometimes we make the treasure chest harder to find than others, and we've been pretty sneaky this issue. But it's worth your time to hunt for it! Amazon is the world's largest internet retailer and this is your opportunity to claim \$100 and buy just about anything you want! Just find the buried treasure chest inside this issue and submit its location: homehealthcaretoday.org/treasure

If more than one correct answer is received, a special drawing will be held to break ties and determine the \$100 gift card winner.

Congrats to last issue's winner of a \$100 Coleman gift card — Jody Moeller, Compliance Specialist at FirstMed Pharmacy in Davenport, Iowa!

HURRY! This contest ends on 2/28/18. The winner will be announced in the next issue.





WHAT ABOUT BOB?

Tips To Help You Grow Your Business

In 2005 I was given the responsibility of starting a new homecare company from scratch for the Cleveland Clinic. It was structured to focus only on providing respiratory products and services for the home. We were classified not as a DME but as a DMR (Durable Medical Respiratory) company.

For those of you not familiar with the Cleveland Clinic, it's a huge medical system consisting of 10 hospitals, 18 family practice centers, and over 47,000 employees. *U.S. News & World Report* ranked it the #2 medical system in the country.

I knew it was going to be a daunting task, but I felt the experiences I had obtained in my career had well prepared me for the challenge. During that journey, I was fortunate to pick up tips along the way that helped me sustain yearly double-digit financial growth and keep our turnover rate around 0.4%.

Here are five of the tips I found to be among the most beneficial over the years:

1. Make your employees your number one priority and the rest will follow.

Unless you are superman (or woman), you cannot run your company by yourself. View your employees as your number one asset. Employees that are happy at the workplace generate a positive energy that is contagious. Don't always hire based on skills. You can train the person to perform the skills necessary for the job. What you can't teach is personality. An employee with a positive, upbeat, attitude is loved by patients, has great camaraderie with fellow employees and is liked by referral sources.

2. Never take your referral sources for granted.

If you slack off on customer service, the word will get around. You will lose both customer and professional referrals over time. Understand, your competition is working hard to build a relationship with your customers. If you begin paying them less attention, your competition will be able to grab some of that business. Letting that happen will be hazardous to your financial health.

3. Set quarterly goals.

Every quarter, set two or three obtainable goals that are focused on growing your business and on better training your employees. These might include reviewing product lines to determine if you need to add or remove products from your inventory. Your goals may include providing in-services to your employees to keep them knowledgeable of the products you currently carry, as well as introducing them to new products in the marketplace.

4. Be flexible.

Don't be a stick in the mud. The DME business today is more challenging than ever. It is constantly changing, and you need to be able to adapt to what the industry is throwing at you. This may include looking at how you are currently providing services. Is there a better more cost-efficient way? Listen to your employees. They often have great ideas. (Refer to tip #1) Employees that feel they are important to the company will be more engaged and invested in the business. Engaged employees will have a positive effect over all phases of your business.

5. Accept that you can't do everything.

Don't try to be something that you are not. Just because you are in the DME business, doesn't mean you have to carry or provide every item that is on the market. Determine your scope of business and focus on being the best you can be in those areas. Your business will be respected more if you provide the products and services that you do well rather than to attempt to be a jack-of-all-trades.

Thanks for reading,

Bob McQuown, R.R.T.

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AFFORDABLE PATIENT FINANCING

Give patients access to the equipment they need...
without all the hassle.



by Victoria Marquard-Schultz, Editor In Chief

It's no secret that most home healthcare providers spend an inordinate amount of time engaging various payors on behalf of their patients. Billing insurance... following up with insurance... checking billing codes... and answering patients as to why their much-needed equipment is taking so long to get to them... it all can be very frustrating.

In this day and age of the “Silver Tsunami” and competitive bidding, many patients (or children of patients) are willing and want to purchase their own equipment. Most patients will use their equipment daily—if not constantly (as is the case with portable oxygen concentrators)—and want to have the best of the best. But sometimes they can't pay cash. So how can a provider give patients what they want without losing money due to bidding?

The answer is to offer your patients smart financing they can afford.

Patients may have traditional credit cards but may not want to use them for a variety of reasons. That's why many providers offer two modern types of financing for patients: CareCreditsm and OxyCare TOTAL Advantage[™].

Care Credit

The Care Credit Card is different from Visa, Master Card, American Express, and Discover cards because its focus is strictly on medical care. It helps your patients pay for out-of-pocket expenses not covered by medical insurance by extending flexible financing options that they can't get when using Visa or MasterCard. Patients can use Care Credit at thousands of medical-related outlets, such as at a chiropractor or veterinarian's office. Care Credit is one the largest (possibly *the* largest) credit card providers in the United States, with a great reputation. Providers can sign up with Care Credit [for free](#).

OxyCare TOTAL Advantage

OxyCare TOTAL Advantage allows patients to pay for their equipment in 24, 36 and 50 month terms, for a fixed monthly payment. While the patient pays monthly for the term, the provider gets paid in full within 24-48 hours of the sale, and the provider assumes no risk. In other words, if the patient defaults in month 6, for example, the provider does not have to refund the sale. OxyCare TOTAL Advantage can extend credit to lower FICO scores, so that even patients with low credit scores can take advantage of the program. Providers can sign up with OxyCare TOTAL Advantage [for free](#).

So which financing option should providers offer?

BOTH! — OxyCare TOTAL Advantage and Care Credit are different programs that provide widely different patient financing options. OxyCare TOTAL Advantage can accommodate FICO scores as low as 500, and the program is very much like a furniture or other retailer's store credit plan. The Care Credit card is a specialized medical products credit card designed to improve the lives of your patients with innovative options and services. Only Care Credit offers your patients features such as insurance that pays off if a patient can't pay, dies, or is disabled. And it allows patients to keep their traditional credit card balances open for other needs or emergencies.

Be wise in today's world of credit. Use OxyCare TOTAL Advantage and Care Credit to capture sales you might otherwise have lost. **Contact financing@oxygo.life to get started today!**



FINANCE FAQs ...

Why would my patients want OxyCare TOTAL Advantage or Care Credit if they already have other credit cards?

MasterCard or Visa credit card holders are what we call Responsible Credit Users or “RCUs”. RCUs know how to use credit responsibly and will recognize the unique insurance and other advantages that OxyCare Total Advantage and Care Credit offer over their current credit cards while in your store. Neither MasterCard nor Visa are designed or have the many unique & often exclusive features required by patients.

Why can't a provider wait until a patient asks for OxyCare Total Advantage or Care Credit and then sign up?

The idea is for you, as a provider, to be proactive—not reactive. Many patients simply do not know about these new credit programs that are much more flexible and payment-friendly than anything they may have used before.

Providers shouldn't wait for their competitors to provide HME equipment that vastly improves the patient's quality of life. Providers should learn about these great programs, often with little or no cost, and reach out to their patients. They shouldn't wait for another reimbursement cut or their own financial crisis to take action. Sign up now!

Is the provider responsible for the loan or credit card charge?

No, these are non-recourse loans or charges. The provider is not responsible. Common sense says, though, that if you see or suspect something fraudulent—report it. This would be true for any business transaction.

Is this the credit future of HME Providers?

Yes, absolutely! These credit programs should be a vital part of any provider's future.

As one DME offering OxyCare TOTAL Advantage in Arizona told us: “It has opened up revenue gains for us I never thought possible, in just the first few days of my signing up. I am going to start advertising it on my box truck!”

INNOVATIVE FINANCING

to help your business and patients

Keep Goingsm

There are 78 million baby boomers (people born between 1946 and 1964), retiring at a rate of 10,000 per day. This consumer group is accustomed to paying for things out-of-pocket. Successful DMEs should be focused on selling equipment upgrades—and selling items for cash.

To help providers in this changing market, and to allow patients access to the best POCs and homecare equipment available, OxyGo® is proud to introduce two new patient financing options:



NOW PATIENTS CAN
Own an OxyGo® with
OxyCare TOTAL Advantage™



Help your patients Keep GoingSM
with OxyCare TOTAL Advantage!

OxyCare TOTAL Advantage is not a credit card. OxyCare TOTAL Advantage is fixed-term financing with low monthly payments—just like a car loan! Patients can apply to finance all of the OxyGo family of portable oxygen concentrators, either the OxyGo or OxyGo FIT™. They can also use OxyCare TOTAL Advantage to buy other home healthcare equipment from your business!

Patient Financing Options:

- Credit amounts of up to \$10,000... completed in minutes
- Term contracts of 24 to 60 months
- Low monthly payments
- Finance OxyGo, OxyGo accessories, or any other home healthcare equipment
- Easy automatic payments
- Same-as-cash options available

1	2	3	4	5	6	7
The patient completes an application.	The completed application is turned into the Provider and called into our Finance Partner directly.	Our Finance Partner informs the Provider of loan approval for the patient.	The Provider completes the contract with help from our Finance Partner.	The patient signs the contract.	The Provider sends the signed application, contract, and itemized invoice of purchase to our Finance Partner.	Our Finance Partner pays the Provider on the contract, after the patient receives their product(s), normally within 1 business day.



STAYING SAFE

IN PUBLIC PLACES



by Dave Marquard
Founder, Owner, and CEO, OxyGo, LLC

Before I started my own business I was a cop in the Cleveland, Ohio area. Police officers are trained to deal with horrible accidents, victims of crime and malicious criminals. My training was extensive and challenging. I handled it well. But nothing could have prepared me—even my military service before becoming a police officer—to deal unemotionally with the October, 2017 shooting tragedy in Las Vegas. That event makes us all wonder how we and our loved ones can be safer in public places.

The great orator, writer, and abolitionist Wendell Phillips (1811-1884) was on target when he said, “Eternal vigilance is the price of liberty.” He would be equally well spoken today to say, “Eternal vigilance is the price of personal safety.” The only real defense against bad guys is to stay alert and on the lookout *at all times*. Put safety first every time and be aware there are definite steps you can take to mitigate danger in public places. Here are safety tips I have gleaned from my police and military background.

“Eternal vigilance is
the price of liberty.”

~ Wendell Phillips (1811-1884)

DON'T BE A VICTIM

Victims don't pay attention to their surroundings. They are daydreaming and ignore obvious danger signals. Put your head on a swivel, look around all the time. Criminals know there are only two kinds of people that look around all the time—and neither are good prey for them. The two types of people who look around all the time are usually cops or fellow criminals.

Don't visit gas stations at night, since most stations usually have just one fairly inattentive clerk behind a host of window stickers and retail displays. Criminal predators know they need only worry about the video cameras designed to

catch people stealing gas—not car-jackers, car thieves, robbers, etc. Before entering any retail establishment take a few seconds to look inside and observe what’s going on. Are clerks and customers present and is their behavior normal? If not, if your gut tells you something is not right, do not go in. Go to a different store that does look normal or defer your purchase. And call the police. As the public announcement you often hear booming loudly at airports says, “If you see something, say something!”

Get rid of stickers on your car signaling to criminal predators that you are easy prey. They are often cute little sayings that indicate “baby on board,” “family with children,” “woman driver,” etc. Criminal predators know if they confront the driver of such a car, he or she will likely give them anything and everything to save their kids.

Never leave the engine running with kids in the car as criminals may push you out of the way, disable you, and take your vehicle. They couldn’t care less about what happens to someone in the car, unless that person is old enough to identify them. If you are at a gas station turn the car off and take the keys with you, even if you are just outside the vehicle.

DON’T BE A CASUALTY

If there is a fire, smoke, or suspected fire in a building, get out in an orderly and rapid manner. Do not hesitate or collect belongings, other than your family and people in the building. Just get out as fast as you can. Remember, people who walk toward a suspected fire, investigate, hesitate, take a video, hang around to watch, are frequently killed or injured.

If there is a shooting, leave in an orderly, rapid manner. Watch where you are going. Do your best to make sure you are not moving closer to the shooter. Watch the doors as you go through them. Do they lock? You may have to go back. Lock them if you are sure the shooter(s) are on the other side.

Never panic, scream, or lose control. Law enforcement officers (LEOs) are trained using color codes to identify awareness levels. Condition **white** means the officer(s) are encountering or about to encounter a situation where people are oblivious to what is going on around them. LEOs can never, ever allow themselves to be in this condition and expect to remain police officers.

Condition **yellow** means caution. The officers are constantly aware of their surroundings, their heads are on a swivel and they are constantly looking around, behind, and in front of them. LEOs are trained to be in condition yellow virtually all the time.

Condition **red** is next. LEOs take decisive action to use only

the amount of force needed to stop the perpetrators and to alert back up.

Condition **black**, indicates a panicked, out of control, demeanor and situation. LEOs are trained never to be in this condition. You should avoid condition white by staying in the present, looking around, being aware of your surroundings, and never allow yourself to fall into condition black. That could cost you your life or the lives of the ones you love.

If you hear an explosion or shot-like noise, don’t assume it’s fireworks. Stay away from windows. A common terrorist technique is called the “gotcha.” The “gotcha” is setting a small explosion to entice people to look out windows, or gather to look for the source of the explosion. The second, timed blast is usually far larger and is designed to blow out window glass and maim spectators. If you see a powerful white flash, get on the floor or behind cover. Light travels much faster than the explosive shock wave that follows. Never stare at a fire ball or blast as doing that is likely to damage your eyes.

Use cover and concealment if you can’t escape. Remember, *concealment may not be cover*. A bush, car, even a tree might conceal you, but offer no cover, as most bullets—especially from a rifle—will easily penetrate them. Cover is usually preferable to concealment because it will stop bullets being sprayed about.

FLIGHT OR FIGHT?

Use verbal techniques to de-escalate confrontation because any physical fight can turn deadly. If there is no choice and you can’t leave, then the fight is on. Fight with everything and anything you can. Remember—this is not a fair fight. Anything goes to survive and to protect your loved ones.

Avoid mobs even if you agree with whatever they are protesting. Mobs can turn violent in seconds and in mobs people often do not feel responsible for their actions. If you see a mob—leave. Do not hang around.

If you are being kidnapped, never go to “crime scene two.” Don’t get in your abductor’s car. You are better off being injured in a busy shopping center than shot in a field somewhere.

I know these are not the most pleasant thoughts to consider. However, your personal safety and the lives of your loved ones often hinges on quick thinking and acute awareness. In any emergency, remember the acronym “STOP” that police officers learn on day one: **Stop, Think, Observe, Plan.** ■



Popular Packages

Offer your patients the benefit of reliable oxygen—without bulky tanks



OxyGo FIT™



1400-2000

FIT System
4 Cell Battery

BATTERY LIFE:
Up to 2.7 hours



1400-2000-8

FIT System
8 Cell Battery

BATTERY LIFE:
Up to 5.0 hours



1400-2000-24

FIT System
Two, 4 Cell Batteries

BATTERY LIFE:
Up to 5.4 hours



1400-2000-4-8

FIT System
4 Cell Battery
8 Cell Battery

BATTERY LIFE:
Up to 7.7 hours



1400-2000-28

FIT System
Two, 8 Cell Batteries

BATTERY LIFE:
Up to 10 hours

5 Setting OxyGo®



1400-1000

OxyGo System
8 Cell Battery

BATTERY LIFE:
Up to 4.75 hours



1400-1000-16

OxyGo System
16 Cell Battery

BATTERY LIFE:
Up to 10.25 hours



1400-1000-28

OxyGo System
Two, 8 Cell Batteries

BATTERY LIFE:
Up to 9.5 hours



1400-1000-8-16

OxyGo System
8 Cell Battery
16 Cell Battery

BATTERY LIFE:
Up to 15 hours



1400-1000-216

OxyGo System
Two, 16 Cell Batteries

BATTERY LIFE:
Up to 20.5 hours



Accessory Options

In-demand accessories to help your patients Keep Goingsm

OxyGo FIT™		5 Setting OxyGo®	
<p># 1170-2410 OxyGo FIT Protective Cover</p> 	<p># 1400-2030 OxyGo FIT Desktop Battery Charger</p> 	<p>#1170-1410 OxyGo 5-stg. Carrying Case</p> 	<p>#1170-1420 OxyGo 5-stg. Backpack</p> 
<p># 1400-2310 OxyGo FIT Air Cabinet Filter</p> 	<p># 1400-2010-4 OxyGo FIT 4 Cell Battery</p> 	<p>#1400-1010-8 OxyGo 5-stg. 4 Cell Battery</p> 	<p># 1400-1010-16 OxyGo 5-stg. 16 Cell Battery</p> 
<p># 1400-2010-8 OxyGo FIT 8 Cell Battery</p> 	<p># 1400-2040 OxyGo FIT Home AC Charger</p> 	<p>#1400-1030 OxyGo 5-stg. Desktop Battery Charger</p> 	<p>#1400-1311 OxyGo 5-stg. Air Cabinet Filter</p> 
<p># 1400-1050 OxyGo FIT DC/Car Charger</p> 	<p># 1170-2415 OxyGo FIT Carry Strap (only)</p> 	<p># 1400-1040 OxyGo 5-stg. Home AC Charger</p> 	<p># 1400-1050 OxyGo 5-stg. DC/Car Charger</p> 
		<p>#1170-1480 OxyGo 5-stg. Cart</p> 	<p>#1170-1445 Universal Accessory Bag</p> 

TOMORROW will be NOTHING LIKE TODAY

Technology continues to transform every industry—and home healthcare is no exception. As new medical tech trends continue to emerge, it can be difficult to stay up-to-date on all of them. Here are a few of the most impactful trends to keep an eye on as fast-developing healthcare technology accelerates marketplace change.

by Rob Saltzstein, Contributing Editor

The emergence of advanced medical devices, sensors and wearables provide patients and healthcare providers an opportunity to reap the potential benefits of extended monitoring.

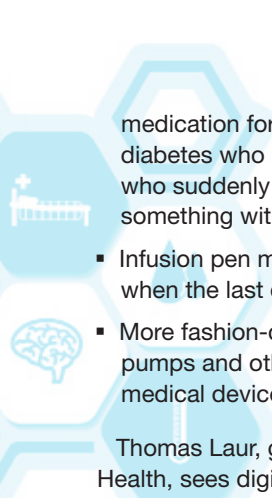


H i-tech healthcare innovations that improve patients' lives may be an opportunity for DMEs to further diversify their product offerings. Consider, for example, cash product sales related to diabetes that are now available and in the development pipeline. It has been estimated that 86% of all healthcare spending goes to patients with one or more chronic medical condition.

At recent Medtrade shows, diabetic supplies—especially continuous glucose monitoring devices (CGM)—have drawn increased provider interest as cash sales items. These include glucose meters where competition appears to be fierce. There are more than 90 different types and brands available. Several Medtrade booths have recently displayed glucose meters. Expect to see more companies marketing diabetic related products exhibit at future Medtrade shows.

Products reported under development in the diabetic pipeline include:

- Patch pumps for type 2 diabetic insulin users
- Infusion set improvements. They are needed to get insulin in a pump from the cartridge to just under the skin.
- User friendly delivery methods for Glucagon—a rescue



medication for a person with diabetes who is unconscious or who suddenly can't eat or drink something with glucose.

- Infusion pen memory aids that show when the last dose was delivered.
- More fashion-conscious meters, pumps and other diabetes-related medical devices.

Thomas Laur, global president SAP Health, sees digital innovation driving dramatic changes in healthcare.

"Digital innovation will fuel the next wave of breakthroughs in healthcare and accelerate the broader shift toward data-driven care for healthcare organizations," said Laur.

Looking forward at developing healthcare trends, he notes increased emphasis on technology that protects against cyber threats and data breaches. He also comments on the emergence of advanced medical devices, sensors and wearables that provide patients and healthcare providers an opportunity to reap potential benefits from extended monitoring, greater disease prevention, and improved fact-based care decisions.

Laur, as reported by medical economics writer Tracey Walker, draws five conclusions from a recent survey about where healthcare organizations are investing in technology most heavily:

1. Technology that improves efficiency

With increased cost pressures, healthcare organizations are striving to standardize and streamline administrative processes for greater efficiencies and improved operations.

2. Technology that supports decision making & personalized medicine

With aging demographics and the rise of chronic diseases, organizations are increasing investments in big data and analytics that can support simpler decision-making while providing data-driven insights for personalized clinical treatments and optimized patient outcomes.

3. Technology that empowers patients

Digital empowered and connected patients have greater expectations for readily accessible and valuable healthcare insights. "The early prioritization to patient experience and digital engagement practices reflects the movement toward helping patients better navigate the healthcare system, empowering them to take active roles in monitoring and managing their health, and in the facilitation of open

professionals become more likely to contact patients via telephone and video chat. This is especially true with remote verification and drug administrative oversight becoming technically easy to implement. Several medical tech futurists predict sales of personal robotics to help patients on the home front could reach \$20 billion by 2020. Blink and you may miss it.

The velocity with which new medical technology is becoming available has

“ So we won't experience 100 years of progress in the 21ST century—it will be more like 20,000 years of progress (at today's rate). ~ Ray Kurzweil | Futurist, Director of Google Engineering

and immediate communication with the healthcare provider network—all with digital services," Laur says.

4. Technology that protects against cyber threats and data breaches

The shift to a connected digital healthcare network elevates the need for improved security and privacy, and this is reflected in increased investments in security.

5. Technology that improves remote health monitoring

The emergence of advanced medical devices, sensors and wearables provide patients and healthcare providers an opportunity to reap the potential benefits of extended monitoring, greater disease prevention, and improved fact-based care decisions. Healthcare organizations are continuing their investments to support these emerging opportunities.

DMEs should consider emerging opportunities that exist for sales of robots and telehealth services. Both are looking like huge markets of the future. Experts predict telemedicine/health could become a \$34 billion market by 2020 as healthcare

two speeds: fast and faster. The FDA has goosed the wheels by backing a pilot pre-certification program that reduces the wait time and cost of market entry for MedTech devices. With this program the FDA has skipped analyzing the product and instead focuses on the developing company. If the FDA approves the company, they can build safe, reliable and high-quality devices without needing approval on each individual product the company develops.

Last, but not least, is the growth and impact of e-commerce on homecare providers. Sink or swim, brick and mortar providers need to be do a better job of engaging customers with products in their stores and around the world. Think of something fun and attention grabbing to entertain and instruct store visitors. Extend the human touch and take advantage of the impersonal nature of just about any computer to reach the heart and soul of your patients. Keep internet competitors at bay. Filling in that gap might be your most important lifeline in being able to keep store revenue climbing. ■

LASTING IMPACT:

INTERNET FRAUD

in the wake of NATURAL DISASTERS

Many of us have enjoyed opportunities to visit Florida and other sunny destinations. Usually it's a fun trip to soak up a great climate and to visit with great people.

We all think of Miami and other warm weather spots as a kind of paradise, especially in January and February. But as we have recently seen from the hurricanes that savagely struck Texas, Florida and Puerto Rico... there is often a high price for living in these tropical wonderlands.

Everyone appreciates the damage caused by high winds. But we should not forget those same winds also blow in high opportunities for fraud.

by Dave Marquard
Founder, Owner, and CEO, OxyGo, LLC



The fraud comes in many different forms: charity fraud, Internet fraud, emergency assistance fraud. Recently I attended an FBI presentation that focused on cyber crime. It was a sobering reminder that American companies, citizens in every walk of life, and even children are the targets of adversaries, terrorists, criminals, and on-line predators. Natural disasters are particularly attractive to fraudsters.

Here are a few common scams and what you can do to prevent them:

POWER OUTAGES

Power outages represent opportunities for fraudsters because the outage largely prevents you from being alerted to fraudulent access to your bank ATM accounts, credit cards, loans, re-routing of social security and other payments such as ACH and wire transfers. Never assume because your electricity is out that there is no reason to monitor your personal data security. Make every effort to get on line and even consider a credit or security freeze.

UNAUTHORIZED ACCESS TO COMPANY (and/or) PERSONAL DATA

The same power outages may have disabled or compromised the normal data protection procedures, firewalls, and virus protection of your network. Fraudsters masquerading as legitimate businesses or government agencies attempting to help or alert you to data compromises may in fact be the criminals. Verify through legitimate third sources including phone calls (not the telephone numbers provided by potential fraudsters). Remember, legitimate business and government agencies do not ask for proprietary and / or personal information by e-mail or telephone.

DOZENS OF OTHER FRAUD WARNINGS

A recent FBI public service announcement dated September 20, 2017 (alert number I-0922017-PSA) titled “*Fraudsters Capitalize on Natural Disasters*” lists many common frauds and what you can do to prevent them.

The warnings include wise advice such as:

- Do not provide personal or financial information to anyone who solicits contributions: providing such information may compromise your identity and make you vulnerable to identity theft.
- Be skeptical of individuals representing themselves over e-mail as officials soliciting donations.
- To ensure donations are received and used for the intended purposes, make them directly to known organizations rather than relying on others to make the donation on your behalf.
- Attempt to verify the legitimacy of a non-profit organization using various Internet-based resources, such as: charitynavigator.org, charitywatch.org, and give.org.
- Fraudsters may also attempt to capitalize on the misfortune of victims by advertising false temporary housing and where victims should send money so that property keys can be mailed to them.
- Offering false job opportunities in which victims receive a fraudulent check they are expected to deposit and distribute to various accounts. The “various accounts” expect real payment from the victim’s checking account.

Edmund Burke (1729-1797), a world renowned Irish statesman, British MP, and supporter of the American Revolution, famously said: “There is no safety for honest men except by believing all possible evil of evil men.” I imagine Mr. Burke never dreamed of the power in the internet, however his words still apply.

And because words alone are not enough, you, your friends, and those who work in your company can also contact a hotline at the *National Center for Disaster Fraud* (866-720-5721), if fraud is suspected. The Center is headquartered in Baton Rouge, LA. Since 2005, NCDF has received over 70,000 complaints from 50 states, 6 territories, and 4 countries involving over 50 natural and man-made disasters. In connection with Hurricane Katrina alone, federal prosecutors charged over 1,300 disaster fraud cases in 49 different districts. ■

David J. Marquard II is the owner and CEO of Applied Home Healthcare Equipment, LLC. He has 34 years of experience in the home respiratory industry. Marquard holds a number of patents for home respiratory equipment and is the author of several videos, workbooks and courses on compressed medical gases, regulatory requirements and safety. He has been a seminar speaker at national industry events since 1981.

WHAT TO DO IF YOU'RE A VICTIM

1. Report It

If you believe you have been a victim of an internet-related crime, report it to these government authorities:

- ic3.gov
- ftccomplaintassistant.gov
- Department of Justice:
<https://goo.gl/zSxE7U>

2. Contact Creditors

Federal law provides valuable rights if you used a credit card to pay an organization who defrauded you. The law allows you to dispute charges for goods that were never delivered or not delivered as represented.

3. Monitor & Prevent

Here are some free and easy ways to keep tabs on your finances and prevent future cases of fraud:

- Actively monitor your bank and credit card statements for fishy transactions.
- Keep an eye on your credit report. By law, you're entitled to a free report every year from each of the three bureaus.
- Use strong passwords for online accounts. Never use the same password for multiple accounts.
- Shred all sensitive documents on a regular basis.

LIQUID TO GAS TRANSFILL SYSTEM

CLEAR ADVANTAGES:

- Compact footprint with quiet operation
- Fill any size cylinder
- Easy maintenance
- Low cost to operate with single or three-phase power options
- Large vaporizers allow liquid to gas conversion to happen quickly
- Super duty vacuum pump
- Internal pump does not cavitate
- Two easily accessible manifolds
- Fill and vacuum simultaneously
- Fully expandable
- Recoup reimbursement reductions
- Fills up to 70 cylinders per hour
- Uses low cost liquid oxygen

Contact us to get started with a custom
transfilling plan that works for your business:

866-204-1257

LOW TRAILING MAINTENANCE

User-changeable
gauges only need to be
calibrated annually.

INTERNAL PUMP

Start filling faster
and use less gas.



BUY IN BULK

Save even more by
purchasing bulk gas
from your supplier.

ACCESSIBLE MANIFOLDS

Manifolds on the front and side
of the system allow you to fill
continuously.

FILL ANY SIZE

You can fill any size cylinder with Applied's # OF-7000 Liquid to Gas System.



MOBILE RACKS

Expand your filling capacity with Applied's mobile filling racks.

HUGE SAVINGS

You can typically fill an E cylinder for only 65¢!

IS TRANSFILLING RIGHT FOR MY BUSINESS?

If you answer "yes" to any of the following, then transfilling could save you a significant amount of money and headaches!

- I want to save money
- I'm using a significant number of cylinders:
 - Over 75 per week?
We recommend our liquid to gas system.
 - Under 75 per week?
We recommend our gas to gas system.
- I'm paying a lot to my supplier
- My supplier is constantly adding fees
- My supplier keeps losing my cylinders
- My supplier ran out of cylinders during an emergency
- My business and volume is increasing

APPLIED OFFERS WORRY-FREE TRANSFILLING:

- Complete, documented installation and training on site
- FDA registration
- FDA procedure manual template
- FDA required form training
- We hold your hand throughout the entire process — to minimize worry and keep you compliant!

Are Your Labels 2018 COMPLIANT?

FACT: It is the responsibility of the company that fills, stores, delivers, handles and uses oxygen to ensure that the label complies with applicable governmental regulations.

FACT: Non-compliant labels can result in fines up to \$15,000! Check your labels carefully because every violation counts! (i.e. 50 cylinders with incorrect labels is 50 violations!)

Custom oxygen labels include your company name, address, logo and telephone/fax number, along with the liters and cylinder size you fill.

Color, Size and Symbols
Required by (49 CFR 172.426), (CGA C-7)
OSHA required pictogram

Proper Shipping Name
Indicated in C-7
(CGA C-7)

Fine Print
Indicated in C-7
(49 CFR 172.407)
"Rx Only"
(21 CFR 201.100)
and FDA 2003
Draft Guidance

Distributors ONLY
No stickers!
Stamped or printed.
(49 CFR 172.407)
FDA Guidances

**OXYGEN,
COMPRESSED USP
UN 1072**

DANGER:
MAY CAUSE OR INTENSIFY FIRE; OXIDIZER,
CONTAINS GAS UNDER PRESSURE;
MAY EXPLODE IF HEATED.

Do not handle until all safety precautions have been read and understood.
Keep cylinders away from children and other combustible materials. Keep
cylinders and fittings free from grease and oil and store only outdoors or
in a well-ventilated place. In case of fire, keep back 5' safe to do so. Use a check
flow pressure device in the piping. Use only with equipment of compatible
materials of construction and rated for cylinder pressure. Use only with
equipment designed for oxygen service. Open valves slowly. Close valves after
each use and when empty. Protect from sunlight when ambient temperature
exceeds 52 °F (125 °F). Read and follow the Safety Data Sheet
(SDS) before use.

DO NOT REMOVE THIS PRODUCT LABEL.

WARNING: For emergency use only when administered
by properly trained personnel for oxygen deficiency
and resuscitation. For all other medical applications, **do not**
interrupted use of high concentrations of oxygen over
a long duration, without monitoring to effect on oxygen
content of arterial blood, may be harmful. Do not attempt to
use on patients who have stopped breathing unless used in
conjunction with resuscitative equipment. Produced by the
Oxygen Medical Equipment Company

CAS NO: 7782-44-7

Contents	Size
113 Liters	<input type="checkbox"/> M4
165 Liters	<input type="checkbox"/> M6
255 Liters	<input type="checkbox"/> C
425 Liters	<input type="checkbox"/> D
680 Liters	<input type="checkbox"/> E
7080 Liters	<input type="checkbox"/> H
____ Liters	<input type="checkbox"/> Other

Distributed By (21 CFR 201.1 (b))
Company Name
Principal Place of Business (21 CFR 201.1 (a))

WE CAN HELP!

USP, UN 1072

Custom: Compressed Oxygen Labels

1109-0006-2015

Your Price = 40¢ each min. order 1,000

Blank, Flat Pack: Compressed Oxygen Labels

Stamp or type NAME, ADDRESS, CITY,
STATE & ZIP in the center white area with
water resistant ink.

1109-0005-2015

Your Price = 38¢ each sold in packs of 100

USP, UN 1073

Custom: Labels for Liquid Vessels

1109-0003-2015

Your Price = \$2.13 each min. order 25

Blank, Flat Pack: Labels for Liquid Vessels

Stamp or type NAME, ADDRESS, CITY,
STATE & ZIP in the center white area with
water resistant ink.

1109-0010-2015

Your Price = \$1.65 each











Call for quantity discounts!
866-204-1257

Contents Required
(21 CFR 201.51)

*Drug product labels are required by the FDA. 21 CFR 201.1. All labels Comply with FDA, DOT, EPA, OSHA & CGA C-7.
Drug product labels are required by the FDA. 21 CFR 201.1.*

CALIBRATIONS

FDA guidance requires that filling equipment be calibrated at specific intervals, depending on the type of equipment. Annual calibration should be to NIST standards, which stands for National Institute of Standards and Technology. Don't forget you need to document all calibration!

Vacuum Gauges	Thermometers	High Pressure Gauges	Servomex
			
Calibrate Every Fill Day 			
Calibrate Annually  *	 *	 *	 *
Rec. Standard NIST	NIST	NIST	Manufacturer

Low pressure gauges and flow meters used in liquid to liquid do not require calibration.
*Specifically, according to the manufacturer's recommendations. Most manufacturers recommend annual calibration.

Send Us Your Equipment:

Vacuum Gauge
1120-0058V
Your Price = \$45.86

Thermometer
1120-0058TH
Your Price = \$59.39

High Pressure Gauge
1120-0058HP
Your Price = \$45.86

Servomex
OF-936
Your Price = \$450.00

Get NEW Equipment:

Vacuum Gauge
1110-0420C
Your Price = \$52.69

Thermometer
1108-0115-1C
Your Price = \$68.99

High Pressure Gauge
1120-0057C
Your Price = \$52.69

Servomex Loaner
OF-935
Your Price = \$60.00 per week



Label Remover 3G

No residue & no rinse formula. Leaves no residue & fast drying. No rinsing needed. Non-oily, low odor & toxicity. Contains no chlorinated solvents or CFCs. Meets Mil Spec PD-680, Type 1.

1 Gallon #1109-5520

Cases of 4, priced individually

Your Price = \$43.17

32 oz. Bottle #1109-5521

Cases of 12, priced individually

Your Price = \$22.89

120 ct. Wipes #1109-5524

Cases of 6, priced individually

Your Price = \$18.92

Oxygen Equipment Cleaner

Meets requirements for CGA (O2-DIR listed) oxygen cleaning solutions when used as directed, with instructions and SDS.

1 Gallon #1100-0026-1

Cases of 4, priced individually

Your Price = \$43.17

32 oz. Bottle #1100-0021

Cases of 12, priced individually

Your Price = \$22.89

120 ct. Wipes #1100-0022-1

Cases of 6, priced individually

Your Price = \$18.92



Concentrator Cleaner

Leaves no residue and fast drying. No rinsing needed. Biodegradable, USDA approved. No VOCs, CFCs, chlorinated solvents, phosphates, alcohol, ammonia, acids or abrasives. No flashpoint. Pleasant fragrance. Made in the USA.

1 Gallon #1109-5527

Cases of 4, priced individually

Your Price = \$14.22

32 oz. Spray Bottle #1109-5529

Cases of 12, priced individually

Your Price = \$7.48

120 ct. Wipes #1109-5528

Cases of 6, priced individually

Your Price = \$9.39

Cylinder Surface Cleaner 2.0

Leaves no residue and fast drying. No rinsing needed. Biodegradable, USDA approved. No VOCs, CFCs, chlorinated solvents, phosphates, alcohol, ammonia, acids or abrasives. No flashpoint. Pleasant fragrance. Made in the USA.

1 Gallon #1100-0130

Cases of 4, priced individually

Your Price = \$33.92

32 oz. Bottle #1100-0134

Cases of 12, priced individually

Your Price = \$22.51

120 ct. Wipes #1100-0132

Cases of 6, priced individually

Your Price = \$11.33



CYLINDER SAVINGS



E Cylinders

CGA-870 Post Valve

#3013-PK
6 Pack

Only \$40.87 each
when you buy 6

#3013
Pallet of 81

Only \$37.16 each
when you buy 81



D Cylinders

CGA-870 Post Valve

#3009-PK
6 Pack

Only \$35.95 each
when you buy 6

#3009
Pallet of 81

Only \$32.68 each
when you buy 81



C/M9 Cylinders

CGA-870 Post Valve

#3005-PK
6 Pack

Only \$28.89 each
when you buy 6

#3005
Pallet of 81

Only \$28.89 each
when you buy 81



M6 Cylinders

CGA-870 Post Valve

#3001-PK
6 Pack

Only \$27.22 each
when you buy 6

#3001
Pallet of 144

Only \$22.31 each
when you buy 144



M122 Cylinders

CGA-540 Post Valve and Carry Handle

#3017-PK
6 Pack

Only \$178.39 each
when you buy 6

#3017
Pallet of 25

Only \$162.17 each
when you buy 25



\$10.99*

Customized With Your Logo
Freight Included**

Yes... That really is the price.

FOR MORE INFORMATION:

866-204-1257

www.applied-inc.com

* When you buy 20 units. Only \$10.50 each when you buy 100. Available in 0-8 and 0-15 lpm.

** Freight included when purchasing in quantities of 20.

7 # 1100-1911

Holds 1 cylinder.
Includes odor-free handle
and heavy duty black wheels.

Your Price = \$8.59 each

LOWEST PRICE EVER!

Pricing is for multiples of 4

2 # 1100-1935

Stationary rack.
Holds 8, D/E cylinders.
8¼" H x 9¾" W x 19 ½" L

Your Price = \$41.87

3 # 1100-1926

Cylinder cart with removable
handle and 3" casters.
Holds 12, D/E cylinders.
36¾" H x 20¼" W x 22" D

Your Price = \$154.61

4 # 1100-1874

Cylinder cart with four casters.
Holds 24, E cylinders.
42" H x 30" D x 20" W

Your Price = \$181.86

5 # 1100-1958

Stationary rack.
Holds 24, D/E cylinders.
8¾" H x 15" W x 40" L

Your Price = \$133.20

6 # 1100-1940

Cylinder rack.
Holds 40, D/E cylinders.
8¾" H x 20" W x 50" L

Your Price = \$217.45





①



②



③



④

1 # 1100-1853

Vertical Cylinder Rack with hold down bars and feet.

Holds 6 M6 cylinders.

19 1/2" H x 12" D x 12" W

Your Price = \$73.27

2 # 1100-1894

Vertical Cylinder Stand with hold down bars and feet.

Holds 24 M7/M9/C/D/E cylinders.

19 1/2" H x 20" D x 32" W

Your Price = \$110.24

3 # 1100-1891

Vertical Cylinder Stand with hold down bars and feet.

Holds 6 M7/M9/C/D/E cylinders.

19 1/2" H x 12" D x 15" W

Your Price = \$73.27

4 # 1100-1844

M6 Mobile Cart. Holds 30 M4/M6 cylinders.

40" H x 23" D x 19" W

Your Price = \$211.55

1 # 1100-1892

Vertical cylinder stand with
hold down bars & feet.
Holds 12 E/D cylinders.
19 ½" H x 15" D x 22" W

Your Price = \$80.74



2 # 1100-1856

Vertical Cylinder Rack with
hold down bars and feet.
Holds 12 M4/M6 cylinders.
19 ½" H x 12" D x 18" W

Your Price = \$80.74



3 # 1100-1854

Vertical Cylinder Rack with
hold down bars and feet.
Holds 30 M4/M6 cylinders.
16" H x 23" D x 19" W

Your Price = \$131.58



4 # 1170-0156-1

C Cylinder Box.
Each box carries 4 C cylinders.
Case of 10 boxes.

Your Price = \$61.67



5 # 1170-0158-1

E Cylinder Box.
Each box carries 4 E cylinders.
Case of 10 boxes.

Your Price = \$81.25



6 # 1170-0154-1

M6 Cylinder Box.
Each box carries 6 M6 cylinders.
Case of 10 boxes.

Your Price = \$38.34



365 DAYS OF marketing!

by Rob Saltzstein, Contributing Editor



Have you considered building special promotions that relate to national healthcare days and months?

WHY NOT?

Opportunity knocks all year 'round!

Did you know, for example, that March 1 is International Wheelchair Day? ...

Or that October 8 is National Oxygen Awareness Day? ...

Or that November is COPD month?

There are cool things you can do to promote many of the products you sell around these "official" days and months.

Here are eleven inexpensive marketing ideas you might want to consider...

1. Making hot chocolate or coffee available
2. Using festival lighting to illuminate products
3. Holding a "special events" sale
4. Decorating your website with event-related elements
5. Offering a prize drawing from a box on one of your best-selling products
6. Renting a "talking robot" or parrot to attract attention
7. Promoting the day, week or month with colorful posters
8. Advertising an event or sale in a local paper or on radio/TV
9. Displaying a cash saving sign
10. Giving away "something" of value to every person who enters your store
11. Thinking of your own creative promotion to fit a specific occasion

Here are upcoming national healthcare days, weeks and months scheduled for 2018.
Scan the list and think of a promotion that could help boost your business!

MARCH

National Doctor's Month
Patient Safety Awareness Week (11-17)
Pulmonary Rehabilitation Week (11-17)
Diabetes Association Alert Week (27)
National Doctor's Day (30)

APRIL

National Cancer Control Month
National Facial Protection Month
Foot Health Awareness Month
Defeat Diabetes Month
Occupational Therapy Month
World Heart Day (7)
National Healthcare Decisions Day (16)
Patient Experience Week (23-27)

MAY

Arthritis Awareness Month
Asthma Awareness Month
Better Sleep Month
High Blood Pressure Month
Older Americans Month
Asthma Day (1)
Women's Lung Health Week (6-12)
Lupus Day (10)

JUNE

Men's Health Month
Community Health Improvement (3-9)
Healthcare Recruiter's Day (5)
Healthcare Risk Management (18-22)

SEPTEMBER

Baby Safety Month
Drug Free Pain Management Month
Health Aging Month
Pulmonary Fibrosis Awareness Month
Pain Awareness Month
National Nurses Day (15)
Women's Health Fitness Day (26)

OCTOBER

Breast Cancer Awareness Month
Health Literacy Month
Patient Centered Care Awareness Month
Physical Therapy Month
Physician Assistants Week (6-12)
National Oxygen Day (8)
World Arthritis Day (12)
Lock Your Meds Day (23)
National Patient Care Week (21-27)

NOVEMBER

National Alzheimer's Disease Week
COPD Month
"Movember"
Home Care and Hospice Month
Diabetes Month
Allied Health Professionals Week (4-10)
Nurse Practitioner Week (11-17)

DECEMBER

Older Driver Safety Awareness Week (3-7)

CALL US FOR SPECIAL PRICING! 866-204-1257

MEET YOUR SMART DELIVERY **SUPER HEROES!**

ABLE TO SERVICE MOST OF
YOUR PATIENTS IN A SINGLE DELIVERY!

The team of OxyHome™ and OxyGo® can saturate most oxygen patients 24/7.

OxyHome can deliver 5 lpm continuous flow, even with long tubing runs, at home.
OxyGo keeps your patients going while out running errands or traveling the world!



OxyHome™ by Nidek 5L Concentrator

- Use with special applications such as jet nebulizers, venti masks and nebulization with oxygen

5 Setting OxyGo® Portable Oxygen Concentrator

- 5 settings... Up to 10.25 hours of battery life
- Airline approved and whisper-quiet at 39 decibels

Thanks To YOU, We've Done It Again!

by Dave Marquard
Founder, Owner, and CEO, OxyGo, LLC

The late great St. Louis Cardinal's Hall-of-Fame pitcher Dizzy Dean once reportedly said: "It ain't braggin' if ya' can back it up."

Well, in this case I can back it up, so I hope it doesn't come across as bragging.

I am excited because OxyGo® and the Applied Companies won a prestigious 2017 *Weatherhead 100 Award* this past November for the second consecutive year. It validates my belief we are on the right track in our efforts to enable you to serve the oxygen needs of your patients with the best and most reliable products to help them breath better and keep going.

Weatherhead awards are presented each year to the fastest growing 100 companies in Northeast Ohio. They were based in 2017 on five year revenue growth from 2012 through 2016. Companies on the list must have had sales of at least \$100,000 in 2012 plus a minimum of 16-full time employees and more than \$1 million in sales in 2016.

Much has changed since the *Weatherhead 100* debuted in 1988 when Ronald Reagan was president. The Dow Jones closed that year at 2,168 and interest rates were close to 11%.

Progressive Insurance ranked 27th on the list with \$1 billion in sales. The Mayfield Heights, OH based company did \$23 billion in sales last year. Nordson was 89th on the list in 1988 and in 2011 built a new LEED-certified green headquarters near our Applied plant in Westlake. Nordson has raised its dividends for 54 straight years, one of the longest active streaks by a publicly traded company.

The *Weatherhead Awards* today have been divided into three distinct categories that recognize Northeast Ohio's fastest growing companies: **The Upstarts, The Weatherhead 100, The Centurions**. Presented by the Weatherhead School of Management at Case Western Reserve University, they are awarded at a black tie dinner attended by hundreds of Cleveland's most prominent business leaders.



↑ OxyGo and Applied Companies team members attend the 2017 *Weatherhead 100 Awards* on November 30 at the Hilton Downtown Cleveland, ranking 14th overall on the prestigious list of Northeast Ohio's fastest growing companies.

We were delighted in 2016 when OxyGo and the Applied companies ranked 21st on the *Weatherhead 100*. But we were even more thrilled when we moved up to the 14th ranked position in 2017. Our revenue growth, as cited by *Weatherhead 100*, had increased by over 380% since 2012.

Of course, we want to keep it going in 2018—and for that I need your help. Please call me directly at 440-788-4090 or email dmarquard@applied-inc.com with any ideas you have on how we can improve our service, our products, our marketing efforts, or our sales contact at your business. If there are any concerns, I want to know about them and I will reward you for your input.

Our commitment is to supply your DME/HME business operation with the industry's top-rated portable oxygen concentrators, oxygen supplies and customer finance options to improve the lives and happiness of your patients. Always! ■

In The Know

with OxyGo®

First in a series on OxyGo POC sales reps, to help all home healthcare providers grow their business and improve patient experience.

by Rob Saltzstein, Contributing Editor

Say hello to Robert “Bob” Gunner, one of the most dedicated exercise fanatics in Sugarland, Texas. Bob, an OxyGo® sales rep, has lived in the Houston area since 2010 when he moved to Texas from Denver, with his wife, Rhonda, and two children, both now adults.

On any given day when not on the road, Bob usually spends about 35 minutes in his home’s second floor “workout room” where he enjoys lapping the miles on his Octane Zero Runner Elliptical ZR7 running machine. “I’ve had a hip replacement and the machine reduces the impact of gravity on my ankles and legs and allows me to keep running, which I have always enjoyed doing,” said Bob.

Bob founded his medical healthcare rep firm in Denver in the mid 1980s and has enjoyed working with and meeting people in the home healthcare industry throughout his career. “I’m not in the business for a quick sale. I like building long-term relationships and helping my customers grow their businesses,” said Bob.

He puts about 35,000 miles a year on his car while calling on OxyGo accounts in Texas and Colorado. Bob once put 283,000 miles on a Honda Pilot. Most of Bob’s Lone Star state focus is in southern Texas, especially in the Houston, Austin and San Antonio metropolitan areas. In Colorado, Bob says just about every home healthcare provider knows him.

A long time Denver Broncos fan, Bob enjoys watching the NFL and major league baseball. He has become a rabid Houston Astros fan and followed last year’s World Series (won by the Astros) on every pitch. Bob visited Italy recently, fell in love with Rome and Venice and can’t wait to go back. Perhaps it is no coincidence that one of Bob’s favorite novels is “Playing for Pizza” by John Grisham. It’s about an American playing U.S. style football in Italy.

Bob attended Aquinas College in Grand Rapids, Michigan and majored in business. His background includes working for the Ford Motor Company in auditing. From there he went into medical sales. Looking forward, one of Bob’s major industry concerns is that if something is not done about Competitive Bidding, ‘the little guy’ will be pushed out.

When asked what he likes best about being an OxyGo rep, Bob is specific. He says OxyGo POC quality is so high he never sells on price. He concentrates on features and benefits.

Said Bob: “I have no hesitation telling my customers that the OxyGo POC is the most reliable POC on the market for their patients. But if something does go wrong, the OxyGo has great diagnostics. Easy-to-read screens simplify trouble shooting so if there is a problem, the OxyGo can be fixed fast. The sieve beds can be changed out quickly also, a very strong competitive advantage.”

You can reach Bob at his easy to remember (and clever) email address: **rennug71@gmail.com**. It’s his last name spelled backwards!



Robert “Bob” Gunner
OxyGo, Texas

“
I’m not in the business for
a quick sale. I like building
long term relationships
and helping my customers
grow their businesses.
”

EVENTS

It's never too early to plan to attend key home healthcare shows and events that can help your professional advancement!

We would like to list your 2018 homecare state meeting and top scheduled events in a future issue of *Home HealthCare TODAY*. Please send the information to: rsaltzstein@homehealthcaretoday.org



Filler Required* **Applied Training Seminar**

FEBRUARY 27
Philadelphia, PA

NCPA Multiple Locations Conference

FEBRUARY 28 - MARCH 4
Bonita Springs, FL

HiMSS 2018

MARCH 5 - 9
Las Vegas, NV

ElevatingHOME National Leadership Conference

MARCH 7 - 9
Washington, D.C.

Filler Required* **Applied Training Seminar**

MARCH 20
Cleveland, OH

Aging in America Conference

MARCH 26 - 29
San Francisco, CA

Filler Required* **Applied Training Seminar**

MARCH 27
Las Vegas, NV

Medtrade Spring

MARCH 27 - 29
Las Vegas, NV

Filler Required* **Applied Training Seminar**

APRIL 17
Sacramento, CA

NHPCO Management & Leadership Conference

APRIL 21 - 25
Washington, D.C.

MAMES Excellence in HME Conference

APRIL 25 - 27
Des Moines, IA

ATA18
APRIL 29 - MAY 1
Chicago, IL

Filler Required* **Applied Training Seminar**

MAY 15
Chicago, IL

AAHomecare Washington Legislative Conference

MAY 23 - 24
Arlington, VA

VGM Heartland Conference

JUNE 19 - 21
Waterloo, IA

RESNA Annual Conference

JULY 11 - 15
Arlington, VA

NAHC Financial Management Conference

JULY 15 - 17
Austin, TX

Abilities Expo

AUGUST 3 - 5
Houston, TX

Filler Required* **Applied Training Seminar**

AUGUST 21
Seattle, WA

Filler Required* **Applied Training Seminar**

SEPTEMBER 18
Kansas City, MO

ElevatingHOME Public Policy Leadership Conference

SEPTEMBER 26 - 28
Washington, D.C.

*Annual requirement per FDA, state and accreditation

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