

Home HealthCareTODAY™

Game Changer

Stop Waiting on Reimbursement...

Try NEW OxyCare Advantage™ Patient Financing! Details on **PAGE 6**

Patients pay for OxyGo® in monthly installments.
YOU GET FULL PAYMENT IN 24 HOURS!

Oxy
CARE
ADVANTAGE™



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MEDTRADE Show Update

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MAY, 2017



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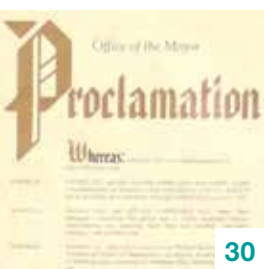
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PUBLISHER

David J. Marquard II
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EDITORIAL

Editor In Chief: Victoria E. Marquard-Schultz
Editorial Director: Laura Frederick
Editor: Kristen Cifranic
Contributing Editor: Rob Saltzstein

DESIGN & PRODUCTION

Michele Kasl, Premier Designs

ADVERTISING

Advertising Sales Exec: Jon Schultz

EDITORIAL BOARD

David J. Marquard II
Owner & CEO, Applied

Randall Shultzberger
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Managing Dir, IBEDA GmbH

Kevin Smith
Director of Business Development

Bob McQuown, RRT
Manager of Clinical Resources, Applied/OxyGo
(formerly Manager of Cleveland Clinic
Homecare)

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Applied Companies, LLC
28825 Ranney Parkway
Westlake, OH 44145 USA

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Four Tech Predictions That Failed... And One That's On-The-Money!

The crystal ball business can be tricky. This is especially true when it comes to predicting the degree to which new commercial technology will be accepted by the general public. Sometimes even the smartest of the smart miss the boat badly in their predictions.

Consider, for example, these four famous pronouncements:

- 1 — "TV will never be a serious competitor for radio because people must sit and keep their eyes glued on a screen; the average American family hasn't time for it."
~ *The New York Times*
- 2 — "There is no reason anyone would want a computer in their home." ~ *Ken Olson, president, chairman and founder of Digital Equipment Corp. (DEC), maker of big business mainframe computers, arguing against the PC in 1977.*
- 3 — "There is practically no chance communications space satellites will be used to provide better telephone, telegraph, television, or radio service inside the United States." ~ *T. Craven, FCC Commissioner, in 1961 (the first commercial communications satellite went into service in 1965).*
- 4 — "Everyone's always asking me when Apple will come out with a cell phone. My answer is, 'Probably never.'" ~ *Tech columnist David Pogue (2006)*

As we look back at these and other wildly off-the-mark predictions, it's easy to laugh. Hindsight is always 20/20. Predicting the future is risky. But of one trend in healthcare I am certain. The battle for POC share of market is most likely to go to oxygen providers who consistently offer their patients POCs that are the simplest to work, the easiest to maintain and the most comfortable to use. **Those brands would be the 5-setting OxyGo® and the new ultra lightweight 3-setting OxyGo FIT™.**

My on-the-money prediction: "If you recommend OxyGo and OxyGo FIT, your customers will thank you. Fair pricing and the highest quality always wins friends and referrals."

Victoria

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



VICTORIA MARQUARD-SCHULTZ

Editor In Chief,
Regulatory Director

Victoria Marquard-Schultz, Esq. is Applied Home Healthcare Equipment's General Counsel and Regulatory Director. She has 20 years experience with Applied, and has worked with the Federal Judiciary and the Prosecutor's Office in Michigan. She's written several scholarly legal publications and was an expert columnist in *HME News Smart Talk* and featured in *Homecare Magazine*. Victoria is currently attending the Harvard Business School's PLD program.

DIG IN... And Find The Treasure!

Pamper yourself with this \$100 Omaha Steaks® Gift Card!

That's right! Use it to order top quality steak, prime rib, lobster, and poultry... delivered right to your door! Just find the buried treasure chest inside this issue and submit its location to: homehealthcaretoday.org/treasure

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

Congrats to last issue's winner of a \$100 Disney® Gift Card!
Scott Wolfe, Operations Manager for Bay State Medical in Hanover, MD

Hurry! — This contest ends on 5/31/17. The winner will be announced in the next issue.



FIND ME!

WHAT ABOUT BOB?

Then... And Now



This past May, I wrote a column for this space called *Keeping Concentrators New Car Smell Fresh*. It referenced how to deal with foul smelling rental equipment being returned to a DME company. The odor could have come from several sources, but the most common cause was almost always smoking. The odor had been absorbed into the machine and the DME had found it next to impossible to get out.

I detailed how, when I was at the Cleveland Clinic, we purchased a purifier that would take these odors out easily and effectively. It allowed us to restore the equipment to pristine condition for use by the next patient.

I received many requests asking where they could find this product. I forwarded the information and asked each respondent to let me know how it was working. Here are just a few of the many responses I received:

JM said: "Yes. We have the purifier and it works wonders."

BW said: "Thanks for the great article. We purchased the purifier and have used it several times on equipment that had odors our cleaning tech could not remove. After only one hour the odors were completely gone. Thanks again, Bob."

DC said: "Great article regarding equipment cleaning. We purchased the purifier after you gave us the name and I must say it really works. We no longer are deciding whether to throw out bad smelling equipment or just store it on the shelf. Usually a one hour treatment will take care of the odor. Thanks again for the information. That purifier is saving us a ton of money."

I do not get any compensation from the company that sells these devices and will not publish the brand name. However, If you missed my first article and have equipment that has odors you cannot remove, or are spending big dollars sending returned equipment out for another company to clean, I will be happy to pass on this information to you. bmcquown@applied-inc.com

"Smoking is such a powerful addiction that it often overrules common sense."

Smoking is such a powerful addiction that it often overrules common sense. If you have patients you know or suspect are smoking while using their oxygen concentrator, you can warn them of the dangers of smoking around oxygen.

But unless you are living with them, you really cannot control what they are doing while on their oxygen. However, there is one thing you can do to help protect them, their surroundings and your equipment.

Attach OxySafe™ bi-directional thermal shut-off devices to their oxygen tubing. For less than \$9 you can equip their tubing with two OxySafe fire safety devices. One will connect to the out port of the concentrator. The other will connect just before the patient's nasal cannula. Should your patient then accidentally come into contact with a heat source igniting a fire, the OxySafe will quickly extinguish it.

To see OxySafe in action, visit: applied-inc.com/oxysafe. It truly is a lifesaver.

Thanks for reading,

Bob McQuown, R.R.T.

Manager of Clinical Resources
Applied Home Healthcare Equipment
bmcquown@applied-inc.com

Try OxySafe™ for FREE!

WHILE SUPPLIES LAST!

Home HealthCare TODAY readers can claim a FREE OxySafe:

homehealthcaretoday.org/oxysafe



Reduce Costs and Increase Sales with OxyGo®

“SMART DELIVERY™”



Recently CMS announced another round of oxygen reimbursement cuts. To combat this new decrease, you need to not only reduce your costs, but win more patient referrals and gain cash sales. OxyGo's® Smart Delivery™ Strategy does both—turning your business from not just surviving—to thriving.

OxyGo's Smart Delivery model has two unique components:

1. **The OxyGo Family of Portable Oxygen Concentrators reduces your oxygen costs by up to 38% by limiting deliveries.** OxyGo POCs are reliable and easy for patients to use, so you can give them quality service without the large quantities of delivery.
2. **OxyGo is the most demanded POC by patients—which directly equates to an increase in business for you.** The user-changeable batteries, extra batteries, small size and sleek appearance are features that patients and referral sources look for. And with the aging baby boomer population, OxyGo has the features that patients will pay cash for.

Reduce Your Oxygen Costs with OxyGo Smart Delivery

Equipment costs are only a small fraction of the cost drivers for serving oxygen patients. The majority of tangible costs or expenses of serving oxygen patients are operations costs like labor, delivery, and compliance expenses. Let's examine how to reduce or eliminate these expenses by replacing tanks with a member of the OxyGo Portable Oxygen Concentrator Family.

- OxyGo eliminates the delivery, acquisition, maintenance, and hazards of a high-pressure oxygen cylinder or liquid vessel.
- The delivery of a POC to a patient can be accomplished in a simple passenger car or van. Delivery and compliance costs normally exceed \$50 per delivery, making even one delivery per month of tanks to the patient difficult for providers to make a profit.

- With OxyGo, there are no haz-mat risks, training, placarding or special delivery vehicles needed.
- OxyGo patients never run out of oxygen. Even ultra-high pressure home fill systems provide a cylinder with a finite amount of oxygen at high electricity costs. OxyGo patients never run out of oxygen because the patient can use and charge their OxyGo at home, in their car, or anywhere there is a 100 to 240 VAC outlet, or 12 VDC (car) outlet.

Increase Your Cash Sales with OxyGo

It's clear. OxyGo's Family of POCs are what patients want. OxyGo is a 5 setting, sub-5 lb. unit that is quiet and discrete, and the new OxyGo FIT™, 3 setting, sub-3 lb. unit is a retail superstar.

Not only are OxyGo POCs demanded by patients—OxyGo Sales Support helps you *find* those patients. OxyGo provides you with unparalleled marketing support: web videos, customized TV commercials, print advertisements, radio commercials and more. Our OxyGo experts provide in-service and sales training for you, too! Check out our videos and patient testimonials at www.oxygo.life.

OxyGo now even has solutions to help your patients OWN their own equipment—**OxyCare Advantage™ Financing!** OxyCare Advantage is a solution to help your patients finance their own OxyGo by offering you partnerships with leading consumer financing companies. You get payment for the equipment immediately—and your patients get the convenience to pay each month. It's a win-win! Contact an OxyGo Sales Rep to find out more!

Just 5 Minutes Could SAVE YOU 38%!

www.oxygo.life | 888-375-9702

*Schedule your **FREE**, no obligation, OxyGo Non-Delivery Model Analysis TODAY!*

More on Smart Delivery: www.oxygo.life/smart-delivery





INNOVATIVE FINANCING to help your patients **Keep Going**sm

by Rob Saltzstein, Contributing Editor

The great early twentieth century sports and short story writer Damon Runyon wrote many memorable lines, perhaps none so famous as his observation that, “*The race may not always be to the swift nor the victory to the strong, but that’s how you bet.*”

The swift and the strong in home healthcare sales should be asking themselves an important question: **How many POC sales (and the high stacks of profit dollars associated with them) are they leaving on the table by not having an in-store finance program to help their customers keep going?**

The answer is probably plenty. Studies show that providers most likely would sell between 20% and 30% more POCs and other homecare products if they had a fast, reliable and fair finance program in place. Finance experts predict that homecare providers lose one out of every possible five POC sales simply because of customer affordability issues.

That’s no longer necessary. OxyGo®, the top brand name for high quality and reliable portable oxygen concentrators, has partnered with a finance company to make it possible to provide customers with an OxyGo POC for as little as \$63 a month, while providers can get paid in as little as 24 hours. The program is called “OxyCare Advantage” because it gives OxyGo homecare providers a huge sales advantage. Many potential POC customers would like to purchase an OxyGo unit, but don’t have the resources to do so with a large payment. OxyCare Advantage makes it quick, easy and possible to afford an OxyGo unit for many

patients who prefer to make small monthly payments, while providers can get the cash immediately.

OxyCare Advantage financing will enable providers to make more POC sales, get paid faster and close out a sale quickly. This is important because a provider may get only one shot at a patient’s shopping budget. The approval process takes only about 10 minutes and it allows the provider to get paid the next day—within 24 hours. That’s a big win for the patient and a big win for the provider. Providers pay a small transaction fee that is well worth the cost because of the speed with which they get paid all cash for the entire sale.

Here is how Dave Marquard, OxyGo CEO and Owner, frames the new finance program:

“With OxyCare Advantage, the approval is fast and can be done right at the provider’s place of business. A simple phone call does it. The provider gets a patient to fill out an application and then calls the OxyCare Advantage number toll free—approval takes usually no longer than 10 minutes. The patient is then able to walk out the door with his new OxyGo. And the provider gets cash for the sale in 24 hours.”

“OxyCare Advantage” makes it quick, easy and possible to afford an OxyGo unit for many patients who prefer to make small monthly payments, and the provider receives cash in as little as 24 hours.”

The program became effective April 14th and is not limited to POC financing. It can be used to finance wheelchairs, scooters and the like, from \$1,000 to \$10,000. Patients are given an 800 number to call with questions and the provider’s call to the finance company to initiate the financing is fast and easy.

“The speed of the approval and payment process, and the program’s ability to let the customer walk right out the door with the product in hand, makes it a win-win for everyone,” Marquard concluded.

If healthcare providers are not currently offering cash sales, OxyCare Advantage offers an outstanding starting point for getting into that growing market. Providers receive a marketing package that highlights the program in the store and provides customers with the information they need to know.

The provider package includes:

- Patient-focused, OxyCare Advantage brochures
- An OxyCare Advantage brochure holder
- An OxyCare Advantage showroom poster
- Retail sales aid brochure

Healthcare Providers looking for additional information on the OxyCare Advantage program can contact any OxyGo Sales Rep for details: **888-375-9702, financing@oxygo.life**

Introducing Patient Financing To Increase Cash Sales

OxyCare Advantage[™]

A DME supplier can no longer survive while being dependent on Medicare for fee-for-service... with competitive bidding, stringent documentation requirements, lower reimbursement, post-payment audits, tightening Medicare purse strings—Medicare fee-for-service should only be a component of the supplier's total income stream.

There are 78 million baby boomers (people born between 1946 and 1964); they are retiring at a rate of 10,000 per day and are accustomed to paying for things out-of-pocket. The successful DME will be focused on selling upgrades and selling items for cash.

To help providers in this changing market, and to allow patients access to the best POC in the market, OxyGo[®] is proud to introduce OxyCare Advantage. OxyCare Advantage is a revolutionary patient financing program for the Home Healthcare Market...

**Patients can own their equipment with monthly payments,
and Providers can get the cash for the equipment immediately!**

OxyCare Advantage has partnered with a leading financing company to bring providers a consumer level financing experience for enhancing patient cash sales. Our surveys show that thousands of POC cash purchases are foregone due to lack of availability of patient payment plans, OxyCare Advantage projects that POC sales will increase by 20% for Providers offering the program.

What is OxyCare Advantage?

OxyCare Advantage is a fixed term loan for patient purchases of \$1,000 to \$10,000, where patients can pay over months and providers get paid in 24 hours. OxyCare Advantage can be used to finance not only the OxyGo family of POCs but any home healthcare equipment at a participating provider. There is no cost to the provider to sign up for OxyCare Advantage!

How does OxyCare Advantage work?

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, within 1 business day.



- Extraordinarily Compact and Quiet
- Charge and Use Anywhere... 24/7!
- 3 Pulse Dose Flow Settings

NEW!
Actual
Size!

NEW!

OxyGo FIT Comes With:

- A durable, black protective bag
- Carry strap
- AC charger, and DC car charger
- Easy to follow instructions!

SPECIFICATIONS

Size, Weight	With Standard Battery: (L) 5.91" x (W) 2.68" x (H) 7.2" 2.8 lbs. / 1.27 kg.
	With Double Battery: (L) 5.91" x (W) 2.68" x (H) 7.79" 3.29 lbs. / 1.49 kg.
Oxygen Flow	Flow per setting: 1 (210ml/min), 2 (420ml/min), 3 (630ml/min)
Power	AC Power Supply: 100-240 V, 50-60 Hz (auto-sensing to allow worldwide use), DC Power Cable for mobile use in car
Battery	Single Battery: Up to 2.7 hours Recharge up to 3 hours with AC or DC power
	Double Battery: Up to 5 hours Recharge up to 5 hours with AC or DC power
Noise	40 Decibels (at flow setting 2)
Warranty	3 year lifetime limited*
Operation	Simple control functions and easy-to-read LCD display
Use	Designed for 24/7 use, at home or away!

* See OxyGo Warranty Statement for details



The 3 setting Intelligent Pulse dose OxyGo FIT™ is the smallest and lightest member of the OxyGo® family!

OxyGo FIT is about half the size of OxyGo, and is small enough and quiet enough to be worn on a patient's hip. Weighing in at 2.8 lbs.* with up to a 5 hour battery life** the OxyGo FIT Keeps Going—**Everywhere.**

Cash Sales Opportunity

with OxyGo
Accessories



- 1 Desktop Battery Charger: #1400-2030
- 2 Carry Strap (only): #1170-2415
- 3 Rechargeable Lithium-Ion Battery
Single: #1400-2010-4 Double: #1400-2010-8
- 4 Car/Boat/RV DC Power Cable: #1400-1050
- 5 Protective Bag: #1170-2410
- 6 Wall Charger AC Power Supply: #1400-2040

Meet Our Tiny New Addition

OxyGO FIT™

portable oxygen concentrator



A NEW WAY TO
Keep Going™
www.oxygo.life

Recognizing An Urgent Need To Add Retail

by Rob Saltzstein, Contributing Editor

“I think what’s *not* here from an exhibitor standpoint is almost as noticeable as what *is* on display here...”

said one veteran attendee traversing the aisles at the spring 2017 Medtrade held at the Las Vegas Mandalay Convention Center, February 28 - March 1.

She was referring to the obvious dwindling number of exhibitors compared to several years ago at the spring Medtrade Expo, due to consolidation and other economics currents running through the homecare industry. “But the contacts I make here and the educational conferences make it still a very strong event I would never want to miss,” she continued.

While the overall DME attendance seemed smaller than in past years, many exhibitors were extremely pleased at the quality of the attendance and found their booths packed, especially on the opening Tuesday of the Expo.

Micah Swick, National Sales Director for Pride Mobility Corp., Exeter, PA., said Pride’s spring show was fantastic and that Pride had sold more than \$5 million, at retail, of its new Jazzy Air in just the past ten months. “Our provider partners are turning the corner and increasingly are realizing their future and success rests with themselves rather than in government policy and reimbursement; the future is retail,” he noted. Swick cited the big dollar



↑ Patriotic feelings abound as an American flag hangs over the Golden Technologies booth where scooters, lift chairs and power chairs took center stage.

➔ “Stand Up To Heel Pain” was the theme of the Vionics booth where stylish orthotic shoes, sandals, slippers, and other supportive footwear drew sustained attention.



margin items Pride offered as being in the wheelhouse providers needed to prosper.

Hank Liser, director of marketing for Stars N Stripes, Los Angeles, CA, said the company’s scooters, on display at the center of the show floor, attracted big crowds, perhaps lured by the company’s extensive national TV branding.

Alec Stern, co-founder of HandyCane, Salem, MA, said he signed up many distributors and could not have been more pleased.

“We had a very, very busy first day and this is the first Medtrade spring show we have ever attended. Our first Medtrade show was in Atlanta this past fall and it went really well. So we decided to exhibit at the spring Medtrade and have not



↑ Sleep industry giant ResMed displayed a new easy-to-detach mask along with sleep machines and other CPAP related products.

➔ The new ultra light OxyGo FIT POC, weighing just 2.8 lbs., attracted big crowds at the Medtrade New Products Pavilion.

↓ Jazzy Power Chairs and Pride Power Lift Recliners were said to be in "big demand".



been disappointed," Stern said. He was doubly pleased when he learned HandyCane had won the "The Providers' Choice Gold Award" sponsored by *Homecare Magazine*.

The Silver Award went to VirtuCLEAN by VirtuOx (Coral Springs, FL), and Bronze went to Hoverboard Buddy by Inventor Lady (Denver, CO).

The awards were voted on by attendees to the New Products Pavilion on the Expo floor. The pavilion featured some of the most innovative HME products that have been on the market for less than one year.

Jon Schultz, sales director for OxyGo® POCs and Applied Companies, reported very high interest in his company's new OxyGo FIT™ lightweight POC and other oxygen products. "We had two booths in different areas of the show for the first time ever, and both were extremely well attended. We were very, very pleased. The first day of the show we could have used even more space to field all the inquiries we had," Schultz said.

When not on the show floor, attendees were able to benefit from multiple educational conference sessions on audits, business

operations, competitive bidding, executive education, legal guidelines for operating their businesses, Medicare updates, retail, plus and sales and marketing.

One of the topics most often discussed was the urgent need to aggressively move into the retail market. This is because, as the conference description for a Tuesday afternoon session entitled "Keeping it Legal" so accurately pointed out:

"A DME supplier can no longer survive while being dependent on Medicare for fee-for-service... with competitive bidding, stringent documentation requirements, lower reimbursement, post-payment audits, tightening Medicare purse strings—Medicare fee-for-service should only be a component of the supplier's total income stream. There are 78 million baby boomers (people born between 1946 and 1964); they are retiring at a rate of 10,000 per day and are accustomed to paying for things out-of-pocket. The successful DME will be focused on selling upgrades and selling items for cash."

One of the best ideas conveyed to DME's and HME's interested in increasing retail sales was made at a round table "Power Lunch" sponsored by VGM on how to maximize retail sales. "Put a price tag on everything and on the flip side of that price tag list other products in your store that can go or fit with that product," suggested one participant. That suggestion was met with sustained applause.

The next Medtrade Expo will be held October 24-26, 2017 at the Georgia World Congress Center in Atlanta, GA. The conference sessions will run October 23-26, 2017. Stay tuned for show updates: medtrade.com. ■

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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 9.5 hours of battery life
- Airline approved and whisper-quiet at 39 decibels

Latest Healthcare Stats Show Solid Growth

by Rob Saltzstein, Contributing Editor

Newest healthcare data from the *Bureau of Labor Statistics* and *Census Bureau* show continued growth in the size, scope and cost of the U.S. healthcare market. Here is a compilation of some the most recent statistical findings from 2016 and 2017 BLS surveys and Census Bureau projections..

- Respiratory therapists average median income is about \$58,000 per year. The median annual wage for healthcare practitioners was \$62,610 in May of 2015. That's higher than the median annual wage for *all* workers, which was \$36,200.

EMPLOYMENT

Healthcare related occupations have employment of 12 million people or about 9% of the total national employment.

- Home healthcare aides as an occupation are projected to grow as the fastest occupation in the United States through 2024 — 35%.
- Changes in the population growth participation rates over the next several decades will significantly impact the labor force, including healthcare. Even though the size of the U.S. population will grow overall, its annual growth rate is expected to slow down significantly in the coming decades due to a variety of factors, such as the aging of baby boomers, declining fertility rates, and a lessening of growth in immigration. The rate of population growth by 2060 may be only about 20% of today's growth rate.

BENEFITS

The participation rate for employee sponsored retirement benefits, which include defined benefits and contribution plans, was 49% for private industry and 81% for state and local government workers.

- As of September 2016, employer costs for private industry has averaged \$32.27 per hour worked. For state and local government that average was \$45.93 per hour worked.

HEALTHCARE COSTS

Total healthcare spending in the U.S. made up more than 17% of our gross domestic product. That adds up to more than three trillion dollars per year spent on healthcare.

- Since 1996, the December to December price increase outside of healthcare has averaged 2.2%; while the price increase for medical care has averaged 3.6%.



Still wondering if OxyGo® is right for your patients?

Short Answer: ABSOLUTELY! Patients love OxyGo, and so will you. OxyGo has 5 pulse flow settings, 1,050 ml output, 9 hours of battery life- and all in a wearable less than 5 lbs. If you compare OxyGo to other portable oxygen concentrators on the market, you'll see that OxyGo is the clear winner!

Beyond being a high quality, reliable product, OxyGo also makes financial sense. OxyGo means less deliveries, no special HazMat licenses, no DOT training and no vehicle placarding! Want to see just how much you can save with OxyGo? We've got a special worksheet to help you see the numbers, visit oxygo.life/downloads to download our OxyGo Cost Savings Calculator for free.

What makes OxyGo so unique is its extremely high reliability rate, outstanding warranty, and innovative design that reduces unit down-time. OxyGo comes with a 5 year warranty* and has extended warranties available. OxyGo also has user replaceable batteries and sieve beds that keeps OxyGo in the field working for patients. OxyGo is truly designed to Keep Going.

Size, Weight	Standard Battery: (L) 8.75" x (W) 3.0" x (H) 7.25" 4.8 lbs. / 2.2 kg. Double-Cell Battery: (L) 8.75" x (W) 3.0" x (H) 9.25" 5.8 lbs. / 2.6 kg.
Oxygen Flow	Intelligent Delivery Technology Five pulse flow settings: 1, 2, 3, 4, & 5
Power Sensing	AC Power Supply: 100-240 V, 50-60 Hz (auto-sensing to allow worldwide use), DC Power Cable for mobile use in car
Battery	Single: Up to 4.5 hours Recharge: 4-8 hours Double: Up to 9.0 hours Recharge: 4-8 hours
Noise	39 Decibels (at setting 2)
Warranty	5 year limited*
Operation	Simple control functions and easy-to-read LCD display
Use	Designed for 24/7 use, at home or away!

*visit oxygo.life/oxygo-warranties/ for warranty details

OxyGo® Out-performs the Competition

Lightweight								
	OxyGo® single cell battery	OxyGo® double cell battery	Respironics SimplyGo Mini® std. battery	Respironics SimplyGo Mini® ext. battery	Inova Labs LifeChoice Activox 4L®	Precision EasyPulse POC-3®	CAIRE® FreeStyle®	CAIRE® Focus®
O₂ Capacity	1050 ml/min	1050 ml/min	1000 ml/min	1000 ml/min	450 ml/min	520 ml/min	500 ml/min	332 ml/min
Airline Approved	✓	✓	✓	✓	✓	✓	✓	✓
Single Solution	✓	✓	✗	✗	✗	✗	✗	✗
User Replaceable Batteries	✓	✓	✓	✓	✗	✗	✗	✓
Intelligent Delivery Technology: Flow Settings: 1,2,3,4,5	✓	✓	✗	✗	✗	✗	✗	✗
Weight	4.8 lbs.	5.8 lbs.	5.0 lbs.	6.0 lbs.	4.8 lbs.	4.9 lbs.	4.9 lbs.	2.3 lbs.
	2.2 kg.	2.6 kg.	2.3 kg.	2.7 kg.	2.0 kg.	2.2 kg.	2.2 kg.	1.0 kg.
Battery Duration	UP TO 4.5 hours	UP TO 9.0 hours	UP TO 4.5 hours	UP TO 9.0 hours	UP TO 8.25 hours	UP TO 5.5 hours	UP TO 6.5 hours	UP TO 3.0 hours
Sound Level at setting 2	39 dB.	39 dB.	43 dB.	43 dB.	44 dB.	42 dB.	41 dB.	45 dB.

View the clinical studies: bitly.com/OxyGoClinical

OxyGo® Portable Oxygen Concentrator

Give us a call to learn more about how OxyGo® can keep your patients going, and keep your costs down!

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1400-1000

1400-1000-16 (system with double cell battery)



#1400-1000



M6

- 1 # 1100-1931
Holds 4 cylinders.
8 3/8" H x 8" D x 8" W
Was \$26.50 **Your Price = \$23.85**
- 2 # 1100-1927
Holds 24 cylinders.
36 3/4" H x 32" D x 15 1/2" W
Was \$224.20 **Your Price = \$201.78**
- 3 # 1100-1933
Holds 8 cylinders.
8 3/8" H x 8" W x 15 1/2" L
Was \$41.53 **Your Price = \$37.38**
- 4 # 1100-1946
Holds 6 cylinders.
15 1/2" H x 7 3/4" W x 11 3/4" L
Was \$40.82 **Your Price = \$36.74**
- 5 # 1100-1937
Holds 12 cylinders.
8 3/8" H x 12" W x 15 1/2" L
Was \$66.70 **Your Price = \$60.03**
- 6 # 1100-1924
Holds 6 cylinders.
39 1/2" H x 13" D x 12 1/16" W
Was \$67.52 **Your Price = \$60.77**
- 7 # 1100-1846
Holds 60 cylinders.
40" H x 39" D x 23" W
Was \$301.89 **Your Price = \$271.70**

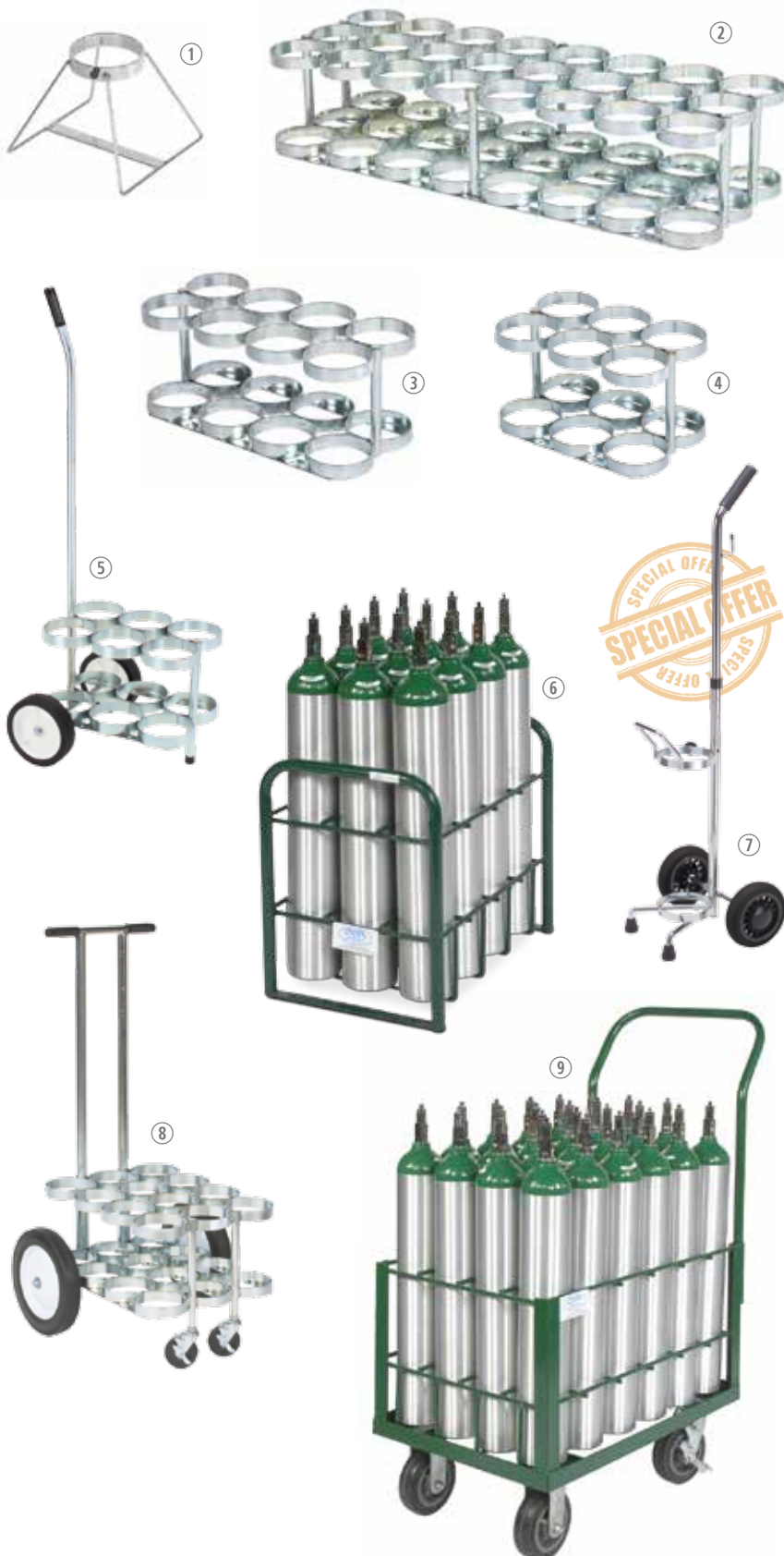
Don't see the rack
or cart you need?

**CHECK US
OUT ONLINE!**



C/D/E

- 1 # 1100-1901**
 Holds 1 cylinder.
 7" H x 9" L x 9 ½" W
 Was \$23.01 **Your Price = \$20.71**
- 2 # 1100-1958**
 Holds 24 cylinders.
 8 ¼" H x 39" L x 14 ½" W
 Was \$156.70 **Your Price = \$141.03**
- 3 # 1100-1935**
 Holds 8 cylinders.
 8 ¼" H x 19 ½" L x 9 ¾" W
 Was \$49.27 **Your Price = \$44.34**
- 4 # 1100-1936**
 Holds 6 cylinders.
 8 ¾" H x 10" L x 15" W
 Was \$44.32 **Your Price = \$39.89**
- 5 # 1100-1923**
 Holds 6 cylinders.
 39 ½" H x 16 ½" L x 13 ¾" W
 Was \$77.21 **Your Price = \$69.49**
- 6 # 1100-1920**
 Holds 12 cylinders.
 8.375" H x 20" L x 15" W
 Was \$83.53 **Your Price = \$75.18**
- 7 # 1100-1911**
 Holds 1 cylinder. Includes odor-free handle and heavy duty black wheels.
 Was \$24.99 **Your Price = \$8.59 each**
LOWEST PRICE EVER!
Pricing is for multiples of 4
- 8 # 1100-1926**
 Holds 12 cylinders.
 36 ¾" H x 20" L x 22" W
 Was \$181.90 **Your Price = \$163.71**
- 9 # 1100-1885**
 Holds 24 cylinders.
 45" H x 31 ½" L x 21 ½" W
 Was \$317.23 **Your Price = \$285.51**



U.S. DOT COMPLIANT VAN RACKS*



Need to touch up for an accreditation inspection?

We have spray cans of special green paint to match. # 1109-5557



Additional Van Racks
ONLINE!
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DOT TIP: AVOID DOT FINES!

* U.S. DOT regulations require cylinders, cryogenic vessels, carts, racks, etc. to be secured against movement, shifting, and/or ejection during normal transportation (49 CFR 393.102))

1 # 1100-1795

Layered van rack with lockable door.
Holds 35 M6 Cylinders.
25 1/2" H x 19 1/2" D x 27" W

Was \$657.29 **Your Price = \$591.56**

2 # 1100-1789

Layered van rack with lockable door.
Holds 21 M6 cylinders.
33" H x 18 1/2" D x 13" W

Was \$651.96 **Your Price = \$586.76**

3 # 1100-1794

Layered van rack with lockable door,
hinged on right side. Holds 12 D/E
cylinders and 16 M6 cylinders.
44 3/4" H x 32 1/2" D x 17 1/2" W

Was \$648.47 **Your Price = \$583.62**

4 # 1100-1862

25 D/E layered cylinder rack. Also
holds 50 M7 / M9 / C for horizontal
storage. 40" H x 32" D x 27" W

Was \$519.57 **Your Price = \$467.61**

5 # 1100-1797

25 E layered van rack with lockable
door. 33" H x 32 1/2" D x 28" W
(not pictured)

Was \$808.30 **Your Price = \$727.47**



PATIENT STORAGE RACKS

Ideal to meet state and/or accreditation requirements for storing oxygen cylinders in a home or facility.

- 1 # 1100-1985**
Holds 12 M6 cylinders.
Was \$44.95 **Your Price = \$40.46**
- 2 # 1100-1984**
Holds 6 M6 cylinders.
Was \$29.95 **Your Price = \$26.96**
- 3 # 1100-1941**
Holds 6 C/D/E cylinders.
Was \$29.95 **Your Price = \$26.96**
- 4 # 1100-1815**
Holds 1 M60 (7 1/4" D) cylinder.
6" H x 14" D x 14" W
Was \$27.42 **Your Price = \$24.68**
- 5 # 1100-1836**
Holds 1 M60, M, H or T cylinder, 7" to 9 1/2" diameter, with swivel casters.
12" H x 18" D x 18" W
Was \$141.04 **Your Price = \$126.94**
- 6 # 1100-1835**
Holds 1 M60, M, H or T cylinder, 7" to 9 1/2" diameter.
12" H x 18" D x 18" W
Was \$50.68 **Your Price = \$45.61**
- 7 # 1100-1819**
Holds 1 H/T cylinder.
46" H x 15" D x 15" W
Was \$111.31 **Your Price = \$100.18**
- 8 # 1100-1822**
Holds 1 H/T cylinder, with dolly style handle and solid rubber wheels and swivel casters. 46" H x 15" D x 15" W
Was \$189.85 **Your Price = \$170.87**
- 9 # 1100-1950**
Holds 1 cylinder or liquid reservoir, rubber padded with two securing chains and semi-solid wheels.
44" H x 22 1/2" L x 17" W
Was \$231.19 **Your Price = \$208.07**



POC GAME CHANGER:

How OxyGo® Is Transforming Lives For The Better



OxyGo patient, Cathy Work

Big surprises often come in small packages that can make a huge difference in a person's life.

Read one patient's personal story...

For Cathy Work, a happy-go-lucky grandmother and resident of Sandusky, Ohio, life changed for the better when she found out about OxyGo® POCs. A small OxyGo POC gave her back a sense of independence and the opportunity to once again live a happy and meaningful life. This is Cathy's story.

When health issues related to scarred lungs forced Cathy to be put on continuous flow oxygen in her home, her life changed from happy to sad. Used to coming and going as she pleased, the restrictions of being tethered to oxygen tanks 24/7 sent her spiraling into a hurtful depression. It tested her will power and those of the loving family around her.

Home HealthCare Today (HHCT) editor-in-chief Victoria Marquard interviewed Cathy and her daughter, Angela, in their suburban Sandusky home this past February. It was Angela who discovered that an OxyGo POC unit was available to help free her mom from the monotony and confinement of oxygen tanks. So gratified were Cathy and Angela with the freedom OxyGo gave them that they happily agreed to the interview with the hope it would encourage other home oxygen patients and providers to make the switch to OxyGo POCs.

HHCT: Cathy, It's obvious you are not a fan of having to use oxygen tanks. Please tell the home healthcare providers who read this article what life was like on oxygen tanks and why you recommend OxyGo POCs so highly.

Cathy: The tanks I used before OxyGo were bulky and very restrictive. I used tanks for almost a year before finding out about OxyGo. The tanks were a lot of work and I often found them exhausting to use and set up. The older you get, the harder it is to use them. I just didn't want to go anywhere on tanks. It was so bad that my family was worried I was going to turn into a recluse.

HHCT: What happened when you depended on oxygen tanks?

Cathy: The tanks took so much fun out of my life and I was very self-conscious about them. And the number of tanks I needed just kept growing. I started out being given two tanks by my provider. I worked up to four tanks and then eight tanks. It was too much bother. I would only make the trips I had to. I would often not be able to go where I wanted to go because I had to wait to fill tanks. The tanks put me on a time limit. It was very traumatic having tanks all around me.

HHCT: Why did you have to be on the tanks? How did they impact your health?

Cathy: I could not sleep well or do anything with them. Not being able to breathe is difficult. I need my oxygen because of scarring of my lungs. If I had known OxyGo was available when I was so stubborn I would not have gone off oxygen before my levels got so low.

It took a lot for me to realize I had to stay on oxygen. I just didn't want those damn tanks. I used tanks for almost a year and looking back on it I would not wish that on anyone. When I first heard I had to be on oxygen I was devastated.

HHCT: What has the OxyGo POC unit done for you?

Cathy: Where do I start? For one thing I am a lot less self-conscious now. I remember going to a football game for one of my grandchildren. I dropped a tank at one of his games and I could tell people wanted to get away from me. They saw me as a fire hazard. OxyGo gave me my life back. Now I want to go places. I can take OxyGo to the pool, beach, grocery store, shopping. I am often gone 8-10 hours a day. I love to shop. If I want to, I can spend 4 hours a day in Walmart.

HHCT: How easy and reliable is OxyGo to use?

Cathy: OxyGo reliability is 100% vs. tanks. I have had tanks that ran out on me and I had to rush back home. I am not mechanically inclined at all and even some kitchen appliances are a challenge for me. But OxyGo isn't. I have my OxyGo charger in my car plus a backup charger. The batteries are easy to snap into place. My need is for things that are easy to use. OxyGo is easier for me to use than my kitchen appliances. If I can do it, anyone can do it.

HHCT: Who is your provider and how does the cost of using an OxyGo unit compare with tanks?

Cathy: They are no more expensive than tanks and I think they may actually be costing me less. OE Meyer is my provider in the Sandusky area. They put me on OxyGo and hooked me up to an OxyGo unit. My former provider did not offer me that type of machine.

My advice to people who need oxygen is to ask their provider about OxyGo. If they want to go places they should invest in an OxyGo. It will help them want to go places. You know, I was in a Kroger's and a lady asked me about my OxyGo unit. She said her mother-in-law had passed and had led a life where she stayed home with tanks. It made me

cry because I know how much better that person's life would have been with an OxyGo.

HHCT: Angela, you are Cathy's daughter and the person who discovered OxyGo for your mom's use. Tell us how you learned about OxyGo and what OxyGo has meant to you.

Angela: When we found out mom had to be on continuous oxygen it was a blow. I found out about OxyGo from someone using one. I am a server at a local restaurant—people come in all the time with oxygen tanks and say they are on a time limit and need fast service— they tell me they have restrictions and need to be in and out quickly.

A lady came in one day on oxygen with no tank. I asked her about it—then researched it online. Since using oxygen from OxyGo my mom's depression has lessened. OxyGo gave my mom her freedom back. It has affected my life because it has made my mom happier.

Tubing always makes always make the user feel self-conscious—but OxyGo makes it 90% easier to accept changes—not as self-conscious.

OxyGo has given my mom her life back and mine too. Freedom to be the type of person she was before. The extra double battery is even more amazing. Before OxyGo she could not go to Columbus, two hours away to see my sister. Now she can see her grandkids.

→ *Continues on next page*



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WITH

NEW OxyGo®

AND

OxyGo FIT™

TV Commercials

New 30, 60, and 120-second OxyGo and OxyGo FIT commercials have been produced and can be inexpensively customized to promote POC sales in your business.

The new commercials are designed to run on local TV stations and drive customers to your store. They can also run on a continuous loop in your store or can be shown to potential buyers, as needed, to help close a sale. You can even put them on your website to build content and viewership.

*Each commercial
is customized
with your
information!*



CHECK THEM OUT:

www.oxygo.life/video

POC GAME CHANGER

from page 21

HHCT: Your mom talked about feeling self-conscious when tethered to the tanks. Has OxyGo truly helped her feel less self-conscious about being on oxygen?

Angela: Yes, very much so. When she dropped a tank at a football game, people fled. Tubing always makes always makes the user feel self-conscious—but OxyGo has made it 90% easier to accept. Mom is just not as self-conscious with OxyGo.

HHCT: What has been the biggest impact OxyGo has made in your life as a caregiver?

Angela: I can't say enough about OxyGo because it has given my mom her life back. Now she can do things she wasn't able to do before. She has used OxyGo all night even with CPAP. It's a product that has definitely made her life a lot happier. ■

NOTE: This interview was conducted on February 8, 2017 and has been edited for conciseness and continuity.

The complete interview can be seen as a video on the OxyGo website: www.oxygo.life.



SEPARATING THE HEALTHCARE MILLION\$... BILLION\$... AND TRILLION\$

by Dave Marquard II

If you are like me, keeping track and making sense of all the zeroes in the millions, billions and trillions of dollars spent on U.S. healthcare is daunting. I first started getting acquainted with difficult to grasp numbers when discussing the national debt in an economics class years ago. Trillions of dollars are big, but how big, really?

Now, some years down the road and a member of the producing class we so assiduously studied in those classes, I still have trouble putting really large numbers into context. They are important to understand because we see them before us every single day—in the newspapers, on TV, on the Internet.

Annual U.S. healthcare expenditures are staggering—over \$3 trillion annually. To help put this and other gigantic numbers into context, I have done some investigating to bring their comparative size into clearer focus.

The difference between the zeroes attached to \$10, \$100, \$1,000, \$10,000, \$100,000 are easy to see.

But what about \$1,000,000? Six zeroes makes a million. A million is one thousand thousands. A million in seconds passed is 12 days ago.

And what about \$1 billion? That's one thousand millions and it has nine zeroes. A billion in seconds passed is 31 years ago.

But a trillion dollars, that's truly staggering. A trillion has 12 zeroes. A trillion dollars is one thousand billions of dollars. A trillion seconds passed is 31,688 years ago.

So at \$3 trillion, we are, indeed, all part of a very large healthcare market.

Which brings me to another important take on these numbers. Are you getting your fair share? When you use the oxygen non-delivery model featuring our OxyGo® and OxyGO FIT™ POCs, the savings to your bottom line can run five zeroes or more over the delivery method.

Let me prove it to you. Email me at dmarquard@applied-inc.com and I will personally send you an easy to use chart. It will allow you to calculate exactly how many zeroes our OxyGo and OxyGO FIT POCs can add to your bottom line. I will be surprised if it's not a few of them. ■



HOW TO

Ride Oxygen's **BIG WAVE** Of Change to greater profits!

by Rob Saltzstein, Contributing Editor

Jason Flanigan, OxyGo's® General Manager, has seen the future and it is loaded with high profit potential for DME's and HME's that ride the wave of change taking place in oxygen delivery methods.

"The way to survive the future with oxygen is to get as many of your patients off cylinder delivery as you can," says Jason. "The market is changing in favor of POCs because POCs are what patients want and POCs such as OxyGo make so much more economic sense in today's competitive and regulatory environment."

Looking at it from voice of the doctor and the patient, Jason points out that availability and quality is the key. Medicare reimbursement numbers show a clear growing trend toward the use of POCs. Doctors want to know that the DME they recommend can take care of their oxygen recommendations and carry the POC products their patients need and the brands they request. Patients are demanding high quality products because they are seeing their co-pays rise and DME's are making more cash sales because of insurance changes.

Jason sees a large opportunity for DME's to grow their business right now by taking advantage for the top requested POCs, selling them for cash, and using the top quality models to phase in a non-delivery plan.

This can be done, Jason says, by putting POCs on heavy oxygen tank users at first. Then DME's should offer POCs exclusively in an extended range beyond their normal DME service area. The result should be an increase in business for the DME and also greater referrals from doctors.

DME's should carry OxyGo POCs because OxyGo is the number 1 requested brand, Jason said.

"Making one oxygen delivery a year with a POC as opposed to the tank system of making one a month, or maybe several a month, is a huge profit saver and generator," Jason said.

"Making one oxygen delivery a year with a POC as opposed to the tank system of making one a month, or maybe several a month, is a huge profit saver and generator."

.....

As Medicare cuts continue, Jason sees adopting the POC model of oxygen delivery as a matter of economic survival for DME's. "DME's need to watch what is going on in the market and change with the market as it changes," he said.

He points out that OxyGo reps sometimes are able to refer virtually completed sales directly to DME's handling the OxyGo line. "We had one rep who handed a completed sale, including pricing, directly to a DME. It put cash right in the DME's pocket," said Jason.

OxyGo makes every effort to steer business to its DME customers. The OxyGo corporate office often gets many calls a month from potential customers and always refers such requests to the closest DME carrying OxyGo to that customer. "We don't sell direct and always protect our DME customers," said Jason. ■

Telehealth:

THE FUTURE IS HERE



by Rob Saltzstein, Contributing Editor

The future is now for DME's keeping up with the latest advances in healthcare technology, especially in the area of telehealth. The big elephant in the room is when will insurance companies and Medicare reimbursement policies catch up with today's already available technology?

To make health care more accessible for the 60 million residents of rural America, *The Health Resources Services Administration* (HRSA) funds programs that integrate and streamline existing rural health care institutions and aid in the recruitment and retention of physicians in rural hospitals and clinics. HRSA's telehealth program uses information technology to link isolated rural practitioners to medical institutions over great distances.

HRSA defines telehealth as the use of electronic information and telecommunications technologies to support long-distance clinical health care, patient and professional health-related education, public health and health administration. Telecommunication technologies include terrestrial and wireless communications, computers and internet, teleconferencing, video conferencing, and streaming media to name a few.

Telehealth is different from telemedicine in that telemedicine specifically deals with remote clinical healthcare services whereas telehealth refers to a broader scope of non-clinical information such as continuing medical education, provider training and administrative meetings, as well as the clinical services.

The advantages of telehealth are proving to be of great value in saving both time and money. Physicians and nurses can make virtual visits to the patient's home to evaluate, diagnose, treat and without leaving their office. Likewise, telehealth allows the patient to receive expert healthcare without ever leaving his or her home. Telehealth provides the opportunity for greatly improved communications to and from patients, which will decrease the number of hospital admissions.

For example, the diabetic patient could download blood sugar levels, medication list or food logs to their physicians' offices for their review and assessment, or the physician's office could send out reminders for their patients to get their flu shots. Telehealth improves communications between the patient and physician office. Patients can get into their electronic medical record to see their latest test results or if the patient has a question, he/she can email their physician which they will receive a timely response.

Telehealth is revolutionizing healthcare and will become more ubiquitous as the technology improves. The possibilities of how far medicine can go using telehealth technology are endless. The end result will allow patients access to care wherever they are.

I believe that telehealth will be a blessing for homecare. We are already seeing improvements with gathering CPAP compliance information using wireless modems and smart stick transmission technology. This technology will continue to improve. Compliance downloads will be performed automatically at time intervals you choose and the download of information will be automatically inserted into the patient's electronic medical chart as well as sent to the patient's primary care physician. This will remove a large portion of the labor your therapists are currently spending on follow-ups and downloads freeing them up to increase their productivity in other areas.

Oxygen concentrator checks could soon be a thing of the past. Manufacturers of concentrators today are beginning to incorporate the capability of remote monitoring which will eliminate the need to travel to the patient's home to perform a routine concentrator check. Concentrators will be able to be monitored by in-office personnel more efficiently and at a much faster rate than your over the road service technicians. This will save time, labor and gasoline expense. After- hours trips can be decreased with remote trouble shooting. Built in GPS monitors will help locate equipment reducing equipment replacement costs.

In the near future, you will be able to have a virtual face to face conversation with your patients from your office. Being able to see the problem the patient is having versus automatically sending the service tech out to the home, could reduce your service calls by 50% or more.

Telehealth is changing the face of homecare and is only going to get more widespread as the technology improves. However, the reality simply is that insurance companies, for the most part today, refuse to reimburse at rates that can support that process. Telehealth can replace a good number of those visits and will save time, energy and money which will allow your company to sustain operations for years to come. ■

REDUCE YOUR RISK OF BEING HACKED ://

10 PROVEN TECH TIPS
FOR EVERY HOME HEALTHCARE DME



by Dave Marquard II

Benjamin Franklin was addressing fire prevention, not healthcare, when he coined the famous axiom “An ounce of prevention is worth a pound of cure.” But I can see his thinking clearly applying to our homecare industry today. In the case of being hacked, one could modify Ben’s saying to: “An ounce of prevention is worth many thousands and even millions of dollars of cures.”

As the CEO and owner of Applied Home Healthcare Equipment, I have had the good fortune to visit many home healthcare businesses across the U.S. Virtually all them seem to

share a passion for going the extra mile to serve their patients. But great service doesn’t defeat hackers from targeting your business.

In my visits I have heard on more than a few occasions how lax email practices have caused anguish and regret.

My son is a computer expert/consultant who has worked for IBM and Google. He grew up with computers and has taught me a lot about the need for careful email handling. Here are ten rules I have learned from him, and from my own personal experience in serving the healthcare industry, about email safety. These precautions could save you much aggravation and many lost income dollars, if followed.

1 Never put anything sensitive in an email that you wouldn’t want to see in your local newspaper.

This is true even if you have been guaranteed the email is secure from national media, television, radio, blogs, newspapers, other media, and from the hands of competitors.

2 Never share personal information such as dates of birth, social security numbers, bank accounts, credit card numbers, even graduation dates, etc. in an email.

Never respond to someone requesting such information. Legitimate entities know email is not secure and will never request you supply this kind of information by email.

3 **Never open email attachments you can't be sure are authentic.**

Be careful and prudent about opening email attachments even from family and friends. Your family and friends can be fooled too. Phishing, malicious code, spyware, etc. comes in masked as photos, chain emails, jokes, etc, usually from someone you know. Also, never forward chain emails, photos you might have received even from friends & family as they may contain malicious viruses and more. Use family photo streams, recognized online photo albums.

4 **Don't visit websites unknown to you.**

Unknown websites and websites masquerading as legitimate websites, can and will download malicious code, botnets, and spyware. If in doubt don't visit.

5 **Use advanced passwords, change them often, and don't use the same password on multiple sites.**

Hackers often create phony emails to get password information and many users still employ the most common passwords such as 123456789, baseball, football, batman, dragon, trustno1, etc. Wedding anniversaries, names of children, your birthday, home address, etc., are easily deduced.

The longer the password, with a mixture of capital letters, numbers and funky punctuation, the better. Hackers using algorithms can crack a password such as "blue" in about 1/4 of a nanosecond. A password such as "16Weldingflam aesareBurningBrightly;2night" is more secure than even a reasonably strong password such as "Kdu91A5".

6 **Change your behavior.**

Share a little less like birth, graduation dates, schools & universities, etc. on social media as these can be used to assess your information. Think about your last 10 years online at sites such as Friendster, MySpace, etc. and delete these old accounts because they can be a source of information and access into your life.

7 **Act swiftly if you are hacked or think you may have been.**

Don't wait to take action; immediately change your passwords at email accounts, banks, credit cards, and if you have a service, notify them. Hacking can cause enormous damage to you, your family, business, reputation, and anyone you have a relationship with.

8 **On public WI-FI? Don't share personal data.**

Are you booking a flight, checking your bank account, paying bills, while sitting in a coffee shop? You really have no idea how secure that connection is. Security researchers found some of the world's biggest hotel chains are vulnerable to attack. Be judicious when working or surfing the Internet.

9 **Consider using two-factor authentication.**

As more and more on-line retailers are hacked, the likelihood of your password being leaked increases. Once hackers get passwords they try to determine which personal accounts they can access.

10 **Be careful – and suspicious.**

The best prevention is awareness. Legitimate firms will not ask for personal information via email. Make sure you're using the real website you sought, not something made to look like it. If it is too good to be true, it probably isn't true.

As Mark Twain once famously said: "A lie can travel halfway around the globe, before the truth can get its shoes on." ■



CMS Home Health Star Rating System

LETS PATIENTS COMPARE HOME HEALTH AGENCIES

Consumers are being given the opportunity to be smarter and wiser in their selection of home health agencies.

In late January, 2016, CMS introduced the first patient experience of care star ratings on **Home Health Compare**: www.medicare.gov/homehealthcompare/

Known as *Home Health Care Consumer Assessment of Healthcare Providers and Systems* (HHCAHPS) Survey star ratings, these measures evaluate patients' experiences with home health agencies.

The first 2017 update for Home Health Compare took place in January. This update included the Quality of Patient Care star rating and quality measure values shown in the preview reports distributed in early October, 2016.

The HHCAHPS Survey star ratings report patients' experiences of care ranging from one star to five stars using data from patients (or the family or friends of patients) that have been treated by the agency. Five stars is the highest rating and reflects the best patient experience.



Patients can compare information on others' experiences of home health care at these agencies through the HHCAHPS Survey star ratings. The following five HHCAHPS Survey star ratings are available for each home health agency listed on the website:

1. Care of patients
2. Communication between providers and patients
3. Specific care issues
4. Overall rating of care provided by the home health agency
5. Survey summary star rating

This star system supports the larger effort across the Department of Health and Human Services (HHS) to build a health care system that delivers better care, spends health care dollars more wisely, and results in healthier people. Patients can now look at home healthcare star ratings in these primary health areas:

- Hospitals
- Physicians
- Medicare Plans
- Nursing Homes
- Dialysis Facilities
- Other Medical Suppliers
- Long-Term Care
- Inpatient Rehabilitation Facilities



Taking the **STING** out of **NEGATIVE** DME Online Reviews

As review sites have proliferated, a new industry has been spawned: reputation management and review alert firms that keep companies apprised about what is being said about them on the Internet. These include websites such as reputation.com, reputationmanagement.com, statuslabs.com and trustpilot.com

A negative review can be a wakeup call that allows you to improve your DME business. It's far worse not to know about a problem than to know about a problem you can fix. Experts suggest that any business responding to a negative review should keep in mind the acronym **HEARD**.

H = Hear the complaint. Keep an open mind and be willing to admit there may be a problem.

E = Empathize. What can you do to make it right with the reviewer?

A = Apologize and ask for another chance. Never argue with a reviewer.

R = Resolve to fix the problem. Make restitution, if necessary.

D = Diagnose why the negative review happened. Take action to fix the cause. Perhaps, for example, if your staff followed up every sale with a customer phone call, many negative reviews could be headed off and not even posted.

The problem is that if DME's don't respond quickly to such negative reviews, much reputational damage can be done. *Yelp* is widely regarded as the kingpin of review sites with over 26,000 retail reviews allegedly being written on it per minute. It has been estimated that one negative review on *Yelp* can cost 30 customers and that the addition of one star (stars are rated 1 low to 5 high) can add as much as 5 to 9% more revenue.

If there is a lesson for DME's to learn here, it's to keep in the loop about what people are saying about them on the Internet. Positive and negative reviews are here to stay. Managing those reviews as best as possible is good for business. ■



Dealing With A Negative Review

YES, YOU CAN TURN THINGS AROUND!

1. Respond quickly and apologize.
2. Make restitution/ fix the problem.
3. Make sure the response is posted online next to the bad review.
4. Does the reviewer have a point? Maybe there is something you should fix in your business.
5. Actively monitor your online presence, moving forward.
6. Collect more reviews. This way, any future negative reviews can be seen in the broader context of all your happy customers.

BUT HOW CAN I FIND OUT WHAT MY REVIEWS ARE?

The internet is a big place. An easy way to monitor your reviews is to set up a Google news alert for your business name. Any time something new hits your name, Google will email you a link.

Go to www.google.com/alerts to set one up!

“OxyGo® Day”

Proclaimed by the City of Westlake, Ohio



Westlake Mayor Dennis M. Clough,
OxyGo Owner and CEO Dave Marquard II



OxyGo Day Proclamation

FEBRUARY 16, 2017 WAS A BIG DAY FOR OXYGO, LLC.

Westlake Mayor Dennis M. Clough issued a proclamation marking it as “OxyGo Day” in the city of Westlake. The proclamation noted how the company’s concentrators improved a patient’s quality of life and how OxyGo, LLC and the Applied Companies, LLC had grown into a highly respected business, manufacturing and supplying more than 400 innovative respiratory care products.

It also cited OxyGo, LLC for being a 2016 winner of the Case Western Reserve prestigious Weatherhead School of Management 100 list of fastest growing companies in Northeast Ohio.

Dave Marquard II, owner and CEO of OxyGo and the Applied Companies, took great pride in accepting the award on behalf of all the OxyGo and Applied associates.

“It was our honor to be selected as a 2016 *Weatherhead 100* Winner. Established in 1988, The *Weatherhead 100* awards are the premier celebration of Northeast Ohio’s spirit of entrepreneurship and the companies leading the way in Northeast Ohio,” said Marquard.

“Each year, the Weatherhead School of Management recognizes this elite group of companies who are the best example of leadership, growth and success in our region over a period of five years. The Weatherhead School of Management at Case Western Reserve University is one of the top business schools in the world,” he added.

He thanked Mayor Clough at a special lunch for the OxyGo Day proclamation and noted that the City of Westlake, OH is one of the most successful cities in the U.S. with triple A bond rating and a population of over 32,000. Marquard also noted that in addition to OxyGo LLC, Westlake is home to American Greetings, Hyland Software and Nordson Corporation, to name just a few other companies. ■

2017 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 2017 homecare state meeting and top scheduled events in a future issue of *Home HealthCare TODAY*. Please send the information to: rsaltzstein@homehealthcaredotorg



NHCPO Management and Leadership Conference

APRIL 29 - MAY 3

Washington, DC

Medical Equipment Suppliers Association

MAY 2 - 4

Dallas, TX

Filler Required* Applied Training Seminar

MAY 16

Chicago, IL

MedCity INVEST

MAY 17 - 18

Chicago, IL

AAHomecare Washington Legislative Conference

MAY 24 - 25

Washington, DC

VGM Heartland Conference

JUNE 12 - 15

Waterloo, IA

RESNA Annual Conference

JUNE 25 - 29

New Orleans, LA

NAHC Conference

JULY 16 - 18

Hartford, CT

FIME

AUGUST 1 - 3

Miami, FL

Abilities Expo

AUGUST 4 - 6

Houston, TX

Filler Required* Applied Training Seminar

AUGUST 22

Seattle, WA

Filler Required* Applied Training Seminar

SEPTEMBER 12

Kansas City, KS

NHPCO Fall Conference

SEPTEMBER 16 - 20

San Diego, CA

PAMS Fall Program

SEPTEMBER 20

Harrisburg, PA

Filler Required* Applied Training Seminar

OCTOBER 4

Oklahoma City, OK

American Association of Respiratory Care

OCTOBER 4 - 7

Indianapolis, IN

HCAOA Annual Conference

OCTOBER 8 - 11

Austin, TX

NCPA Annual Convention

OCTOBER 14 - 18

Orlando, FL

NAHC Annual Meeting and Exposition

OCTOBER 15 - 17

Long Beach, CA

Filler Required* Applied Training Seminar

OCTOBER 23

Atlanta, GA

Medtrade Fall 2017

OCTOBER 23 - 26

Atlanta, GA

Filler Required* Applied Training Seminar

NOVEMBER 14

Cleveland, OH

Alliance for Continuing Education in Healthcare Professions:

DECEMBER 26 - 29

San Francisco, CA

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