

Home HealthCareTODAY™

Reimbursement Problems **SOLVED.**

Game-Changing Patient Financing that's a
TOTAL WIN-WIN ...

- ✓ **PATIENTS** manage small monthly payments & have more options!
- ✓ **PROVIDERS** sell more and get paid fast!

OxyCARE
TOTAL ADVANTAGE™

Success Story on p. 9

“I'm thrilled beyond my wildest expectations... I can see that OxyCare Total Advantage is going to help me tremendously increase my cash sales business.”

page
10

BEHIND
THE
SCENES

How an Idaho-based DME provider built a thriving, multi-state business from the ground up... serving customers as far away as Hawaii

BREAKING NEWS

p. 19

New FDA medical gas guidelines create industry buzz

THE OXYGO® DIFFERENCE

p. 6

Separating OxyGo POCs from the rest of the field

SMART SELLING

p. 24

A DME pro shares proven marketing tips

MMMMM...

Sweet Rewards!

p. 3

Find the hidden treasure and claim your prize!



applied-inc.com



1 - 2 5 8 9 6 3 2 - 1 7

AUGUST, 2017

contents

AUGUST 2017



- 3 Letter from the Editor:** Lessons learned from a winning football coach—*And more treasure!*
- 4 What About Bob:** It always pays to ask the right questions.
- 5 NEW! OxyCare Total Advantage™:** Help your patients secure financing for life-changing equipment, and boost your retail revenue!
- 6 The OxyGo® Difference:** Separating OxyGo POCs from the rest of the field.
- 9 Eye Opener:** How an Arizona DME used the new OxyCare Total Advantage program to get revenue booming.
- 10 Behind the Scenes:** Building a DME business in Idaho—from scratch.
- 19 Breaking News:** New FDA medical gas guidelines create industry buzz.
- 24 Smart Selling:** A healthcare marketing pro tells you how to market better and bring in new customers.
- 26 Flying High with POCs:** What your patients need to know about airplane travel.
- 30 Healthcare Seed Money:** Swimming with the "Big Fish".

Home HealthCareTODAY™

a publication of:

Applied Companies, LLC.

Applied Home Healthcare Equipment, LLC.

PUBLISHER

David J. Marquard II
Owner & CEO, Applied

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
VP & COO, Applied

Gerd Weissenfels
Managing Dir, IBEDA GmbH

Jason Flanigan
General Manager, OxyGo®

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

APPLIED 
Companies, LLC

© 2017
Applied Companies, LLC
28825 Ranney Parkway
Westlake, OH 44145 USA

Keep In Touch...

We'd love to hear from you! Feel free to write us and let us know what you think.
We consider all submissions and are accepting new advertisers!
vmarquard@applied-inc.com

POSTMASTER: Send address changes to Home Healthcare TODAY, 28825 Ranney Parkway, Westlake OH 44145. The publisher does not warrant either expressly or by implication the factual accuracy of any advertisement, article, or descriptions herein, nor does the publisher warrant the validity of any views or opinions offered by the authors of said articles or descriptions. The opinions expressed are those of individual authors. Publisher makes no representations or warranties regarding accuracy or appropriateness of any advice or any advertisements contained in this magazine. Submissions: We welcome submissions, unless otherwise negotiated in writing by the editors. By sending us your submission you grant Publisher permission by an irrevocable license to edit, reproduce and distribute, publish and adapt your submission in any medium on multiple occasions. You are free to publish your submission or to allow others to reproduce your submission. Submissions will not be returned.

'Hail' to Keeping All Your Patients Going! 'Hail' to All the OxyGo® DMEs Valiant!

Jim Harbaugh, the football coach at my alma mater, the University of Michigan, has a favorite saying: *"Attack each day with an enthusiasm unknown to mankind."*

People I know who know Jim tell me that motto describes Jim perfectly. He is always upbeat, his glass is always half full, he is always looking at each new day as an opportunity to do better than the day before. And he wins big wherever he goes: at the University of San Diego... at Stanford... with the San Francisco 49ers... and now with Michigan.

The dictionary defines "enthusiasm" as an occupation, activity or pursuit in which interest is shown. If you and your healthcare associates are enthusiastic — it's like winning. The food tastes better. The days go quicker. More effective leadership. So take a lesson from Jim. Find a reason or multiple reasons to be enthusiastic. They are always there, but sometimes you need to choose to see them.

At OxyGo, for example, we are super enthusiastic about our new OxyCare Total Advantage™ patient financing program. We know it will help increase your POC sales dramatically. Your customers who prefer small monthly payments will be able to walk out the door with an OxyGo unit they might not otherwise have been able to afford. Payments can be as low as \$63 a month. And talk about a reason to be enthusiastic... you get paid for the entire sale the next day, in most cases.

See ads and articles on our new OxyCare Total Advantage patient financing program throughout this issue. Then contact OxyGo Customer Care at (866) 698-0633.

Make that move and whenever you hear Michigan's fight song *"Hail to the Victors"* — you and Jim Harbaugh will be sharing something in common. Because in your neck of the woods, you and I *both* know its words will be reflecting your DME sales management vision and acumen to give patients more options than ever before — and go for the WIN!

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.

CUPCAKES *from* HEAVEN!

There's More SWEET Treasure Buried Inside!

No need to stand in a long Georgetown Cupcake line. Indulge yourself, family and friends with a towering selection of tasty cupcakes from the most talked about new specialty bakery in America! Just find the buried treasure chest inside this issue and submit its location to: homehealthcareday.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 Omaha Steaks gift card!
Ken Martin, CEO of Semo Medical Equipment in Cape Girardeau, MO**

Hurry! — This contest ends on 8/31/17. The winner will be announced in the next issue.





WHAT ABOUT BOB?

A checklist for picking the right POC

More and more homecare companies are purchasing portable concentrators because they recognize the need to decrease the number of cylinder deliveries and grow their non-delivery model. These companies realize that most of their profits made in today's lower reimbursement climate are being gobbled up by repetitive delivery costs.

Here is a checklist of questions you should ask any POC salesperson. It's not glamorous. It's not exciting. But asking these questions will save you and your patients money and make your oxygen program much more profitable in the long run. The answers will help guide you in making the right POC purchasing decisions.

Patients need the following, so don't hesitate to ask:

- ☒ Does the manufacturer put in writing that its portable concentrator can be used during sleep?
- ☒ Does the manufacturer put in writing that its POC can be used with more than 20 feet of tubing — plus cannula?
- ☒ Does the POC have a built-in oxygen analyzer?
- ☒ Does the POC have a backup rate that will engage automatically if a breath isn't sensed in 60 seconds?
- ☒ How much does it cost to replace the sieve beds?
- ☒ How much are replacement batteries?
- ☒ Can both the battery and sieve beds be replaced in literally seconds on site or does it need to go back to the manufacturer for service? (*Hint— that's expensive!*)
- ☒ Does the POC's battery charge, not just maintain a charge, while being used and also plugged into the cigarette lighter?
- ☒ Does the POC weigh under 5 lbs.?
- ☒ Is the noise level at a setting of 2 under 40 decibels?

- ☒ Is the maximum oxygen output 1050ml/min. or more?
- ☒ Can the unit be programed to pulse so that oxygen purity can be tested with an analyzer?

OxyGo® POCs check all the boxes. OxyGo is the market leader and most popular POC in the DME space for all the right reasons.

And be sure to ask about OxyGo's new customer finance program, **OxyCare Total Advantage™**. It puts an OxyGo POC within easy reach of just about every customer that walks into your store.

Thanks for reading,

Bob McQuown, R.R.T.

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

Small Size. Big Impact.

Call Now for an
OxyGo FIT™
30-Day
FREE Trial!

866-698-0633

OxyGo FIT
5.9" x 2.7" x 7.2" ■ 2.8 lbs.





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 Total 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 Total 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 Total 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 Total 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 Total 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 Total 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.

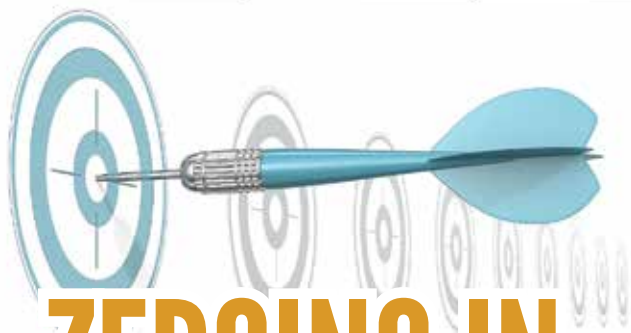
“The speed of the approval and payment process, and the program’s ability to let the customer walk right out the door with the product in hand, makes it a win-win for everyone,” Marquard concluded.

If healthcare providers are not currently offering cash sales, OxyCare Total 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 Total Advantage brochures
- An OxyCare Total Advantage brochure holder
- An OxyCare Total Advantage showroom poster
- Retail sales aid brochure

Healthcare Providers looking for additional information on the OxyCare Total Advantage program can contact OxyGo Sales for details: **866-698-0633, financing@oxygo.life**



ZEROING IN on the OxyGo® Difference

Every company has a reason to explain its existence and survival in a challenging and harsh business environment. This is especially true in home healthcare where Competitive Bidding has forced so many companies to either rethink their business approach or shut their doors.

Sometimes the difference between prospering or failing tilts on ever so small differences: a customer service problem fixed here... a finance problem fixed there... just the right person being put in just the right job... storewide teamwork an operational hallmark. The list could go on for pages.

I asked Victoria Marquard, this magazine's editor, to give me five bullet points as to what she thinks constitutes the "OxyGo® Difference". Here's what she said and we hope you, our valued reader and (hopefully) customer, agree. Please let us know.

by Rob Saltzstein, Contributing Editor

1. PROVIDER LOVE ♥

We really love our providers. It sounds cheesy, but it's true. Our Customer Care team has literally run out of their offices into the warehouse to check on products from shipping, our salesman take a personal interest in providers. We show that too by the programs we have. We want to partner with providers and help them with marketing, help them with earning cash sales in this climate and really see them succeed.

2. SHARED SUCCESS 💰

We pass along sales to our providers. We have patients call us, and when they say they have been using a certain provider for tanks, but want an OxyGo unit... we call the patient's provider and help the provider close that sale and keep that customer.

- ✓ We do co-op advertising
- ✓ We do truck wraps
- ✓ We design marketing material for providers

3. INNOVATION 💡

We've introduced OxyCare Total Advantage™ (patient financing) and I see that as part of the overall OxyGo Difference. It's a great way to get some cash sales! Patients may really want and need homecare equipment, but the cost is out of reach for them. It's expensive and they are used to insurance covering it.

Our OxyCare Total Advantage plan is a creative way for the patient to get their equipment NOW... the provider to get full payment NOW... and the patient pay in installments. It's a great way to get into retail and cash sales easily! This is a good answer to the pain of competitive bidding that is really forcing so many providers to shut down.

4. ENDLESS ENTHUSIASM 🗣️

Part of the OxyGo Marketing Difference, I think, is that we try to have fun with our customers. I wish everyone could win the great contest prize we offer in this magazine every month, for example. It exemplifies how our marketing material is driven by fun—and useful-to-read content, content, content.

5. THE TOTAL PACKAGE 📦

I know in the end that in any business, great success always comes down to the abilities and personalities of everyone pulling together. I like to think that with OxyGo and OxyGo FIT POCs, our quick customer service, tech support and customer-friendly attitude—coupled with the best POCs anywhere in the world as a lead product—makes the difference.

Introducing Patient Financing To Increase Cash Sales

OxyCare Total 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 Total Advantage. OxyCare Total 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 almost immediately!**

OxyCare Total 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 Total Advantage projects that POC sales will increase by 20% for Providers offering the program.

What is OxyCare Total Advantage?

OxyCare Total Advantage is a fixed-term loan (closed-end financing) for patient purchases of \$1,000 to \$10,000, where qualified patients can pay over months and providers typically get paid in 24 hours. OxyCare Total 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 Total Advantage!

How does OxyCare Total 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, after the patient receives their product(s), normally within 1 business day.

by the numbers

78,000,000

Baby Boomers were born from 1946-1964. Here's a bit more about this fascinating group.



42%

Baby Boomers currently make up 42% of the adult population.

The rapid aging of the U.S. population is driven by two realities: Americans are living longer than previous decades, and there are (proportionately) more older adults than before.

The leading edge of the Baby Boomers turned 65 in 2011. Since the start of 2011—and every DAY for the next 20 years—roughly 10,000 Americans will celebrate their 65th birthdays.

two thirds

U.S. health care spending is expected to rise considerably as chronic diseases affect older adults.

Today, more than two-thirds of all health care costs are for treating chronic illnesses. Among health care costs for older Americans, 95% are for chronic diseases. The cost of providing health care for one person aged 65+ is three to five times higher than the cost for someone younger than 65.

82%

The 55+ market is more health-conscious than other age groups, and 82% of boomers and seniors research health and wellness information online.

Their health and wellness has far-reaching implications too, from public policy and taxation... to climbing insurance costs and the rise of new health care industries.

eighty-nine percent

89% of seniors want to live independently in their homes. If they think they might need help with personal care—or if they need extended care—they prefer to get all of those services at home.

Many boomers surveyed plan to move to a smaller house, or a less-expensive neighborhood, to free up equity to pay for travel, medical expenses, home renovations or other expenses they know they'll face in the years ahead.

Source: http://www.cdc.gov/features/agingandhealth/state_of_aging_and_health_in_america_2013.pdf

Arizona DME's Patient Satisfaction & REVENUE SURGE

with OxyCare Total Advantage™

Situated in Wickenburg, AZ, about 25-miles from Sun City, AZ, Discount Medical Equipment LLC caters to a well established and value-seeking retirement community. Owner Ruben Lopez recently signed up for the new **OxyCare Total Advantage™** patient financing program that allows DME's to offer quick POC and other financing to their customers through a third party and get paid quickly — usually within 24 or 48 hours.

by Rob Saltzstein, Contributing Editor

The program is win-win for the customer and the DME. It allows the customer to take home a POC or other big ticket item such as a lift chair or wheel chair by making manageable monthly payments. It allows the DME to make highly profitable revenue that previously would have walked out the door for lack of affordability.

Ruben sold his first OxyCare Total Advantage financed POC within a day or two of signing up for the program, and was paid in full within 48 hours. "The only reason I didn't get paid the next day was because I had to order the OxyGo® POC and that took a day," he said. "I'm thrilled beyond my wildest expectations. It's amazing! The lady I sold the OxyGo POC unit to could never have afforded to buy it herself without the OxyCare Total Advantage program. That program worked exactly as Don Volette, my OxyGo rep, explained to me it would," said Lopez.

"Don told me it was an easy program to sign up for and that it would bring in many new sales. He was exactly right. After the OxyGo sale I quickly was able to use OxyCare Total Advantage again to help a husband and wife buy two lift chairs they had been wanting but could not afford. They could not tolerate the hassle of jumping through insurance hoops or the big cash outlay up front. It took 10 minutes for them to get approval for OxyCare Total Advantage and I was able to make a big ticket sale I would have otherwise lost. At over \$4,000, those two

lift chair sales were obviously very important to me," Lopez continued.

"The lift chairs were financed at about \$150 a month and my POC customer had a choice of financing for between \$80 and \$108, depending on the term selected. I have already been paid for the OxyGo POC sale and as soon as the lift chairs come in and my customers take delivery, I will get paid for them in full. That's absolutely huge. I see the OxyCare Total Advantage program as opening up a whole new world of sales for me," Lopez said. "It already has," he continued.

So impressed is Lopez with the OxyCare Total Advantage program that he plans to advertise it prominently on his box delivery truck. "I can see that OxyCare Total Advantage is going to help me tremendously increase my cash sales business. We serve about a 50-mile radius and sell oxygen, wheel chairs, hospital beds, walkers, etc. The program is so simple. I hope other DME's call me about it at my store: 928-684-6120. I will tell them how easy it is. Even though they might be competitors, I want to help people in this



"I'm thrilled beyond my wildest expectations. It's amazing! The lady I sold the OxyGo POC unit to could never have afforded to buy it herself without the OxyCare Total Advantage program."

~ Ruben Lopez
Owner, Discount Medical Equipment

→ Continues on page 28

How an Idaho-based DME Serves Customers as Far Away as Hawaii

There is Texas 'BIG'. And then there is Prairie Medical of Meridian, Idaho, 'BIG'.

The territory this highly specialized durable medical equipment provider serves (wound care, lymphedema and mastectomy products) is enormous. It includes Hawaii, Idaho, Washington, Oregon, New Mexico, Arizona, Montana, Wyoming and Utah. That's *a lot* of geography to cover for an independent DME. But Prairie Medical founder and president, Tink Prairie-Newcomb, has proven to be more than up to the task.

by Rob Saltzstein, Contributing Editor



Tink didn't intend to provide service to so many states. But word of mouth about her expertise and patient service traveled fast. And when she traveled on vacation to scenic destinations such as the Hawaiian Islands, she kept her eyes peeled for new business opportunities. While vacationing in Honolulu, for example, she observed that many locals were suffering from venous insufficiency. This prompted her to make a few phone calls and physician visits. She found a demand in Hawaii for exactly the products she was selling in Idaho. Her business snowballed.

Tink started Prairie Medical out of her Idaho home eight years ago. She had achieved a strong sales background working for the giant bio-tech pharmaceutical company, Amgen. And she had worked for a company where she had learned a lot about lymphedema, a swelling caused by excess buildup of fluids under the skin.

Building a business from scratch is not easy. To learn how she did it, *Home HealthCare TODAY* (HHCT)

interviewed Tink after she recently moved into a new store front in Meridian, Idaho. We also talked about her vision for the future, which includes adding portable oxygen concentrators (POCs) to her Prairie Medical product lineup.

Here is how Tink made it happen, in her own words.

HHCT: Please tell HHCT a little about Prairie Medical. Your company has had a focus on supplying healthcare products to patients dealing with health issues such as lymphedema, breast cancer, peripheral arterial disease and venous insufficiency. How did you decide to specialize in those areas?

Tink: Prairie Medical was founded on the belief that we could provide patients and physicians in the Intermountain West and Hawaii advanced DME equipment to help increase healing time as well as improve quality of life. As the founder of Prairie Medical I have always had a passion to help people and I always wanted to own my own business and put my MBA to work for me!

I briefly worked with a company based back east that provided equipment that promoted increased healing time in patients with chronic leg ulcers, venous issues and lymphedema. During this time, I made the decision that I could provide these products to patients in my region of the United States, which at that time this equipment was not being provided to.

So I sort of found a gap and filled it.

The results patients get from pneumatic compression pumps and arterial compression pumps are absolutely amazing and patient compliance is exceedingly high. Having a product that affected patients in such a positive way and that simultaneously promoted a healthier, active lifestyle, while healing, has quite honestly been very personally rewarding.

So, I guess the answer to your question is partly the region was under-served by compression pumps at the time I started Prairie Medical and because I wanted to serve patients in our region.

➔ Front Row (from left): Marie, Tink, Lisa.
Back Row: Russ, Jackie, Melissa.

↓ Prairie Medical's state of the art building, with its graceful and modern architecture, echoes the belief that by providing an innovative shopping experience, a higher level of care and improved quality of life can be achieved.



HHCT: Prairie Medical serves a huge area in the Pacific Northwest and Intermountain states. It includes Hawaii, Idaho Washington, Oregon, New Mexico, Arizona, Montana and Wyoming. How do you service such a large area?

Tink: Proudly, Prairie Medical is based in Meridian, Idaho-right next to Boise. Initially, I did not start out with the intention of providing service to so many states, it just kind of morphed into itself. Idaho, like many states in the west, has 'pockets' of populations; the states are so large that in order to keep revenue up, the need to grow became imperative. I was also lucky that word of mouth about our products and excellent patient service spread very quickly.

When we 'develop' a new area that is in need of the products we provide we then hire nurses to help service those areas. Nurses play a crucial role in our company as they are interfacing with our patients while providing our physical offices with medical information. We do have a regional sales manager who provides

most of the clinical outreach and education regular basis.

Most of our business comes from word-of-mouth and that is one of the ways we stand out from other companies providing similar equipment. I personally believe that our core value of providing exceptional service to physicians and patients will reap its own reward in the end.

The type of equipment we currently provide really is an emotional service. A lot of our patients are suffering from cancer, chronic wounds and amputations due to arterial insufficiencies. We are very selective in the types of people we choose to employ at Prairie Medical. Our equipment really requires a personal experience and finding the right fit for the job can pose a challenge.

HHCT: You started your healthcare business eight years ago with a background in bio-tech pharmaceutical sales. Please tell us about that background and how it helped you?

Tink: My background in the pharmaceutical and biotech industry was instrumental in my formation of medical office decorum and physician interaction. The pharmaceutical and biotech industries spend a great deal of time and money training us to interact with office staff and promote products effectively.

My background was a 'springboard' for marrying my vision of DME sales while mirroring some of the pharmaceutical 'best practices'. I was always comfortable calling on medical providers and switching over my sales focus to the products we provide was an easy transition, especially since our products really speak for themselves.

HHCT: Who was your first customer and how did you get that customer?

Tink: My very first customer was a wonderful medical professional and all-around great individual. Dr. Baker was a hyperbaric and wound M.D. in the eastern part of the state of Idaho, Pocatello. I say 'was' as unfortunately he passed away a few years ago, after retirement. He attended a medical show where compression pumps were being discussed and how they promoted long-term healing and increased quality of life. He then contacted the manufacturer of the compression pumps, Bio Compression U.S.A., and they contacted Prairie Medical and I made the sales call to his office-some four hours away!

HHCT: How has your business grown since you first started it eight years ago from your home?

Tink: It seems like so long ago that my vision for Prairie Medical was started in my home office. I quickly learned that I needed to lease an

➔ Continues

actual office in order to obtain a Medicare license. I leased a very small office space and quickly grew out of it. My next move was a purchase of a business condo where again continued growth and increased numbers of employees made me realize I needed to move again!

I always wanted to provide other products, but maintaining our core belief of providing excellent patient and physician service was always a challenge.

When I started Prairie Medical it was never my intention to provide medical equipment to such a vast area. Our reputation, excellent patient outcomes and referrals just pushed us into expanded growth. We don't necessarily service a whole state but rather 'pockets' where there seems to be product needs.

HHCT: You attended Medtrade to look for retail products but ended up opening a new storefront. How did that decision come about?

Tink: The decision to move to the storefront was one made out of growth necessity. I attended Medtrade to get ideas of what medical equipment would "fit" our current business model. In the end we decided to go in a little bit different direction and open up the mastectomy/prosthetic boutique. We currently offer the largest selection of breast forms, bras, compression garments, venous and arterial compression pumps, hats and headscarves in the state of Idaho and we hope to become the flagship for this type a boutique service in the state of Idaho.

HHCT: Looking down the road, what other products might you add when you the time is right?

Tink: An area that we are looking into for future expansion, that I saw at Medtrade, is portable oxygen devices. We feel that this would be a great opportunity to service those patients who have to be on oxygen but would also like to travel and enjoy their life, free of large cumbersome



↑ *The focus is on mastectomy and wound care at Idaho's Prairie Medical. Pictured here is one of the spacious interior show rooms.*

➔ *Mastectomy products are attractively displayed in a showroom. The idea is to provide a boutique-like setting and eliminate any sense of a sterile atmosphere.*

oxygen tanks. We will also probably look at diabetic testing kits, that's a fast growing market I saw at Medtrade also.

HHCT: Please tell us about wound care and what has been most helpful to you in serving wound care patients?

Tink: I think it is imperative to have excellent products and medical professionals who have seen the clinical outcomes of the products you provide. If the products produce a positive clinical outcome and ease of patient use, the medical community will support them.

Wound Care and Lymphedema—upper and lower extremity—has been our focus because these types of patients have chronic issues. Chronic venous ulcers affect over 70% of patient population, that is a large percentage. Open wounds, weeping legs, chronic swelling and constant physician visits greatly impacts a person's quality of life.

Being able to provide non-invasive products that promote wound healing and decreases in lymphatic swelling is wildly fulfilling. Our patient testimonies and feedback is really valuable to us at Prairie Medical. If our products did not work, we would not be here 8 years later.

HHCT: What was the driving force



behind going all-in on mastectomy products and building a storefront that put them on center stage?

Tink: My mom and a great friend of mine really influenced my decision to expand my business into mastectomy products: bras, prosthetic breast forms, head wear, full line of compression and post-op garments. Watching my mother go through breast cancer a few years ago was a real eye opening experience for me, especially on the medical side. My mom would continually say, "I am so sick of going into sterile physical offices for all these appointments."

Fast forward a few years and I am sitting with my friend while she is getting chemotherapy and I chatted up a gal who was next to us, also getting chemotherapy, and I asked her about her journey. She commented, "It would be nice to go to a medical office and get some care/medical products such as hats and bras that do not seem so 'sterile'."

I knew then I needed to bring a boutique DME storefront to Idaho, providing all things related to breast cancer that a patient might need during their cancer treatments and after.

My goal, provide great patient service and the growth will follow.

HHCT: What would you say has been the number 1 factor that has allowed your business to grow?

Tink: Besides our excellent service I would say surrounding myself with excellent employees. They are the engine that keeps Prairie Medical moving forward and their commitment to patient excellence is really a testament to our culture as a team.

HHCT: You mentioned you wanted your business to become an enjoyable patient destination, not just a home healthcare provider of products and services. Could you please explain?

Tink: We believe that our boutique DME will provide a comforting and relaxing place for our mastectomy and wound patients. Our breast cancer patients deal with cancer every single day, whether during the acute phase or 10 years out. My goal is providing them with a nice DME experience, because let's face it, cancer sucks!

HHCT: I think many of our readers will be envious that you have been able to grow sales and serve patients in Hawaii. How did you come to see opportunity in Hawaii and how many business trips a year do you make to Hawaii?

Tink: I was on vacation in Hawaii and I noticed that numerous locals suffered from venous insufficiency, wounds and swelling. So, while on said vacation I decided to go visit some wound care offices and DME stores. I found there were many people in Hawaii who were in desperate need of our compression pumps. They included upper and lower extremity lymphedema patients as well.

Doing business in Hawaii is really challenging! It's hard to get to, expensive to ship product over and the cost of living is higher in Hawaii. We have been fortunate to make it work, and I know our products are helping them maintain their island way of life.

HHCT: Tell us a little about yourself.

Tink: I am an Idaho native. I have a undergraduate degree in business administration and marketing and a graduate degree in business administration. I'm a certified wound care market specialist, and a certified compression therapist.

Most important is the loving support of my husband, Shane, who was exceedingly supportive when I came to him with the decision over eight years ago to start a medical equipment company. He has always been supportive of my business endeavor, even the expansion and building of the new boutique.

I reside in Eagle, Idaho with our daughter Lily, two horses, and a mini poodle. We love to camp, travel, and enjoy the outdoor activities Idaho has to offer. ■

www.prairiemed.com
info@prairiemed.com | (800) 627-0617

Increase Patient Satisfaction and Reduce Costs with OxyGo® SMART DELIVERY™

Two SMART Benefits To Improve YOUR Bottom Line:

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.

**Just 5 Minutes
COULD SAVE YOU 38%!
866-698-0633**

Schedule your **FREE**, no obligation,
OxyGo Non-Delivery Model Analysis TODAY!
www.oxygo.life/smart-delivery



5 Setting OxyGo, 4.8 lbs.

OxyGo FIT, 2.8 lbs.

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.



*Now offering custom TV commercials for your business...
Ask your OxyGo Rep for details!*

Clear, Digital Display

USB Diagnostic Port

DC Power for Included Wall and Car Chargers

Cannula Nozzle Fitting

Easy to Change Sieve Beds (no tools required)

Quick-Release External Battery

Particle Filters

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 4.75 hours Recharge: 4-8 hours Double: Up to 10.25 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!

NEW! 5 Year Warranty*

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

OxyGo® Provides Better Options for Patients!

	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 4.75 hours	UP TO 10.25 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!

866-698-0633 or med@applied-inc.com

1400-1000

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

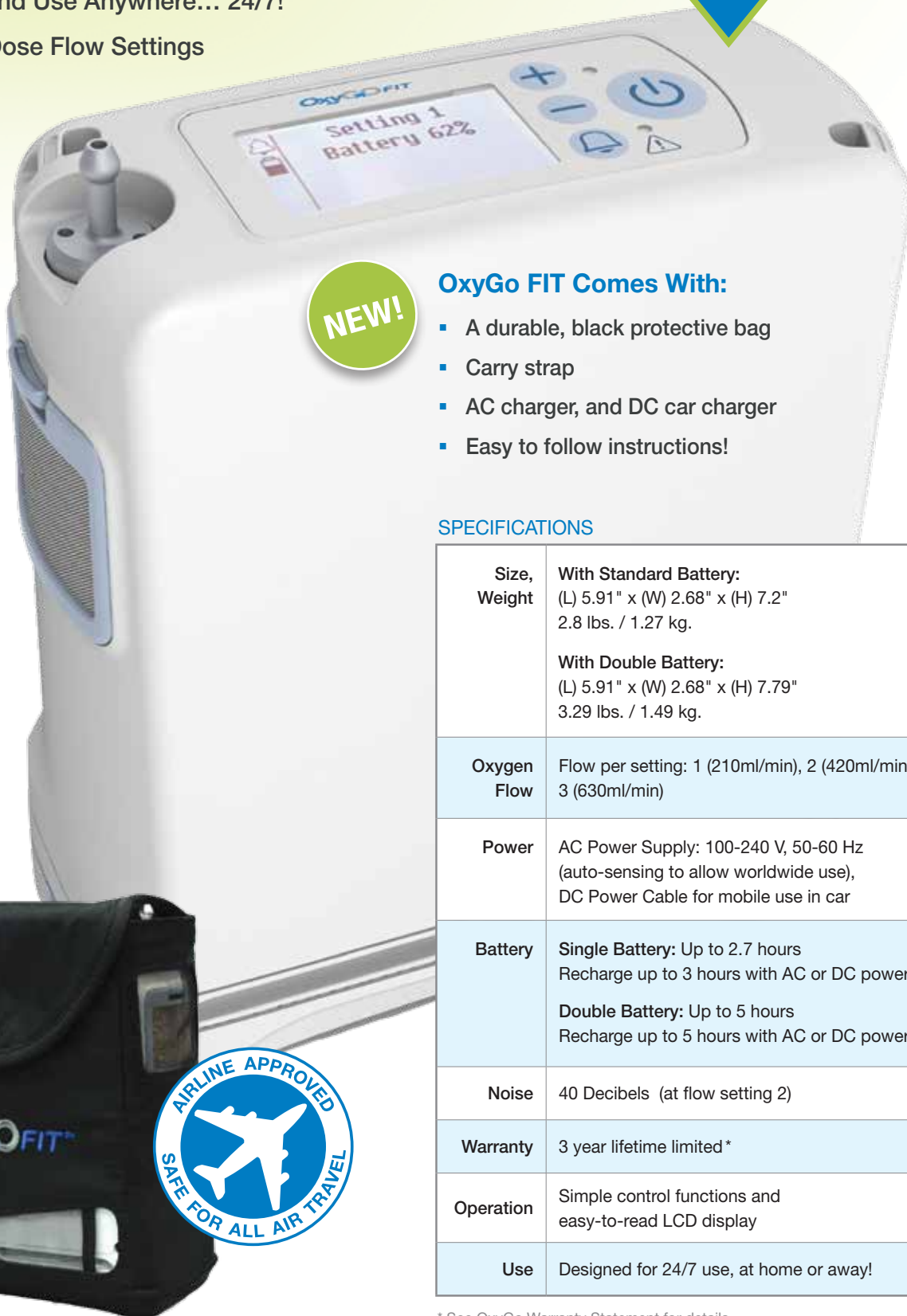


#1400-1000



- 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



Is filling your own cylinders still the best option?

In a world where everything keeps getting more expensive, and portable concentrators seem to be the next big thing, you may stop and think: Do I need to use oxygen cylinders?

The short answer is yes. The long answer is yes, AND you should be filling your own. Let me tell you why.

Oxygen cylinders are still a necessity because not every patient's prescription can be served by an oxygen concentrator, and cylinders are the only option if there is a power outage. This may seem like you are stuck paying high prices to buy cylinders from another company so that you can service your patients.

But you aren't. You can fill your own. And it's really not that hard.

At first it might seem daunting, but let me give you an analogy that can help explain why it's got a big pay off.

Imagine you had to eat out for every meal. You'd be stuck paying quite a bit of money for your food, and you wouldn't have any control of when you could eat (*is the restaurant open 24/7?*) or what's in your food (*I asked for no onion on this burger, but I am pretty sure I see one under this cheese...*). But if you could cook your meals, you'd save quite a bit of money buying and cooking your own food; plus you could eat whenever you like and know exactly what's in it.

This is just like filling your own cylinders. At first it might seem expensive and hard; but that's just because you need to get your kitchen set up and you need to learn to cook. Once you've done that, you can save money each week.

- ✓ **EASY AND LOW-COST MAINTENANCE**
User-changeable gauges only require yearly calibration.
- ✓ **INTERNAL PUMP, ACCESSIBLE MANIFOLDS**
Start filling faster and use less gas. Manifolds on the front and side of the system allow for continuous filling.
- ✓ **FILL ANY SIZE CYLINDER**
You can fill any size cylinder with Applied's # OF-700R & OF-7000 Liquid to Gas System.
- ✓ **MOBILE FILL RACKS**
Applied's Mobile Fill Racks allow you to expand your filling, as needed.
- ✓ **BUY IN BULK**
Save even more by purchasing bulk oxygen.
- ✓ **SAVE AS MUCH AS 60%!**

Call today for the best financing options:
866-698-0633

2016 AWARD WINNER! **Liquid^{TO} Gas**



OF-7000 shown

FDA Issues New 2017 “Best Manufacturing Practices” Draft Guidance for Medical Gas



As this issue of *Home HealthCare Today* went to press, the Food and Drug Administration called for comments on its first update since 2003 to the guidelines manufacturers and suppliers of medical gases have looked to for basic guidance on medical gas best manufacturing practices.

The new guidelines are important because the FDA can choose to enforce them as needed. This guidance is expected to reduce the regulatory compliance burden for the medical gas industry by providing clear, up-to-date, detailed recommendations regarding CGMP (Current Good Manufacturing Practices for Medical Gases) issues that have been the subject of industry questions.

The proposed guidelines can be viewed online at:
<https://goo.gl/Zsk5XL>

Of particular importance for *Home HealthCare TODAY* readers is that with this document the FDA has clarified the difference between Air Separation Units, Original Manufacturers and Transfillers. The FDA also has finally said they will not hold the medical gas industry to some of the previous regulations that never made sense and were an economic burden to many—stock rotation rules and expiration dating, for example.

This FDA guidance supersedes the draft guidance for industry *Current Good Manufacturing Practice for Medical Gases* issued in May 2003. Here is a snapshot look at some of the highlights, edited for brevity and clarity.

» Changes in Quality Agreements with Suppliers:

New items in the draft proposal include changes to quality agreements with suppliers. Specifically the new FDA guidance recommends that the quality unit's procedures should call for written quality agreements with suppliers of goods and services that clearly describe the goods or services to be provided, quality specifications, and communication mechanisms between the contracting parties.

Written procedures should explain how manufacturers qualify and approve suppliers. Manufacturers should determine supplier qualifications to ensure that quality standards are met and that purchased gases, including feeder gases, have an accurate and complete certificate of analysis (COA).

If using a supplier's COA, manufacturers must conduct at least one specific identity test and establish the reliability of the supplier's analyses through appropriate validation of the supplier's test results at appropriate intervals

Manufacturers should periodically verify the qualification of approved suppliers by conducting audits (on-site or remote), analyzing trends in the quality of received goods, testing, and evaluating the timeliness of supplier responses to complaints.

» Education and Record Keeping Mandates:

New, and not included in the last guidance, is reference in the July 2017 update that all personnel, including those working on the manufacturing floor or driving to customer sites to distribute medical gas, must have the education, training, and experience necessary to perform their assigned functions.

The FDA recommends that CGMP training be provided annually and that manufacturers keep training records that include time and attendance entries. The FDA recommends that manufacturers retain training records and COA's for at least 3 years.

» Container Use and Stock Rotation Modifications:

The FDA does not intend to object if medical gas manufacturers do not comply with the previous containers and containers closure systems requirements for stock rotation and use of the oldest containers and container systems first.

» Easing of Gas Yield Calculation Requirements:

The FDA does not intend to object if medical gas manufacturers do not comply with previous requirements for calculation of actual yield and percentages of the theoretical yield. Filling to a predetermined and acceptable temperature or pressure limit, along with finished product testing, is sufficient to determine that the medical gas or medical gas mixture in the container is the amount and type indicated by the label and required by the final product specifications.

→ *Continues*

» Separate Sticker OK:

A separate sticker can be used for the container's net content information.

» Expiration Dating Options:

The FDA does not intend to object if manufacturers of designated medical gases do not comply with previous expiration dating requirements for certain gases referenced for stability testing. If a manufacturer labels a gas with an expiration date, it must be supported by stability studies.

» Key Definitions Modified:

It's notable that the FDA has separated out and clarified the difference between Air Separation Units, Original Manufacturers and Transfillers. Such a clarification keeps everyone on the same page and is good for the industry. Here are three of the most important definitions in the report.

- ♦ **Air Separation Units (ASUs):** ASUs separate atmospheric air into constituent gases of oxygen, nitrogen, and argon through a purification process of pre-cleaning, compression, cooling, and fractional distillation of liquefied air. ASUs are original manufacturers.
- ♦ **Original Manufacturer:** The original manufacturer of the medical gas is the person or entity that initially produces the gas by chemical reaction, physical separation, compression of atmospheric air, or other means. Original manufacturers include ASUs and chemical synthesizers or processors as well as transfillers who manufacture medical gas by mixing other gases.
- ♦ **Transfillers:** Transfillers manufacture medical gas by transferring the gas, either in a liquid or gaseous state, from a larger container into smaller containers. Manufacturers who combine different medical gases are considered both transfillers and original manufacturers. ■

ADD VALUE TO YOUR PATIENT
SET-UPS AND HELP

Prevent Oxygen Fires

Required by ISO Standards
on **ALL** Continuous Oxygen
Flow Devices

An easy way to add value? Show you care about your patients—and are on the cutting edge of technology. The new OxySafe™ bi-directional thermal fuse is designed to stop the flow of gas at either end of the PVC tube in the event of a PVC tube ignition.

The new, bidirectional OxySafe provides two-way protection against oxygen fires caused by patients smoking, using candles, stove-top ranges or other open flames while receiving oxygen therapy. **See it in action by scanning the QR code below!**

Try it now—FREE! While supplies last!

Home HealthCare TODAY readers can claim a FREE OxySafe™
at: homehealthcaretoday.org/oxySAFE



NEW!

Bidirectional

1109-2221



We focus on **PAYMENTS.**

CareCredit is a health, wellness, and personal care credit card that gives patients an easy way to get the products and services they want and need, and pay over time for deductibles, co-pays, and costs not covered by insurance.* CareCredit has 10 million cardholders and is accepted at 200,000 enrolled locations. You get paid in two business days, helping you achieve your business goals. **Call to enroll today!**

*Subject to credit approval.



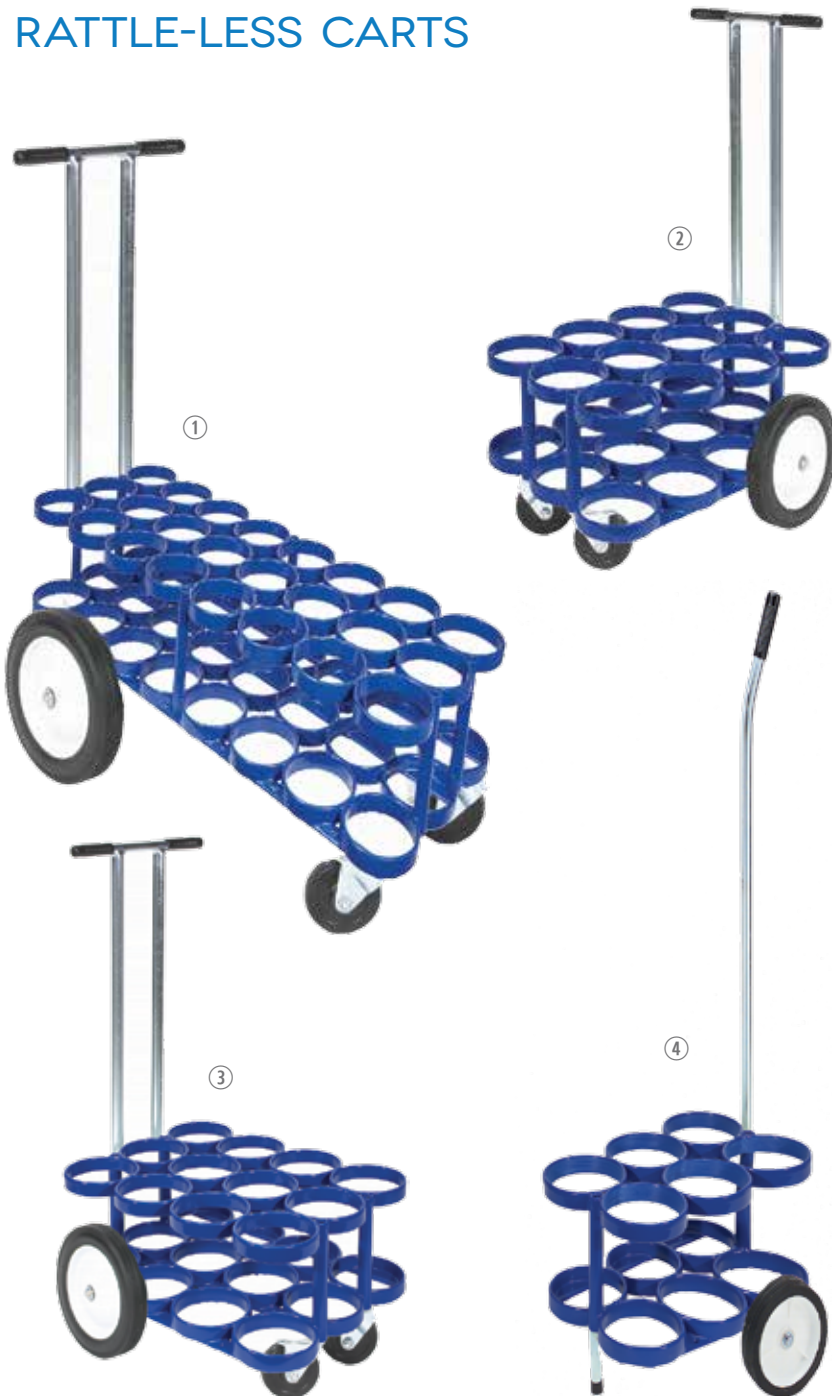
CALL 877.375.8069 | **VISIT** www.carecredit.com/2017

Visit us at Medtrade 2017 in Atlanta: **Booth #1245**

Check Out Our "Do Not Disturb" Carts And Racks

Do you deliver to nursing homes, hospital or hospices? Be a favorite delivery of your customer by keeping your noise down. Our carts are covered with a proprietary coating that protects cylinders from damage and reduces noise.

RATTLE-LESS CARTS



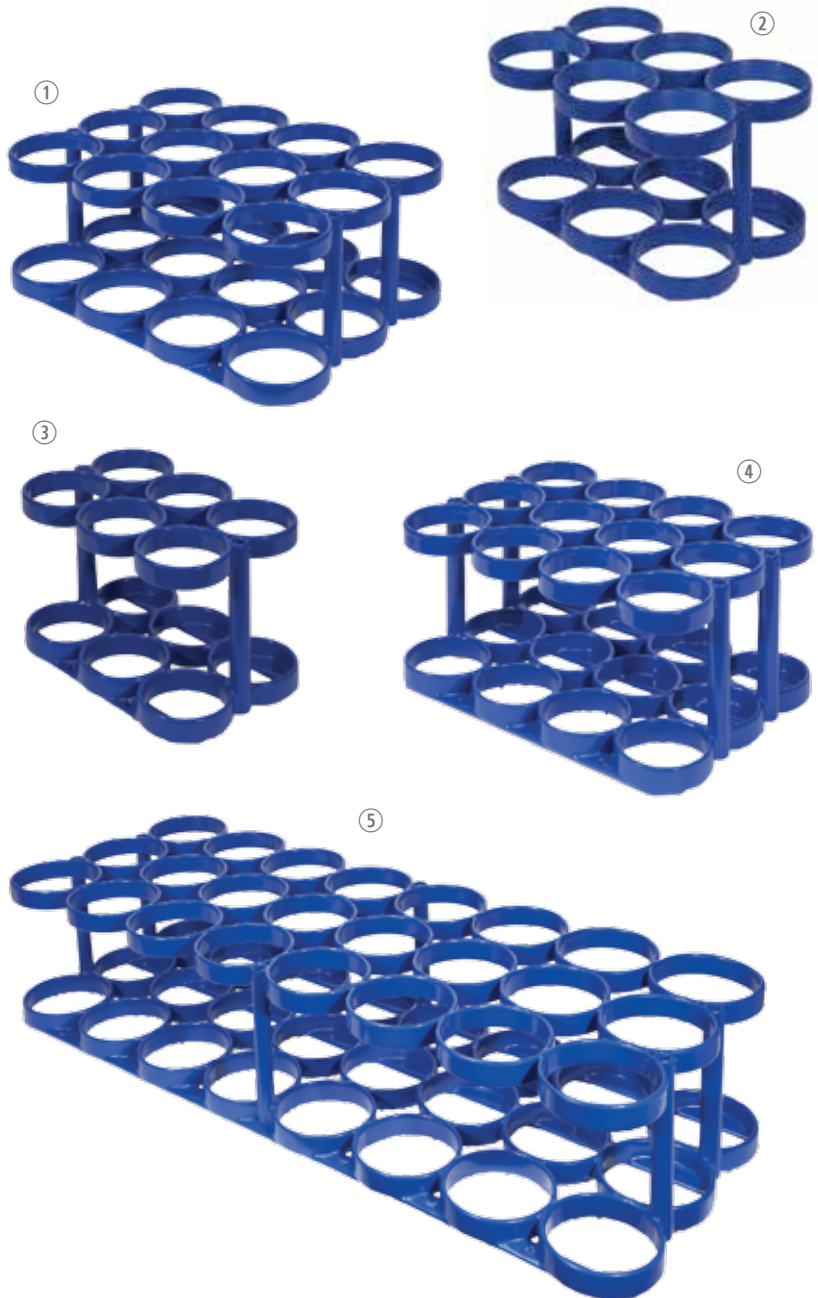
- 1 # 1100-1427
Rattle-Less Cylinder Cart,
Holds 24 M6 Cylinders.
36.75" H x 32" D x 15.5" W
Was *243.45 **Your Price = \$219.11**
- 2 # 1100-1425
Rattle-Less Cylinder Cart,
Holds 12 M6 Cylinders.
36.75" H x 19" L x 15.5" W
Was *176.02 **Your Price = \$158.42**
- 3 # 1100-1426
Rattle-Less Cylinder Cart,
Holds 12 D/E Cylinders.
36.75" H x 22" D x 20.25" W
Was *189.79 **Your Price = \$170.81**
- 4 # 1100-1424
Rattle-Less Cylinder Cart,
Holds 6 M6 Cylinders.
39.5" H x 13" D x 12 1/16" W
Was *86.42 **Your Price = \$77.78**
- 5 # 1100-1423 (not pictured)
Rattle-Less Cylinder Cart,
Holds 6 DE Cylinders.
39.5" H x 16.5" L x 13.75" W
Was *99.82 **Your Price = \$89.84**

... “So good drivers would pay out of pocket for them!”

Applied's Rattle-Less Racks are dipped in a proprietary coating to create the perfect rack protecting your ears—and your cylinders! Rattle-Less Racks have a durable coating that dampens the sound of the cylinder rattling in the rack during transport. The coating softens the hard metal edges of the rack, which can help reduce the wear and tear on your cylinders and labels from frequent movement in and out of the rack.

RATTLE-LESS RACKS

- 1 **# 1100-1420**
Holds 12 D/E Cylinders
Was *99.59 **Your Price = \$89.63**
- 2 **# 1100-1436**
Holds 6 D/E Cylinders
Was *58.40 **Your Price = \$52.56**
- 3 **# 1100-1432**
Holds 6 M6 Cylinders
Was *56.12 **Your Price = \$50.51**
- 4 **# 1100-1437**
Holds 12 M6 Cylinders
Was *82.98 **Your Price = \$74.68**
- 5 **# 1100-1458**
Holds 24 D/E Cylinders
Was *140.65 **Your Price = \$126.59**
- 6 **# 1100-1433 (not pictured)**
Holds 8 M6 Cylinders
Was *61.80 **Your Price = \$55.62**
- 7 **# 1100-1434 (not pictured)**
Holds 24 M6 Cylinders
Was *129.11 **Your Price = \$116.20**



GET MORE PROFITABLE PATIENT REVENUE NOW!

A DME Marketing Pro Shares 7 SUREFIRE TIPS

by Nikki Hirsch, Consultant



1 ADVERTISE & PROMOTE YOUR BUSINESS

TV spots, radio, direct mail, paid search and social media are just some measurable ways to effectively reach new customers. Set a budget and test different creative messages.

Ask your manufacturer if they have marketing materials that you can customize for your business. Often, it is quite inexpensive to add your own phone number and website to a pre-produced TV spot. Be sure to use a dedicated phone number or website address to measure the response of the ad. If you are producing a direct mail piece, look at the photography that is available to you. Manufacturers often have great resources for you to use. Just be sure that it is tailored specifically to your needs.

You can also look at local advertising. Get involved with community support groups. Promote open-houses and demonstrate the latest equipment. Build your online presence through social media.

2 KNOW YOUR AUDIENCE

Market effectively to your customer base. Speak to them in a voice they can understand. Use a font size they can read! Be sympathetic and understand their limitations. Use visuals that are relevant and relatable.

Don't promise them that they will be able to do things that are far reaching. They may not want to climb Mount Everest, but just go back to the things that they were doing before. Shopping, walking, visiting friends, traveling again. How can your products and services improve their life? What will it allow them to do that they couldn't do before they became restricted?

Create handouts, brochures, websites that help them understand the unique selling propositions of these products. For example, with an OxyGo® concentrator, they can travel again on a plane. Let them know how the equipment can help them lead a more independent, mobile life.

3 BE CUSTOMER-CENTRIC

Customer service is key, not just for retaining your customers, but for creating your brand reputation. If you serve your customers well, is there any reason they wouldn't go to you for more products and services? Treat them as if they were your own relative. Remember kindness wins customers. Rave reviews wins more customers.

4 SHARE THEIR STORIES

Testimonials are a great way for patients to know that there are like-minded folks out there. Stories can help them relate to others that have experienced the same issues.

How did your customers gain back their freedom and independence? ... How has it changed their daily living?

5 PROVIDE HELP TO CAREGIVERS & PHYSICIANS

Make it easy to convert prospects to customers. What is the process if a prescription is necessary? ... What information will be valuable to the doctor? ... What questions will a caregiver have that can be answered? Make it easy for all those that are involved in the decision process. Offer handouts that the patient can bring with them and make sure it has your contact information on it.

6 BUILD TRUST

Relationships are built on trust. Make a promise, to call, to deliver, to follow up, and then keep it. Be available to them 24/7.

Do you have a presence on social media? Build a Facebook page and then monitor it, closely. Your customers may post either to give an accolade, a

compliant or as a way to ask for help. Make sure that you respond to their post and to their requests. Transparency is key. Your customers need to know that you are available to them. My dog breeder tells his customers that he will always be available and you can call him forever. How great is *that* customer service proposition?

7 ASK FOR REFERRALS

The medical devices themselves can be a form of advertising. Add a service sticker with your name and website to the product. Ask your customers to refer you to their friends, family and neighbors. If they are happy with the service, they will be happy to do so! ■

ABOUT THE AUTHOR:

For the past eight years, Nikki Hirsch has been a direct response marketer for one of the largest HME providers in the U.S., marketing several products and services, including: portable oxygen concentrators, power mobility, CPAP and personal emergency response systems. Nikki has an MBA from NYU's *Stern School of Business* and recently started her own consulting business. She can be contacted as follows:

Nikki Hirsch, Consultant
fetchmedialab@gmail.com | (561) 302-5010

Fly High with POCs

12 Airline Rules Every DME Should Pass On To Patients

by Rob Saltzstein, Contributing Editor

The POCs you sell or rent to oxygen patients today allow greater freedom than ever before for travel and independence. But they also require your patient to think ahead and plan travel with supplemental oxygen carefully. This is true whether your patient is traveling by car, bus, train or plane.

Rules for air travel with POCs are among the most stringent. Air travel, for example, requires POC users to abide by FAA standards related to oxygen use in flight. Here is information that will help you answer patient questions related to traveling by plane when asked.

Both OxyGo® and OxyGo FIT™ are approved POCs by the FAA for air travel. OxyGo is approved because it was included on the original list of approved POCs, under a different trade name, by the FAA. OxyGo FIT is approved because it contains, in red lettering, the FAA requirement:

“The manufacturer of this POC has determined this device conforms to all applicable FAA acceptance criteria for POC carriage and use on board aircraft.”

When flying with POCs and oxygen there are minimal requirements that every patient needs to know:

1. The equipment must be FAA approved.
2. Compressed gas oxygen tanks or liquid portable units are absolutely forbidden on commercial flights.
3. Patients need to give airlines advance notice, usually 48-hours, that they will be taking a POC with them.

The requirements vary from airline to airline, but each airline will require a physician's statement of some sort. Some airlines may not require a doctor's note, but all airlines will want to see your patients' prescriptions. So patients will need to check with a representative of each carrier they may be flying with, or the carrier's website. In most cases the physician's statement can be downloaded. If your patient is flying on multiple airlines, different physician statements for each airline may be required. Without proper documentation an airline will not allow your patient to board.

4. Airlines have POC battery regulations. Most of them require 150% of the flight time to equal your patient's battery time. Some airlines require travel time plus a flat three hours extra of battery time. In that case, if your patient had a three hour flight, six hours of battery life would be required. Some airlines may not count a stop along the way, others do. Because of the wide fluctuation on how battery life requirements are determined from airline to airline, individual airline websites must be checked by your patient or an airline representative should be contacted.
5. Either your patient, or someone flying with that patient, must know how to completely operate the POC. In some cases patients, or traveling companions, may be asked to show they have the operational knowledge necessary. Any patient could be asked to demonstrate POC operational proficiency.

6. Advance battery charging, well before flight time, saves time and stress. Tell your patients to make sure their batteries are completely charged the night before they leave for their flight. POCs can take several hours to charge and this suggestion will eliminate last minute stress.
7. The FAA does not allow an airline to count a POC, as well as its accessories, as part of a patient's carry on limit.
8. If the aircraft your patient is traveling on has 19 or more seats, the FAA has mandated that all passengers needing oxygen must be allowed to bring an FAA-approved POC on board to use on the flight.
9. The FAA does not require a passenger to consult with a healthcare provider prior to using a POC on board an aircraft. However, the passenger, together with his or her healthcare provider, may wish to discuss the following with you:
 - The effects of a pressurized cabin (cabin pressure altitude can reach 8,000 feet) on the passenger's oxygen needs.
 - The passenger's POC needs at the time of travel and whether the passenger's needs have changed since the POC was first prescribed or during the most recent consultation with a healthcare professional.
 - Certain key provisions in the POC operating manual regarding oxygen delivery, indicators, warnings, and alerts, as well as setting/changing liter flow or LPM.
 - All crew members (pilots and flight attendants (F/A)) receive training regarding the handling of in-flight medical events. However, the FAA does not require that air carriers or crew members provide medical assistance to passengers.
10. Your patients should know there are seating restrictions for passengers who plan to use a POC on board an aircraft.
 - **Exit Row Seating:**
The FAA prohibits any person using a POC from occupying any seat in an exit row.
 - **Stowage During Movement:**
During movement on the surface (pushback from the gate and taxi), takeoff, and landing, the POC must be stowed properly and in such a manner that it does not restrict passenger egress to any exit or the aisle in the passenger compartment.
11. Your patients should be aware of POC storage requirements. The FAA has determined that a POC should be placed underneath the seat in front of the

"If the aircraft your patient is traveling on has 19 or more seats, the FAA has mandated that all passengers needing oxygen must be allowed to bring an FAA-approved POC on board to use during the flight."



POC user so that the user or the user's attendant can see the warning lights and/or hear the audible warning. Placement directly under the POC user's seat and placement in a closed compartment would prohibit the user from seeing the warning lights, as well as possibly prohibiting the user from hearing audible warnings. Other placement locations may be acceptable.

12. When traveling by air or any other means, remind your POC patients to be prepared to deal with unexpected emergencies. They should keep emergency medications and inhalers close by in case of emergency. ■

Why OxyGo® POCs are #1 for EASY TRAVEL

- ✓ **OxyGo** has external quickly swappable batteries. They make it easy for patients to have enough power for their flights.
- ✓ **OxyGo** is the only POC on the market with a LCD readout that tells the patient how many hours and minutes remaining based off the patient's usage.
- ✓ **OxyGo's** easy to use DC charger is slim, has no brick, and is completely separate from the AC charger. This makes it easy to carry and use.
- ✓ **OxyGo** charges on all 5 settings while on the DC charger.

LIGHTS... CAMERA... ACTION!



Promote POC Sales

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

REVENUES SURGE

from page 9

industry succeed. We are all in this together,” Lopez said.

Lopez said he is so sold on the new OxyCare Total Advantage program that he plans to bundle it to patients. For example, he will offer OxyCare Total Advantage financing with a POC plus a walker or lift chair, and a hospital bed.

“I have quite a few patients who might be able to put all money up out front, if needed. But most of them much prefer to make small monthly payments. I have no problem with that.

They get what they want and I get paid quickly for the entire purchase—and it’s a sale I probably would never have made without the OxyCare Total Advantage finance option for my patients. I’m elated about it and how this new OxyCare Total Advantage program is going to help me grow,” said Lopez.

And as for POC performance, Lopez said he highly recommends the OxyGo POC over its competition because of the duration of the battery lasting for over 9 hours at two liters per minute with the double cell battery or over 4 hours with the single cell battery.

“I have patients coming in to switch out for the OxyGo POC because of its battery life. And they love and feel safer with the OxyGo POC because it shows exactly how much time is left to the minute rather than showing remaining time in percentages, which is what units competitive to OxyGo POCs do,” he said.

“Expressing remaining oxygen supply in exact minutes left is a big comfort advantage OxyGo has with patients. I don’t hesitate to point that feature out,” concluded Lopez. ■

(928) 684-6120

980 North Tegner St., Wickenburg, AZ 85390



YES We Can Help!

FDA, DOT
Registration

Oxygen Supplies

Training & Support

APPLIED
Home Healthcare Equipment

WWW.APPLIED-INC.COM

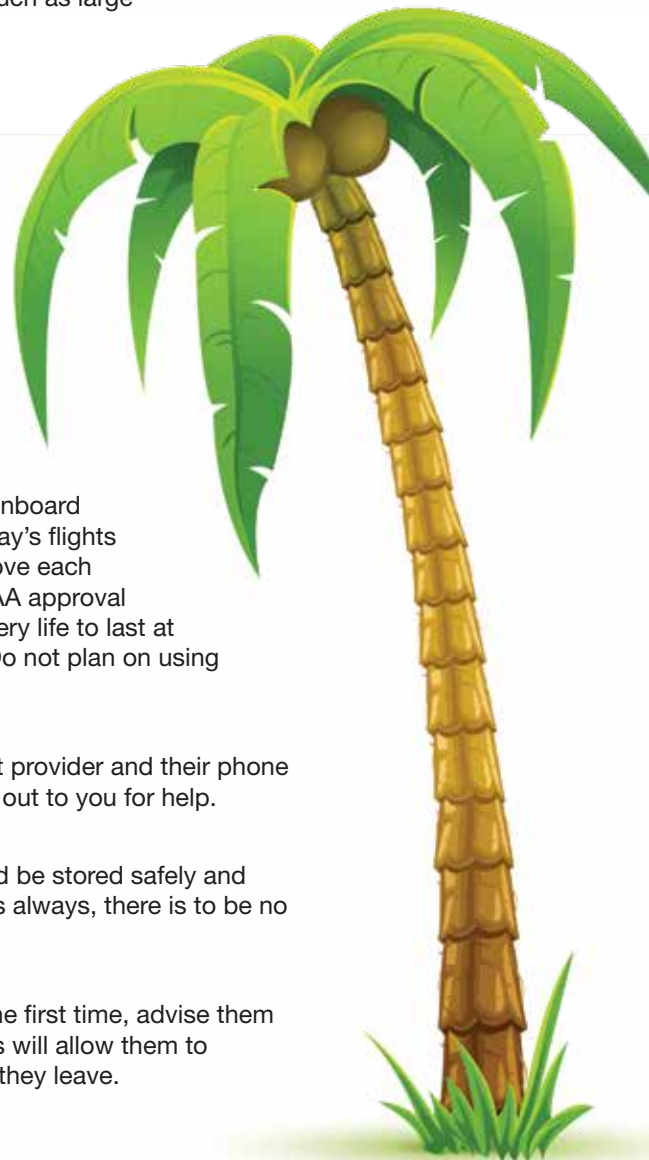
More Tips for your Traveling Oxygen Patients!

by Bob McQuown, RRT
Manager of Clinical Resources

Just because a patient is on oxygen doesn't mean that they are stuck at home and cannot travel.

On the contrary, today it is much easier for the typical oxygen patient to travel by car, train, plane or cruise liner. Before the jet setting begins, here are a few tips you should advise your patients about before they leave home—to make it easier for both of you to breathe easy during any trip!

- ✓ Have the patient check with their doctor first. Patients need to consider avoiding places with extreme hot or cold temperatures, and places such as large cities with heavy pollution.
- ✓ Patients should keep a copy of their prescription with them. If their oxygen equipment malfunctions, a copy of the prescription will make acquiring a backup source of oxygen much easier to obtain.
- ✓ Patients who travel with a POC should carry a letter of necessity for oxygen with them. The FAA requires this when taking portable oxygen concentrators on board and they will have to show this to them when checking in.
- ✓ If traveling by air, a POC is the only way to go. High pressure cylinders and liquid vessels are not allowed onboard aircraft. The only approved oxygen source permitted on today's flights are portable oxygen concentrators, and the FAA must approve each POC individually. The back label of the POC will have the FAA approval listed. Most airlines require that you have enough extra battery life to last at least 150% more time than the flight is scheduled to take. Do not plan on using any electrical outlets on board the aircraft.
- ✓ Advise patients to keep the name of their oxygen equipment provider and their phone number with them. In case of any problems, they can reach out to you for help.
- ✓ If travelling by car, advise the patient that all cylinders should be stored safely and secured in the vehicle. Never place cylinders in the trunk. As always, there is to be no smoking in or near the car when oxygen is in use.
- ✓ If the patient is renting a portable oxygen concentrator for the first time, advise them to pick it up several days before they leave on their trip. This will allow them to become familiar with the unit and ask any questions before they leave.



Hungry for VC Money?

by Dave Marquard, OPM (HBS)

Have you ever wondered what it might be like to be a venture capitalist and make the call on whether or not to invest up to \$10 million or \$15 million in someone else's idea?

I recently had the opportunity to find out while attending a finance class at the Harvard Business School. In that class were founders or principals of three highly successful venture capital firms (VCs). One of them was an early investor in Apple and another in Facebook. And one of them admitted to turning down Garrett Camp, cofounder of Uber. At the time, this VC explained, Camp had a half dozen lawsuits against him in San Francisco alone.

In talking with them they were kind enough to give me a quantitative framework for understanding the differences in investments involving foreclosures, leveraged buyouts (LBO) and typical VC investments. The math is pretty straight forward. In a business foreclosure, buyers might be willing to pay thirty cents (\$0.30) on every asset dollar. In an LBO, a willing buyer might pay ninety cents (\$0.90) with perhaps twenty cents (\$0.20) as an incentive at a later time, totaling one dollar ten cents (\$1.10) for every asset dollar. A VC firm might pay two dollars (\$2.00) for every asset dollar (\$1.00), hoping to sell it in three to five years for five dollars (\$5.00) or 2.5 times their investment.

The three VC firms in our class, it turns out, had each invested at different stages of an enterprise's life cycle. One VC focused entirely on providing "seed money", which was the initial or earliest investment. Seed money was usually \$3 million or more. The second VC firm funded "A round" investing, which is the first or "A" round of financing after the initial seed money. The third VC firm invested in "B round" funding, which was the most secure, yet most difficult. This is because that firm had to negotiate a position with entrepreneurs and the VCs that provided both seed and "A round funding." Typically, A and B round investments were \$10 million to \$15 million dollars each.

It isn't easy to win VC funding. The VC founders and principals told me they typically looked at 1,000 deals and invested in only three. When I asked what stood out among those selected, there was no waffling about what was most important. All three replied, nearly in unison, "It's always the entrepreneur." When I inquired further, each of them offered different qualities, but essentially the same perspective. These were:

"Passion, everyone has that. So we expect that, or they would not have gotten to our level for us to meet with them."

"Unstoppable, they are unstoppable and will succeed no matter what the obstacle."

"Transparent, they give us good news fast and bad news faster!"

“Could we see ourselves working for them? Would I want to work for them?”

"We don't care what product or service they have because we know that will change. It is the entrepreneur we are investing in."

It was an interesting class and while VCs appeared at first view “rags to riches stories”. They are more like the old Smith-Barney TV commercial, where John Houseman said, “how do they make their money? The old fashion way. They earn it.” ■

David J. Magnus, IV

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.



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@homehealthcareday.org



FIME

AUGUST 8 - 10

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

EW: Focus Conference

SEPTEMBER 16 - 18

Minneapolis, MN

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

LeadingAge Annual Meeting and Expo

OCTOBER 29 - NOVEMBER 1

New Orleans, LA

Filler Required*

Applied Training Seminar

NOVEMBER 14

Cleveland, OH

ASHP Midyear Clinical Meeting

DECEMBER 3 - 7

Orlando, FL

Alliance for Continuing Education in Healthcare Professions:

DECEMBER 26 - 29

San Francisco, CA

The information in this document is provided by Applied Home Healthcare Equipment, LLC ("Applied") as general guidance only and may not explain all relevant safety, regulatory, hazards and/or requirements for your application. Applied has based this example on resources and experience available to the company. Applied and its affiliates makes no guarantee that this document(s) or product(s) is currently up to date or accurate. Use at your own risk. Applied is not liable for any damage that may occur related to or arising from this information or product. Nothing in this document constitutes a binding offer and/or acceptance, warranty or promise. See Applied's website www.applied-inc.com for more information and links to the FDA, CGA and other websites. Prices subject to change without notice. No rain checks. Offers not valid on previous purchases. Not responsible for typographical and pictorial errors, inaccuracies, or omissions that may relate to product pricing and descriptions. Applied reserves the right to make corrections and/or update information at any time, without prior notice. All content is copyrighted and trademarked by Applied or its affiliates and cannot be used without express written permission by an authorized employee of Applied. All pricing in USD. Pricing may vary outside of the continental US.



TRAINING TIME?

Get all of your required training in **ONE DAY with Applied's Seminars!**

Learn current FDA/DOT requirements, oxygen safety, proper equipment handling, HazMat security awareness ... and much more!

applied-inc.com/i-need-training



APPLIED University

Applied Companies, LLC.
28825 Ranney Parkway
Westlake, Ohio 44145
U.S.A.

© Applied Companies, LLC. 2017

Your Priority Code Is

08012017

Please forward to your compliance officer and/or purchasing agent. Act Now! Offers expire 8/31/17.

Ring the **NEW** Home Healthcare Product Sales Bell that Really Works!

Oxy
CARE
TOTAL ADVANTAGE™

Patient Financing is a **WIN-WIN** for Everyone!

- 🔔 **PATIENTS** manage small monthly payments and buy more!
- 🔔 **PROVIDERS** sell more and get paid fast!
- 🔔 Opens up revenue possibilities, never before possible!
- 🔔 Stops lost sales due to affordability issues: POCs, Lift Chairs, Walkers, Scooters...
Patients can finance just about any home healthcare product!

