#### HME NEWS / AUGUST 2011 / WWW.HMENEWS.COM

### **Scooters**

### **Heartway USA**

- ZEN S11 Lightweig compact Portable
- Maximum speed is 5 mph.

### www.heartwayusa.con

- Dalton Medical Corp SEGAEGO 4-WHEEL SCOOTER
- High-torque drivetrain allows for
- increased power and
- 20-inch by 18-in

### ActiveCare Medical

- SPITFIRE EX 1420 Includes three sets of interchangeable color panels-red, blue and
- Delta tiller for easier steering with new
- backlit battery gauge. Black, non-marking, flat-free tires for worry-free travel.

#### Drive Medical PHOENIX SERIES 3 WHEEL AND 4 WHEEL SCOOTERS Portable configuration offers easy disassembly; stackab battery boxes add driving distance. Standard with he

# Sunset **Healthcare Solutions**

# **OXYGEN CYLINDER CARRIER BAGS**

THE BUSINESS NEWSPA

- Full line of comfort shoulder bags, backpacks and wheelchair/scooter carriers in multiple sizes to fit most cylinders.
- Non-flammable, machine washable and nonabrasive materials with reinforced seams.
- Features double zippers for easy access to cylinder; clear, vinyl window to view gauge. www.SunsetHCS.com

keeps the customer there and keeps them interested in shopping, as well as coming back for future purchases."

suggesti promot plete mobility provider.

yourself as a mobility specialist," he said. the maximum mobile lifestyle." HME

### THINKING VERTICALLY

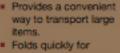
Vehicle lifts and residential ramps are perfect examples of the "vertical" diversity Nash rounds out dealer retail needs by Corgan mentions. Customers who buy a onal posters, infor- scooter are more than likely to need accesmational fliers and literature, consumer sibility and transport assistance. Sarasota, financing programs, product training, Fla.-based Harmar is eager to work with technical service support and bolstered field mobility providers on setting up a compreand inside sales support. Additionally, he hensive sales program for its vehicles lifts. recommends that dealers "show the prod- "One of the most valuable products a ucts-have some samples on the floor for scooter owner should consider purchasing consumers to see and try out. Corgan adds as a complementary item is an outside vehithat while scooters are an important retail cle lift, which allows for the scooter to be sales item, dealers need to play up all ele- safely transported," said Daniel Behnisch, ments of their business in order to position director of marketing for Sarasota, Fla.themselves in the marketplace as a com- based Harmar. "As a convenience to scooter owners, this outside vehicle lift is the ideal "Advertising alone may not be effective. add-on product to transport the customer's Use direct marketing and e-mail to promote scooter from place to place providing for

## Product Focus

www.activecaremedical.com



AT1000 SCOOTER TRAILER Attaches to the rear of any ActiveCare scoote

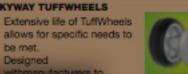


storage or transport. www.activecaremedical.com

### SkyWay

be met.

SKYWAY TUFFWHEELS Extensive life of TuffWheels



posite TuffWheels offe rouble-free assembly





Last month's product focus featured women's health products. Due to an error, we are re-running Medline's submission.

# **Bras/camisoles**

### Medline Industries

CURAD POST SURGICAL MAMMARY COMPRESSION DRESSING

- Built-in cross back design provides support security and unrestricte range of motion
- Coverage and protection of incision with two removable and adjustabl drain pouches to



or pain pumps Front zipper opening and wide adjustable Velcro straps creates access for post-operative



IVe mecare Right Solution, Right Location JP FOR HOMECARE

ISING RECEPTION RADE

#### 25, 2011 0 P.M.

LD CONGRESS CENTER ROOM IN HALL B

ce Company has supported Stand Up for Homecare since its inception. way to network and meet the best minds in our industry. The funding is preading the word that what we do matters, what we do is important, what effective and what we do is both better for and preferred by the patient. ಶ n of Medical Service Company, Chair of the AMIomecare Board of Directors on for the Stand Up for Homecare Reception at Medtrade

#### The Stand Up for Homecare Campaign is proactive in sharing the value of homecare, accomplishing the following:

- Positive coverage in dozens of newspapers including the New York Times, Wall Street Journal and USA Today, as well as Washington media, reaching millions of Americans and key policy makers.
- Raised awareness about HME issues in state and national physician publications.
- Strengthened relationships between patient advocacy organizations and the HME. community.
- Conducted a Congressional Roundtable discussion on Capitol Hill about the value of HME with former Senate Majority Leader Tom Daschle and Rep. Jason Altmire (D-Pa.).

Visit www.aahomecare.org/standupforhomecare for more information or to support this public awareness campaign.





