

# Marketing & Advertising:

How to Succeed in Retailing HME



*Presented to*  
**Medline University**  
*by*  
**Jack Evans**  
[www.retailhomecare.com](http://www.retailhomecare.com)

# HHC Retailer Best Practices

**Annual Gross Sales = \$1Mil - \$1.5Mil**

**Revenue Mix = 1/3 Medi/Medi, 1/3 3rd Party & 1/3 Retail**

**Gross Profit Margin = 48% (COG=52%)**

**Net Profit = 8 – 12% (12-15% if fully automated)**

**Showroom = 1200 – 1500 sq. ft.**

**Sales/sq. ft./year = \$800**

**Gross Sales/FTE = \$150,000/yr (up to \$200,000/yr if fully automated)**

**Advertising Budget = \$800 - \$1500/mo  
(print + TV or radio)**

# HME Advertising Budget

(5% of \$1 Mil Gross Sales = \$50,000)

<b>Media</b>	<b>%</b>	<b>\$</b>
<b>Yellow Pages</b>	<b>5%</b>	<b>\$2,500</b>
<b>Newspaper</b>	<b>20%</b>	<b>\$10,000</b>
<b>Radio/TV</b>	<b>35%</b>	<b>\$17,500</b>
<b>Web</b>	<b>10%</b>	<b>\$5,000</b>
<b>Direct Mail</b>	<b>10%</b>	<b>\$5,000</b>
<b>Health Fairs/Shows</b>	<b>10%</b>	<b>\$5,000</b>
<b>Open Houses</b>	<b>5%</b>	<b>\$2,500</b>
<b>Misc.</b>	<b>5%</b>	<b>\$2,500</b>

**Event  
marketing  
= 25-35%**

# Create Your "Shell"

## = Name/Logo/Tag Line

- **HME Specialists**
- **Total Health Solutions**
- **Equipped for Life**
- **Better Life Home Medical**
- **The Healthy Living Store**

# Design a Logo

**GENERATIONS**  
Medical Equipment

Generations  
MEDICAL EQUIPMENT

**generations**  
MEDICAL EQUIPMENT

Generations  
MEDICAL SUPPLY STORE  
"EQUIPPING YOU FOR LIFE"



# Add a Tag Line

- ***We Treat You Like Family***
- ***We Care About Your Health***
- ***Caring for Your Health & Wellness***
- ***We Serve and Care for Our Community***

# Business Cards



## Total Health Solutions

healthcare products for your home and family

Jeff Friedman  
Chief Executive Officer

203  
(504) 834-8114 phone  
(504) 834-8113 fax  
(866) 834-8114 toll free  
jeff@thshme.com

3211 N. Causeway Blvd.  
Metairie, LA 70002  
www.thshme.com

We have the products and professionals to meet all of your home healthcare needs.

- Women's Health
- Maternity
- Diabetes
- Self Care
- Orthopedic Supports
- Compression Stockings
- Mobility & Scooters
- Lift Chairs
- Bathroom Safety
- Patient Room
- Ostomy
- Incontinence

Sales and Rentals

Home Medical Equipment Specialists, LLC



"More Than Just A Promise"

**Mason Lee Wells**

owner / president

3600 Menaul Blvd. NE, Bldg. 3  
Albuquerque, NM 87110-2861

505 • 888 • 6500 Phone  
866 • 690 • 6500 Toll Free  
505 • 888 • 6505 Fax  
505 • 400 • 5252 Cellular

[mwells@hmespecialists.com](mailto:mwells@hmespecialists.com)

Rich Dowdican vice president  
Bob Nelson director of operations  
Dave Evans, RRT director, clinical & distribution services

Home Medical Equipment Specialists, LLC

#### Therapies:

- Oxygen, CPAP/BIPAP, Nebulzers, Aerosol Therapy
- Hospital Beds, Specialty Beds, Support Surfaces
- Wheelchairs & Cushions
- Walkers, Bath Chairs & Benches
- Phototherapy, Apnea Monitors
- Enteral Therapy

#### Retail Showroom

Supporting:  
Home, Institutions & Hospice Patients

Providing for:  
Medicare, Medicaid & Most Insurances

Locations:  
Albuquerque, Santa Fe, & Las Cruces

Servicing Most of New Mexico

If We Can't Help You...  
We'll Tell You Who Can!

Home Oxygen & Medical Equipment

# Marketing Tools for Retail HME's

- **Fliers**
- **Brochures**
- **Sales Folders**
- **Catalogs**
- **Videos**
- **Sample Program**
- **In-Services**
- **Seminars**
- **Direct Mail**
- **Open Houses**
- **Disease Management Programs**

*Does your vendor coop program include these?!*



# Fliers

- Handouts
- Newspaper Inserts
- Print Ad
- Mailers
- Rx Bag Stuffers
- Car Window fliers

**home care  
solutions**

*"practically everything in  
home medical equipment"*

228-539-0034

**Now Open!**

A new retail store focused on bringing a more independent lifestyle to those who rely on others for their healthcare.



Lift Chairs / Scooters / CPAP / Walkers etc.



Give a practical gift this season. We're sure it will be appreciated for many many years to come!

11010 Highway 49 Gulfport  
Located 1/2 mile North of I-10  
Directly behind CVS Pharmacy

# ALLSTAR *Medical Supply*

## Grand Opening!

May 22 • 10 AM—2 PM

### *Live easier with Allstar...*

Scooters • Wheelchairs • Sales & Rentals • Lift Chairs • Walkers  
 Adjustable Beds • Home Modification • Stair Lifts • Ramps • Bath Safety  
 Orthopedic Braces • Compression Stockings • Incontinence Supplies  
 Sickroom Supplies • Aids for Daily Living

**Join Us!**  
**Raffles**  
**Prizes**  
**Food & Fun**



**Largest Selection!**  
Shop Easy in Our  
Spacious Showroom

[www.allstarmedicalsupply.com](http://www.allstarmedicalsupply.com)

1930 Mt. Diablo Blvd. at Alpine  
WALNUT CREEK

925.932.3100

# Fliers

## Announce a Grand Opening!

*Peaks & Plains Medical Supplies*  
 Your One-Stop Shop for Medical Supplies  
 In Your Neighborhood

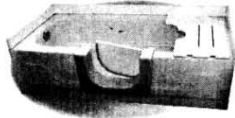
**NEW  
 STORE  
 OPENING!**



- \* Lift Chairs, Patient Lifts
- \* Wheelchairs & Scooters
- \* Home Care Adjustable Beds
- \* Walkers, Canes & Crutches
- \* Bathroom Safety Equipment
- \* Incontinence Products
- \* Compression Hosiery
- \* Wrist & Knee Supports
- \* Arthritis Self-care Products
- \* Diabetic Shoes & Supplies
- \* Home Health/Personal Care



Walk-in Bathtubs or Door  
 Insert for Existing Tubs



ACCREDITED BY:  
 Accreditation Commission for Health Care, Inc.  
 Board for Orthotist/Prosthetist Certification

We opened March 2nd  
 More products coming  
 through the door all the time!



**Peaks & Plains Medical Supplies**  
**3022 E. 57th Spokane, WA**  
**(509) 484-0903 M-F 9-5**



[www.peaks-plains.com](http://www.peaks-plains.com)

also our Valley Store at 13524 E. Sprague

**We Bill All Insurances for Covered Products**

# Fliers

✓ Introduce your new HHC business to referral sources

✓ Ask what products and/or brands they prefer for their patients

# Sample Cover Letter

**Dear Healthcare Provider,**

**Welcome to Family Home Health Care Pharmacy.**

**We offer a complete selection of home medical equipment and supplies. But service is our real niche. All of us at Family HHC Pharmacy are professionals who are dedicated to providing you with the home health care answers and information you need.**

**We have the largest showroom in the Los Angeles, featuring the most comprehensive selection of equipment and supplies for virtually any home treatment or rehabilitation program prescribed for our customers. And we pride ourselves on being specialists in medical equipment for the home.**

**Family HHC Pharmacy is recognized for achieving the highest level of care that exceeds all State and Federal regulations, having been awarded accreditation with commendation.**

**Rentals. Sales. Repairs. Patient Education. Product training. These are the services we provide beyond the sales of home healthcare products. We have been meeting the home healthcare needs of our community since 1983, and our pledge is to continue doing so each and every day.**

**Please don't hesitate to call us whenever you have a question or need concerning home healthcare.**

**Come Visit Us Today  
for All of Your Home  
Health Care Needs**



Come visit our 4,000 sq. ft. store and explore the hundreds of healthcare products we have available to meet your healthcare needs. Our knowledgeable and caring staff will explain the products that are right for you. And if we don't stock the item, we will do our best to find it for you.



3211 N. Causeway Blvd.  
Metairie



**Total Health Solutions**  
healthcare products for your home and family

3211 N. Causeway Blvd.  
Metairie, LA 70002  
www.thshme.com

(504) 834-8114 phone  
(504) 834-8113 fax  
(866) 834-8114 toll free



**Total Health Solutions**  
healthcare products for your home and family



Now there is **ONE** place  
you can see, touch and  
learn about your home  
healthcare solutions.

# Brochures

- **Tri-fold**
- **Photos store & staff**
- **Photos customer service**
- **Map sales territory**

## Canes & Walkers

Enjoy an independent and active lifestyle with our complete walker and cane selection.

- Designer Canes
- Folding Canes
- Quad Canes
- Crutches
- Folding Walkers
- Rolling Walkers
- Bariatric\* Walkers



## Wheelchairs & Scooters

We custom fit your mobility needs to provide increased independence plus greater assistance and convenience for caregivers.

- Standard Wheelchairs
- Bariatric\* Wheelchairs
- Lightweight Wheelchairs
- Power Wheelchairs
- Transport Wheelchairs
- Scooters
- Ramps & Lifts



## Incontinence & Urologicals

We offer all of the styles and sizes available for both disposable and reusable incontinence products.

- Briefs
- Undergarments
- Pads & Guards
- Reusable Systems
- Skin Care
- Impotence Aids
- Catheters
- Urological Supplies



## Bathroom Safety

Make your bathroom the safest room in the house by helping to prevent falls.

- Grab Bars
- Bath Benches & Chairs
- Transfer Benches
- Commodes
- Raised Toilet Seats
- Hand-held Showers
- Bariatric\* Bath Products



## Patient Room & ADL's

Improve comfort and dignity at home for both the patient and caregiver.

- Adjustable Homecare Beds
- Overbed Tables
- Patient Lifts & Slings
- Trapeze Bars
- Bedside Commodes
- Mattresses
- Bed Pans and Urinals
- Wedges and Cervical Pillows
- Aids for Daily Living
- Bariatric\* Beds



## Ostomy & Wound Care

We provide a complete selection of ostomy and wound care supplies for our patients.

- Pouches
- Skin Care
- Wafers
- Bags & Belts
- Adhesives
- First Aid
- Tapes
- Dressings & Tapes

## Lift Chairs

Regain independence by being able to stand on your own again.

- Lift Chairs
- Portable Lift Seats
- Massage Lift Chairs



## Diabetic Supplies & Shoes

Self-management is your goal with the help of our complete product selection.

- Blood Glucose Monitors
- Therapeutic Shoes
- Shoe Orthotics
- Lancets & Needles
- Test Strips
- Skin Care
- Impotence Aids



## Compression Stockings

Our trained fitters will provide you with the correct custom fit compression stockings to improve your vascular health.

- Fashion Support Hosiery
- Ready-to-Wear Stockings
- Anti-embolism Stockings
- Maternity Pantyhose



## Self Care

Utilize self diagnostic tests to maintain good health for you and your family.

- Blood Pressure Monitors
- Thermometers
- Scales
- Body Fat Analyzers
- Cholesterol Tests
- Colon Cancer Tests
- HIV Tests
- Home Drug Tests
- Skin Cancer Monitors
- Hormone Tests



## Orthopedic Supports

Enjoy relief from aches, sprains or injuries with our complete selection of orthopedic supports and trained fitters to help you.

- Carpal Tunnel Braces
- Neoprene & Elastic Supports
- Braces & Cervical Collars
- Back & Neck Cushions
- Shoe Orthotics
- Foot Care Products
- Hot & Cold Gel Packs
- Moist & Dry Heat Packs



## Other Healthcare Products

- Asthma and Allergy
- Nutritional Products
- Medical Supplies
- Child Safety
- Natural Therapeutic Pillows
- Tempur-Pedic Mattresses & Pillows

*Why do  
our Customers  
like us?*

"Caring atmosphere"

"Friendly attitude"

"Prescription filled quickly"

"Complete product selection"

"Personal service"

"Knowledgeable staff"

"Personable people"

- Certified Fitters for custom fitting in compression stockings and mastectomy products.
- Billing Services for Medicare, Medi-Cal and other third-party insurance companies.
- Natural Care Experts providing the latest information on vitamins, herbal and homeopathic products.
- Home Health Care departments with knowledgeable staff and a complete product selection.
- Telephone Order Service for next-day delivery of most products.
- Home Delivery Services for door-to-door convenience.

**Come in today for all of your  
Pharmacy and Healthcare needs.**

Horton & Converse Pharmacies are conveniently  
located in medical and shopping centers in  
Los Angeles and Orange counties:



#### Los Angeles

10250 Santa Monica Blvd.  
In the Century City Shopping Center  
(310) 557-2332

8631 West 3rd Street  
\*Adjacent to Cedars Sinai Hospital  
Pharmacy: (310) 652-6111  
Home Health: (310) 657-1524

325 N. Larchmont Blvd.  
In the Larchmont Medical Building  
(323) 466-7607

201 S. Alvarado Blvd.  
Adjacent to St. Vincent Medical Center  
(213) 413-2424

1127 Wilshire Blvd.  
Adjacent to Good Samaritan Hospital  
(213) 481-7030

735 S. Figueroa Street  
In the 7-Flag Shopping Center  
(213) 623-2838

#### West Los Angeles - OPEN UNTIL 2AM

11600 Wilshire Blvd.  
\*Corner of Wilshire & Federal  
(310) 478-0801

#### Santa Monica

2001 Santa Monica Blvd.  
\*Adjacent to St. John's Hospital  
Pharmacy: (310) 829-3401  
Home Health: (310) 829-1834

#### West Hollywood

8201 Sunset Blvd.  
In the Beverly Sunset Medical Bldg.  
(323) 272-0488

#### Inglewood

323 N. Prairie Ave.  
Adjacent to Daniel Freeman Hospital  
(310) 677-7133

#### Long Beach

701 E. 28th Street  
\*Adjacent to Long Beach Memorial Hosp.  
(562) 595-4466

#### Orange

1310 W. Stewart Drive  
Adjacent to St. Joseph's Hospital  
(714) 771-5751

\*Pharmacy with Home Health Care Center

Call for the location nearest you:

**1-800-225-9635**



**Horton &  
Converse**



*Pharmacy  
& Home Health  
Care Center*



*Caring for Your  
Health and Wellness*

## Mobility Products

Let our knowledgeable staff custom fit your mobility needs. Enjoy your independence again without being totally dependent upon your caregivers and loved ones.



- Pride Scooters
- Wheelchairs
- Seat Canes
- Canes
- Crutches
- Accessories
- Folding & Rolling Walkers

## Bathroom Safety

Featuring Rubbermaid bathroom safety products to help ensure that your bathroom is safe for every member of your family.

- Bath/Shower Chair & Bench
- Transfer Bench
- Commode
- Elevated Toilet Seat
- Wall & Tub Grab Bars
- Bathtub Rail
- Hand-held Shower



## Patient Room

Provide comforts at home for both the patient and caregiver.

- Hospital Beds
- Pride Lift Chairs
- Overbed Tables
- Bedside Commodes
- Patient Lifts & Trapezes
- Low Air Loss Mattresses
- Wedges, pillows & pads
- Aids to Daily Living
- Bed Pans & Urinals



## Compression Garments

We proudly offer a complete selection of vascular support socks and hosiery plus custom fittings and personalized service in our private fitting rooms.

- Fashion Support Hosiery
- Ready-to-Wear Stockings
- Anti-embolism Stockings
- Custom Seamed & Seamless Stockings
- Maternity Pantyhose
- Extremity Pumps
- Ulcer Care Products



*We care about your health and wellness.*

## Natural Pharmacy

Our knowledgeable natural care experts offer a wealth of information and spend time with you to help maintain your overall health. Learn about the latest nutritional, vitamin, homeopathic and herbal products. We also offer aromatherapy and natural beauty care items.



## Home Diagnostics

- A&D and Omron Blood Pressure Monitors
- Blood Glucose Monitors
- Thermometers
- Pregnancy Test Kits
- Pulse Monitors



## Respiratory

We provide respiratory care products for our patients. Our Asthma Care Program helps patients maintain normal daily activities through education, preventive measures, drug therapy evaluation and monitoring.

- Nebulizers
- Peak Flow Meters
- Air Cleaners
- Humidifiers
- Allergy Control

## Pharmacy

Horton & Converse is proud to have been providing continuous prescription pharmacy services since 1917. Our pharmacists offer personal, one-on-one service at convenient locations. We provide fast and friendly service and our pharmacists take the time for patient counseling.



## Orthopedic Supports

Whether you are suffering from aching joints or recovering from an accident, we carry the best orthopedic support selection available.

- FLA Neoprene & Elastic Supports
- Obus Back & Seat Cushions
- Abdominal & Back Supports
- Braces & Cervical Collars
- Back & Neck Cushions
- Hot/Cold Therapy
- Moist Heat Packs



## Diabetic Supplies

- Blood Glucose Monitors
- Glucose Tablets
- Sharp Containers
- Lancets & Needles
- Prefilled Insulin Syringes
- Test Strips
- Insulin Cases

## Professional Supplies

- Uniforms & Scrubs
- Littman Stethoscopes
- Ophthalmoscopes
- Oscopes
- Scales
- Surgical Scissors
- First Aid Kits

## Ostomy Supplies

- Bard, Mentor & Sween Skin Care
- Hollister & Convatec Ostomy





# Sales Presentation Folder – Left Side



Dear Medical Professional,

Since 1917, Horton & Converse Pharmacies have been serving the healthcare needs of Southern California. As our population ages, prescriptions are only one part of the healthcare equation. Known primarily for fast, convenient, and accurate prescription service, Horton & Converse Home Health Care Departments feature an extensive selection of durable medical equipment and supplies. Product categories include bedroom and bathroom safety, mobility, compression therapy, respiratory therapy, wound care, home diagnostics, and ostomy.

At Horton & Converse:

- ▶ Our Pharmacy Departments fill your patients' prescriptions quickly and accurately.
- ▶ Our Home Health Care Departments offer your patients a knowledgeable staff and an extensive selection of medical equipment and supplies.
- ▶ Our Billing Department will assist your patients with billing services for Medicare, Medi-Cal, and other third party insurance companies.
- ▶ Our Telephone Order Service provides prompt next day delivery of most products.
- ▶ Our Home Delivery Service provides door to door convenience.

Horton & Converse Pharmacies and Home Health Care Centers are conveniently located in Los Angeles and Orange Counties. Most are located in professional medical buildings adjacent to major medical centers. Horton & Converse has pharmacies adjacent to St. John's Hospital in Santa Monica, Cedars Sinai, Good Samaritan, and St. Vincent's Hospitals in Los Angeles, Long Beach Memorial, Daniel Freeman Hospital in Inglewood, and St. Joseph's Hospital in Orange. Horton & Converse also has pharmacies in the Century City Shopping Center and in the 7th+Rig Shopping Center in downtown Los Angeles.

The Horton & Converse Pharmacy in West LA at the intersection of Wilshire, Federal, and San Vicente is open until 2AM every day of the year.

If you have additional questions, please contact us at (800) 225-9635. We look forward to helping care for your patients.

Very truly yours,

Keith R. Lumpkin  
President



## Los Angeles

14251 Santa Monica Blvd.  
In the Century City Shopping Center  
(310) 657-2332

4631 West 3rd Street  
\*Adjacent to Cedars Sinai Hospital  
Pharmacy: (310) 659-6111  
Home Health: (310) 657-1524

325 N. Larchmont Blvd.  
In the Larchmont Medical Building  
(323) 466-7907

241 S. Alvarado Blvd.  
Adjacent to St. Vincent Medical Ctr.  
(213) 415-2424

1127 Wilshire Blvd.  
Adjacent to Good Samaritan Hospital  
(213) 481-7030

735 S. Figueroa Street  
In the 7+Rig Shopping Center  
(213) 625-2838

## West Los Angeles

OPEN UNTIL 2AM  
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\*Corner of Wilshire & Federal  
(310) 475-0901

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741 E. 28th Street  
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Hospital (562) 595-4466

## Orange

1310 W. Stewart Drive  
Adjacent to St. Joseph's Hospital  
(714) 771-5751

\*Pharmacy with Home Health  
Care Center

*Why do healthcare professionals  
trust us with their  
patient's healthcare?*

Our  
personal  
service

One-stop  
shopping for  
prescriptions and  
home healthcare  
products

Our caring  
atmosphere

Our  
knowledgeable  
staff

## ▶ Pharmacy Department

Our pharmacists fill your prescription quickly, answer your questions and provide personal service.

## ▶ Home Health Care Department

Our experienced staff offers an extensive selection of medical equipment and supplies.

## ▶ Billing Department

Our pharmacy and HME billing services include Medicare, Medi-Cal and other third-party insurance companies.

## ▶ Telephone Order Service

Our prompt customer service provides same or next day delivery of most of our products.

## ▶ Home Delivery Service

Our customers benefit from this door-to-door convenience for purchasing prescriptions, OTC's and other healthcare products.

## ▶ Medical Equipment Rentals

Home medical equipment rentals are available and billable through insurance for immediate delivery.

## ▶ Custom Fitters

Our certified fitters work with patients to determine their compression needs and fit them properly.



Call for the location nearest you:

1-800-225-9635

Horton and Converse Pharmacies and Home Health Care Centers are conveniently located in Los Angeles and Orange counties.

# Sales Presentation Folder

(Right Side w/tiered sheets)

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Mobility Products

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Homecare Bedroom

---

Bathroom Safety

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Compression Therapy

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Respiratory Therapy

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Insurance Coverage

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Our Services

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*The ability to move under your own control is vital for maintaining a person's sense of independence. Some people need mobility aids temporarily due to an accident or surgery. Others need them as a lifelong necessity.*

At Horton & Converse we are specialists in mobility. We have the trained, knowledgeable staff and product selection that enables us to custom fit your patient's mobility needs. Our mobility products include:

### Scooters

Scooters provide the power and stability for outdoor use, the maneuverability and agility for indoor use, or a combination of both. These battery-operated "personal mobility vehicles" (PMV's) are available with front-wheel drive, rear-wheel drive, three-wheel base and four-wheel base.

### Wheelchairs

Wheelchairs provide easy transportation, comfortable seating and as much functional mobility as possible. Following are a few standard models:

**Manual Wheelchairs** fold for easier transport, have detachable foot rests, permanent or full-length arms, and are available in 18", 18" and 20" widths.

**Lightweight Wheelchairs** weigh much less than the standard models. They are easier for users to propel and for caregivers to push and transport.

**Transport Wheelchairs** have four small wheels for ease of transport. They are primarily used when caregivers are transporting and pushing patients.

**Power Wheelchairs** are motorized models used by patients who are unable to propel themselves. They are controlled by a joy stick or puff mechanism.

### Walkers

Walkers help patients remain mobile by providing stability and support while walking. Walkers are available with wheels (i.e., rollators) and without wheels, folding and non-folding, with and without brakes. Accessories include wheels, glides, seats, baskets and trays.

### Canes

Canes provide a little stability for people who only need a one-handed walking aid. They are available in wood or metal and a variety of shapes, handles and colors. Quad canes have a base with four legs for people who need more support when walking.

### Crutches

Crutches are mobility aids for people who are unable to use one leg. Regular crutches that fit under the arm are usually for temporary usage for patients with a leg injury. Forearm crutches are used by patients who have a long term or permanent mobility problem.



**Pride**



**SUNRISE MEDICAL**

# Tiered Sheets

## Respiratory Therapy

*Respiratory therapy is needed by people who have an intermittent or continual need for oxygen, asthma, allergies or just the desire to breathe cleaner air.*

At Horton and Converse, we stock a selection of respiratory products to meet these patient needs.

### Nebulizers

Compressor nebulizers force compressed air through a nebulization chamber to aerosolize medication for inhalation. Ultrasonic nebulizers use a crystal that vibrates at a high speed to aerosolize medication. Pulmo-Aide is a table top compressor nebulizer while other brands are portable and work on rechargeable battery packs and 12volt adaptors for the car.

### Peak Flow Meters

These measure the exhaled force of the lungs and are important for use by asthma patients in their daily management programs. A low reading warns patients to act and mitigate a probable asthma attack.

### Air Purifiers and Cleaners

HEPA filter air cleaners filter dust, impurities and other pollutants from the air. They are necessary for asthmatics and people suffering from allergies, while beneficial for many urban dwellers who simply wish to breathe cleaner air.

### Humidifiers and Vaporizers

Dry air from the natural environment or from indoor heated and air conditioned buildings can cause lung irritation and make people more susceptible to colds and the flu. Humidifiers and vaporizers provide effective solutions to these problems by introducing moisture into the air. Humidifiers create moisture in the form of a cool mist while vaporizers form a comforting warm steam and can be used to dispense respiratory medications.

### Allergen Barrier Products

People with allergies are extremely sensitive to allergy triggers in their home and work environments. We carry a complete selection of allergen barrier pillows and bedding supplies.



**OMRON**

# Catalog

- Private Label
- 8-16 pages
- Generic HHC categories
- Drop-off w/ deliveries



**HEALTHY HOME** Making Healthy Living Simple.

Mobility Products  
Bathroom Safety  
Bedroom  
Aids for Daily Living

Pillows & Cushions  
Personal Care  
*Over 150 items!*

The advertisement features a woman in a blue suit and glasses standing next to a silver walker. In the foreground, there are several red assistive devices: a large red handle with a fork-like grip, a red cup, a red container, and a red water bottle. The background is white.

## Western Maryland Medical Supply

13513 Winchester Rd., Lavale, MD 21502

Phone: **1-301-729-4280** Fax: **301-729-2944**

**COMING SOON TO OAKLAND, MD.**

# Newspaper Advertising

## Daily

- **Subscribers only**
- **ROP vs. Zone editions**
- **Health Page or Section?**
- **Target with inserts by zip codes**

## Weekly

- **Throw-away to every home in community**
- **Lower rates**
- **Ads read by locals**
- **3 wks/mo = 4 wks exposure**

# Keystone

## HOME CARE



7328 MAPLE  
OMAHA, NE  
391-2659

OPEN 7 DAYS A WEEK!  
Mon. - Fri., 9 am to 7 pm  
Sat., 9 am to 4 pm  
Sun., 10 am to 3 pm

**MEDICINE  
CHEST** PHARMACY

JUST IN  
TIME FOR  
SPRING!

**SAVE  
THIS AD!**

Prices Good  
Two Weeks

MAR. 11 THRU  
MAR. 24, 2009

### *New by Drive Medical* **Falcon Scooter**

Available in 3-wheel design that  
breaks down for quick disassembly.  
Includes anti-tips, basket and  
easy-to-remove battery.

# \$599<sup>99</sup>

**\$995.99 Value!**



LED  
Headlights!

250-Lb.  
Weight  
Capacity!

# Doctor Recommended.

We're Homecare America, the largest healthcare products superstore chain in the country. We offer personalized and caring service from our highly-trained product consultants – available to answer any questions you may have. Stop in today and enjoy a healthy shopping experience.

## Your Healthcare Products Superstore.

<b>SPORTS THERAPY</b>  All Tectonic Magnetic Products On Sale! <b>\$5<sup>00</sup> OFF</b> Migraine Headband, Bio-Mag Insoles, Bracelets 60ALV40199 expires 5/31/99	<b>MASSAGE CHAIR</b>  Shiatsu Chair <b>\$300<sup>00</sup> OFF</b> Vibrating foot rest. Quality construction, Hand-held remote, Variety of massage techniques 60ALV40199 expires 4/30/99	<b>SUPPORT HOSE</b>  Sigvaris® Samson & Delilah Hosiery <b>\$5<sup>00</sup> OFF</b> Recommended by Doctors: For tired & heavy legs, To prevent venous diseases, Use during pregnancy 60ALV40199 expires 5/31/99	
<b>MOBILITY</b>  Pride® Scooters <b>\$150<sup>00</sup> OFF</b> On board battery charger, Variable 3 speed controls, Easy to transport, Storage compartments 60ALV40199 expires 5/31/99	<b>GUARANTEED</b> WE WILL MEET OR BEAT ANY PRINTED ADVERTISED PRICE!		<b>MOBILITY</b>  Samhall® Rollator <b>\$50<sup>00</sup> OFF</b> Home or outdoor use, One-hand folding mechanism locks rollator in folded position, Height adjustable handles, locking brakes and 8" rubber tires 60ALV40199 expires 5/31/99
<b>LIFT-OUT CHAIR</b>  Pride® Lift-Out Chair <b>\$100<sup>00</sup> OFF</b> Hardwood Frame, 350lb. weight capacity, Available in assorted fabrics and colors, Patented quiet & smooth lift system 60ALV40199 expires 5/31/99	<b>MOBILITY</b>  Pride® Jazzy Powered Chair <b>\$250<sup>00</sup> OFF</b> Mid wheels drive design for outstanding maneuverability, On-board battery charger, Foldable frame. 60ALV40199 expires 5/31/99	<b>MOBILITY</b>  Transport Chair <b>\$50<sup>00</sup> OFF</b> Lightweight & compact, Folds back for convenient transport & storing, Padded upholstery 60ALV40199 expires 5/31/99	

Please remember to inquire while shopping... some products may be reimbursable.

# Homecare America™



Cortlandt Town Center  
 3153 E. Main Street (Rt. 6)  
 (Next to Marshalls)  
 Mohegan Lake • 528-3881

**Pinnacle**  
 CARE LLC

Affiliated with  
 St. John's Riverside Hospital • Sound Shore Medical Center  
 Mt. Vernon Hospital • Westchester Medical Center  
 Hudson Valley Hospital Center • Yonkers General Hospital

Centford Plaza  
 2369 Central Park Ave.  
 (Across from Nathan's)  
 Yonkers • 395-3326



## Multi-Product Ads

- Feature 1 Expensive Product
- Also offer 4-8 inexpensive products
- Offer \$\$ Off

# Billboards



**Medical Products  
for the  
Entire Family!**


 **GS Medical Supply Store**

Langhorne Road at Tate Springs Road • 434-485-7037



**Medical Products  
for the  
Entire Family!**


 **GS Medical Supply Store**

Langhorne Road at Tate Springs Road • 434-485-7037



# Where to Advertise on TV?

- 1. Ask your customers:**
  - ▶ Favorite show (= station/time of day)**
- 2. Match station demographics with your customer base**
- 3. Compare cable vs. local affiliates**
- 4. Track, Track, Track!**

# Sign a Contract

- **Film donut spots for \$800-\$1200**
- **Run 2 weeks on/2 weeks off**
- **ROS vs. Prime Time**
- **Frequency + Saturation**
  - **2-3 days/wk**
  - **2-3 stations (entertainment & news)**
- **\$1000 - \$1500/mo cost**
  - **\$5 - \$20/spot (vs. \$50-\$100/spot prime time)**



# Sample Spots

**Branding  
Spot: HME**

# Sample Spots

**Branding Spot:  
HHC Rx**

# Sample Spots

**Sample  
“donut”  
spot for  
rollators**

# PR

## Perfect Timing for Walnut Creek Medical Supply Company

WALNUT CREEK -- Even a bad economy couldn't shake the confidence of Mike Kuller.

He feels that if you can create a business with a solid customer base, put it in an ideal location and throw expertise with passion behind it, success is guaranteed.

His answer is AllStar Medical Supply in Walnut Creek, which he founded a year ago. It targets primarily seniors with everything from scooters to walkers to knee braces to compression socks. Currently the business is bringing in about \$50,000 a month.

Result: Week after PR in Newspaper Allstar reported highest weekly sales to date!

- 6 Lift Chairs
- 2 Scooters
- 1 King Adjustable Bed





Search for (e.g. taco, cheap dinner, Max's)

Near (Address, Neig)

- Welcome
- About Me
- Write a Review
- Find Reviews**
- Find Friends
- Messaging
- Talk

yelp's 100 DAYS OF SUMMER MEMORIAL DAY

## Pico Medical Rents & Sells

★★★★★ 4 reviews

Category: Shopping [Edit]

6035 W Pico Blvd

Los Angeles, CA 90035

Neighborhood: West Los Angeles

(323) 936-4104

<http://www.picomedical.com>



Add Photos



6

77

★★★★★ 5/31/2012

Great customer service, friendly staff, extremely helpful! I've been in the store a few times lately and every time I receive the utmost in service. The staff seems to really care about helping and they do it with a smile. Thank you Pico Medical for making it easy.

Was this review ...?  Useful  Funny  Cool

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)

[Add owner comment](#)



0

1

★★★★★ 7/1/2012

I've been in Pico Medical a few times now and each time have been helped by very knowledgeable and helpful staff. They have everything needed for one's medical needs, and if they don't have it, they will order it for you. Nice to know they are around the area.

Was this review ...?  Useful  Funny  Cool

# Peer Referrals

➤ Ask your customers to review you on Yelp!



# Peer Referrals



User Rating: 5 out of 5 stars (4 ratings) Austin's Pharmacy

User Rating: 5 out of 5 stars by [scottielover](#)

**this a number one pharmacy. my parents have been with them for at least 50 years. my son needed wound care supplies and they were so personable, professional and just great to work with. the delivery staff are the kindest people i have ever had. I especially would like to thank the staff this morning when i called to have my medication trasferred from another pharmacy, due to the weather was inclement and I am diabetic for 30+ years. i was so sick and they were so understanding. they even sent my medication on there earliest delivey and I can not thank them enough. It is such a pleasure to be treated in such a kind way. Again, I would highly reccommend them. Most grateful.**

# Find professional help recommended by your friends

Stik.com uses  to find trusted service providers in your network

## Bright Plaza Pharmacy

Like

Anne E James · Subscribe **Subscribed** ·  
Broker/Owner at Reliance Funding

I've used Roy for medical equipment needs for my dad when he had cancer. Roy knows what to use and where to get it!

Reply · Like · Follow Post · October 3 at 1:55pm

# Beyond Websites

**NOTE: 85% of consumers shop online to find local businesses. Only 56% of small business have websites!**

- **Google Plus Local: Free business listings available**
- **Yahoo Local: Free business listings available**
- **Google Plus Business Pages: Free map listings**
- **Facebook: Free business pages**
- **WordPress: Free blog as online brochure**

# Quarterly Open Houses

- **Focus on a HHC category (i.e. mobility, leg health) and/or disease state (diabetes, sleep apnea, hypertension).**
- **Coordinate with national nonprofit association's month for respective category/disease state.**
- **Plan a luncheon or after-work wine-and-cheese.**
- **Invite vendors to display and demonstrate their products. Charge them for tables to defer food cost.**
- **Offer raffle and door prizes.**

# Open Houses (cont.)

- **Invite a local hospital/medical/ insurance executive to present a brief keynote talk.**
- **Send formal VIP invitations with RSVP cards. Call to follow-up.**
- **Invite local newspapers.**
- **Invite a radio station to broadcast live.**
- **Host on Saturday to create a family event with face painters and balloon animal makers.**

# Open House Themes

1. **Mobility** – Outside in parking lot, race track for power chair/scooters, free wheel chair tune-up or steam cleaning
2. **CPAP** – Dr. from sleep lab speak, free machine and mask cleaning, check on supplies
3. **Diabetes** – CDE or Nutritionist speak, free healthy lunch, free cholesterol check
4. **Leg Health** – Vascular surgeon speak, free compression fittings

# Diabetes Day

Team up with your Aurora Community Pharmacist  
and Diabetes Care Centers Educator

Wednesday, November 17  
10 A.M. to 2 P.M.

Aurora Pharmacy  
12601 W. Hampton Avenue  
Butler, WI 53007  
(262) 781-8941

Many people have diabetes 5-7 years before they even know it. During those years damage will be done to their eyes, kidneys, heart and nerves. Come in and learn the risk factors for developing diabetes, and receive a FREE diabetes screening.

Manufacturer  
meter  
representative  
will be present

Bring in your old meter for a meter exchange. The manufacturer's representative will show you how to use the new meter.

A Pharmacist and Diabetes Educator will be available to:

- Do a FREE diabetes screening (you do not need to fast)
- Discuss your diabetes medication
- Answer product-related questions
- Do a FREE foot examination for loss of sensation\*

#### FREE Blood Pressure Check

Did you know that if you have diabetes it is as important to control your blood pressure as it is to control your blood sugar? Get a FREE blood pressure check and find out why controlling your blood pressure is important.

#### FREE Diabetes Foot Screening\*

Diabetes can harm blood vessels and veins in your feet. When it does, you may not feel a cut or blister. Untreated, a cut or blister can lead to infection and possible loss of a limb. If you have diabetes, you should have a thorough foot exam at least once a year to identify possible problems.

On November 17, the pharmacist at Aurora Pharmacy will provide a FREE foot examination to test for loss of sensation. Participants who are found to be at risk for developing foot problems will be referred to a primary care provider or a foot specialist.

\* You need to register for FREE foot screening, please call (262) 781-8941.

# Open House Fliers

## FREE ASTHMA PROGRAMS

- Kaahumanu Mall
- SATURDAY, May 4th, 8:00am - 2:00pm
- Adults & children welcome

*for a breath of fresh air*

**FREE.....**

Peak Flow Meters (while supplies last)  
Books and Information  
Refreshments  
Balloons and Entertainment



# ASTHMA AWARENESS MONTH

This program made possible by an educational grant from Glaxo Pharmaceutials

 Aurora Pharmacy®

www.AuroraHealthCare.org

X15010s (08/04) 0AHC





**BRIGHT  
PLAZA**

**HOME**

**MEDICAL**

**EQUIPMENT**

**OPEN  
7 DAYS  
A WEEK**



# Free Advertising



# Ambulatory

Rollators · Walkers · Canes



# Lift Chairs

Casual · Gentle · Luxury



# Massage Chairs

iJoy · The Perfect Chair · HumanTouch

