

# Home HealthCare TODAY™

JANUARY, 2016 | ISSUE 1

**SURVIVE & THRIVE**  
Oxygen Delivery Models To Help  
Your Business

**16** Tips  
for oxygen safety  
in the home

**HIPPA** *what you  
need to know!*

**WIN!**  
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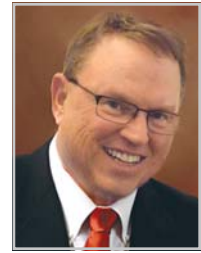
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JANUARY, 2016

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## letter from the editor



Dear Reader,

Have you noticed the changes to this magazine?

- More fun-to-read and informative articles
- More use of full color
- More on-the-floor coverage of major healthcare shows and events
- More writers to cover the healthcare market
- More coverage of the broader healthcare market beyond oxygen supplies
- More interviews with healthcare professionals
- More of just about everything to help you stay on top of the healthcare industry

As the CEO and owner of Applied Home Healthcare Equipment, it has been fun publishing *Home HealthCare TODAY* magazine.

I hope you enjoy our new format and focus on providing more interesting and more in-depth healthcare coverage.

That's where you come in. I want every reader to feel as if this publication is his or her home healthcare magazine.

What can I do to make every issue a top priority read for you?

What topics interest you the most?... Who should we interview next?... Do you have a newsworthy and interesting healthcare story to tell?

I am all ears for any and all of your suggestions.

Please email me directly at [marketing@applied-inc.com](mailto:marketing@applied-inc.com). I promise a quick response and to greatly value your input.

Sincerely,

Dave Marquard  
CEO and Owner  
Applied Home Healthcare Equipment, LLC

P.S. – If you would like our local Applied or OxyGo™ sales rep to conduct an OxyGo or other Applied product in-service, please let me know. I will make sure she/he contacts you. Thanks again!

## Home HealthCare TODAY™



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# Keep Going.<sup>sm</sup>

Proven reliability in a 4.8 lb., 42 decibel package.



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Weighing in at less than 5 pounds, and with an extraordinary battery life of 9 hours, the OxyGo™ is completely wearable.

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- ✓ No carts or tanks required
- ✓ Four Intelligent Pulse Flow Settings
- ✓ FAA-approved for domestic and international airline travel
- ✓ 42 decibels at setting 2
- ✓ Up to 840 ml of Oxygen per minute at setting 4

---

See how Applied's Non-Delivery Model will increase your profits:

[www.oxygo.life](http://www.oxygo.life)

# WHAT ABOUT BOB?

“What About Bob” is *Home HealthCare Today’s* new column, featuring news you can use from Bob McQuown, a seasoned RT. It will feature news stories, products, reader questions and info, all from the perspective of a fellow Home Healthcare Warrior.



Dear Fellow Homecare Colleagues,

My name is Bob McQuown and I am the Manager of Clinical Resources for Applied Home Healthcare Equipment located in Westlake, Ohio. In future issues of *Home HealthCare Today*, I would like to see this space used as an informational platform. It will

feature some of our product lines, and areas of interest as to what is happening in the Homecare industry.

I would also like to give you the opportunity to voice your opinions on key industry topics or maybe you would like to pass on a success story that could benefit others. The goal is to provide you with a format that will be useful to you.

A little about me: After 42 years in Respiratory Therapy, I recently retired from the Cleveland Clinic, where 10 years ago, I started a Durable Medical Respiratory company. This was a respiratory only business. Oxygen, aerosols, CPAP devices, suction machines, and cough assist devices made up the majority of the business. We did not do hospital beds or bent metal. We started with approximately 200 patients.

In our first month of business, we received 44 new referrals. Ten years later, the patient count had grown to 16,327 active patients. We were growing at a rate of 350 to 400 new patients per month. We serviced 14 counties in Northeast Ohio from one location and I had a staff of 20 hardworking employees. We served patients from all around the world.

For those not familiar with the Cleveland Clinic, it consists of a 10 hospital health system with 18 family health centers, and approximately 46,000 employees. It is a 6+ billion dollar entity.

Prior to starting the DMR business at the Clinic, I worked for an oxygen transfilling company to help them start a new DME company, was the Homecare Manager for a local family-owned DME that had 3 locations, started a DME company for a 250 bed hospital in Stark County Ohio, was the center manager for a national homecare company (which was my introduction to homecare) and

prior to that, I was a manager of a respiratory department of a 250 bed hospital in the greater Akron Ohio area for over 9 years.

I began my respiratory career back in 1973 after serving 4 years in the US Navy as a Navy Corpsman during the Vietnam era.

Like I said earlier, I retired in May of 2015; well—semi-retired. The fine folks at Applied are nice enough to let me work part time as their Manager of Clinical Resources.

So that brings me here... I welcome this new challenge. I look forward to hearing from you in the future. My contact info is below.

So keep a lookout for your next issue of *Home HealthCare Today*. Hopefully, you will find something of interest to you.

Sincerely,

Bob McQuown, R.R.T.

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

## PRODUCT SPOTLIGHT

What do YOU think of OxyGo?

Share your feedback:  
[bmcquown@applied-inc.com](mailto:bmcquown@applied-inc.com)



# WHAT ABOUT THE OXYGO™?

## A Home Healthcare Warrior's Take

Today, I want to talk about the OxyGo Portable Concentrator, and tell you what I like about it and why it's different from other POCs. The OxyGo is a 4.8 lb. portable concentrator that meets most of the needs of today's portable oxygen patients. The OxyGo may be used in the home, institution, vehicle, airplane and various mobile environments. The OxyGo comes with a carrying case (with both carrying handle and adjustable shoulder strap), a/c and d/c power cords, and the standard 8 cell battery. A patient instruction manual and quick reference guide is also included.

The OxyGo is a pulse dose concentrator with 4 settings. Each setting increases 240 ml/min over the previous setting. At setting one, the concentrator is delivering 240 ml/min while at setting 4, the OxyGo is putting out 840 ml/min. The OxyGo provides a constant minute volume to the patient, adjusting bolus volumes based on the patient's respiratory rate to maintain a constant oxygen output.

There is no internal battery in the OxyGo thus eliminating service calls to replace a bad internal battery. The OxyGo battery can literally be changed in seconds (by the patient) if needed.

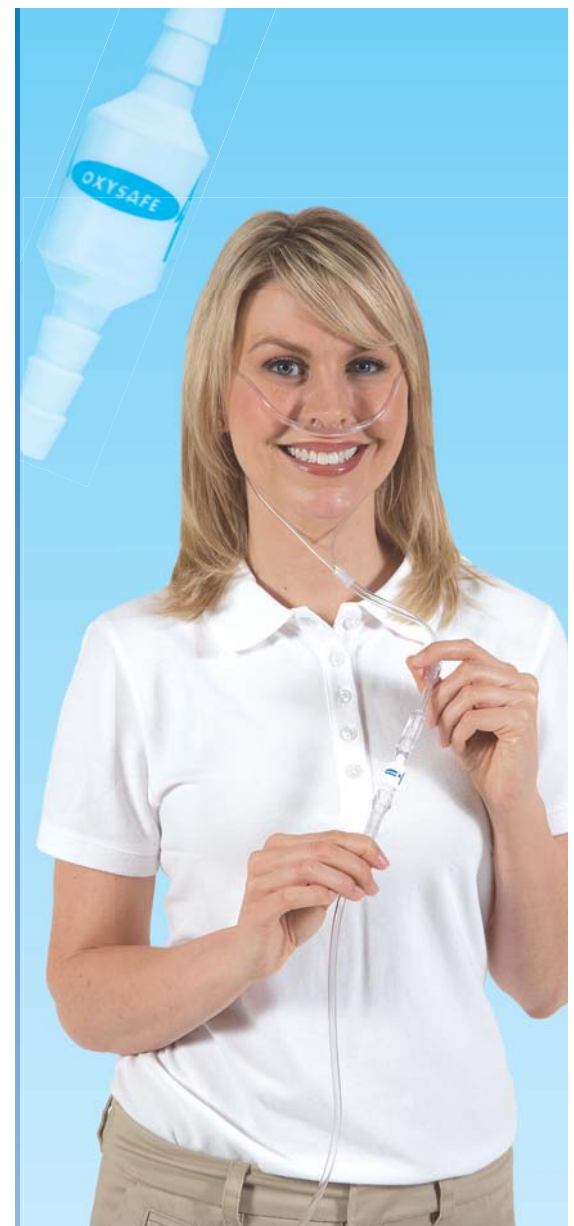
The display panel on the OxyGo is easy to read and operate. It includes the on/off button and + and - buttons to change your pulse flow settings. There is a display window which gives you 3 pieces of information: your flow setting, battery life, and if your audible alarm function is enabled or not.

### What I really like about this concentrator is:

1. It's lightweight and durable. We have had less than 1% service calls out of thousands of units sold.
2. There are no internal batteries to go bad thus eliminating downtime and service calls.
3. The sieve beds can be changed in seconds and are affordable. Folks, the two most notorious problems that affect portable concentrators is the internal batteries go bad and the sieve beds go kaput. This concentrator not only addresses those problems but I could replace both the sieve beds and batteries in under one minute with ease.
4. Most importantly, it works. It will oxygenate the majority of your patients.
5. Your patients can sleep with this unit. You will not have to make special arrangements for your oxygen patients who travel if they have this unit. The OxyGo is all they need.
6. It's made in the USA.

I recently heard from a patient using and loving the OxyGo who told me that every time he steps out of his home people come up to him asking him where he got it.

If you are investigating how to get into the non-delivery model or are looking to improve the system that you currently have, I would strongly encourage you to give the OxyGo a close look.



## ONLY YOU can help prevent cannula fires!

OxySafe, and proper patient safety education, can help prevent catastrophic oxygen fires.

Learn more about how OxySafe can keep your patients safe at:

[applied-inc.com/exclusive](http://applied-inc.com/exclusive)

## by the numbers

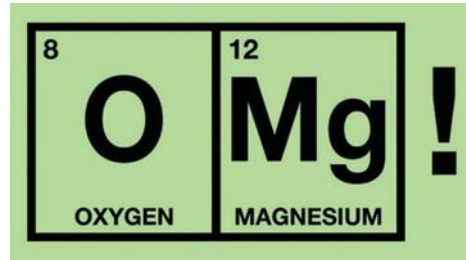
# sixty-three

Sleep Apnea may be more dangerous for women than men. A 14 year study of 737 men and 879 women, **average age 63**, had clear warning signals for women about the dangers of sleep apnea. The study showed that obstructive sleep apnea was independently associated with increased levels for women of a protein called troponin T that is seen as contributing to heart failure and death. But increased levels of troponin T were not seen in heart failure and death for men.



# 3.28

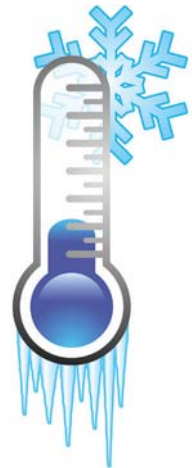
According to the *New England Journal of Medicine*, the lowest levels of oxygen ever recorded in human blood were measured near the summit of Mount Everest in 2009. Climbers had arterial oxygen levels of 3.28 kilopascals on average. Compare that to the normal value of 12 to 14 kilopascals, and the mountaineering term “death zone” makes plenty of sense.



**8** Oxygen is the 8<sup>th</sup> element on the periodic table.

# -297°

*Brrrrr...* Liquid oxygen is -297 degrees F. That's so cold it can actually burn human skin!



# 893,851



There are 893,851 professionally active physicians in the U.S., according to *Kaiser State Health Facts*. Of these, 425,032 are primary care physicians and 468,819 are specialty physicians.

Source: <http://www.livescience.com/28738-oxygen.html>

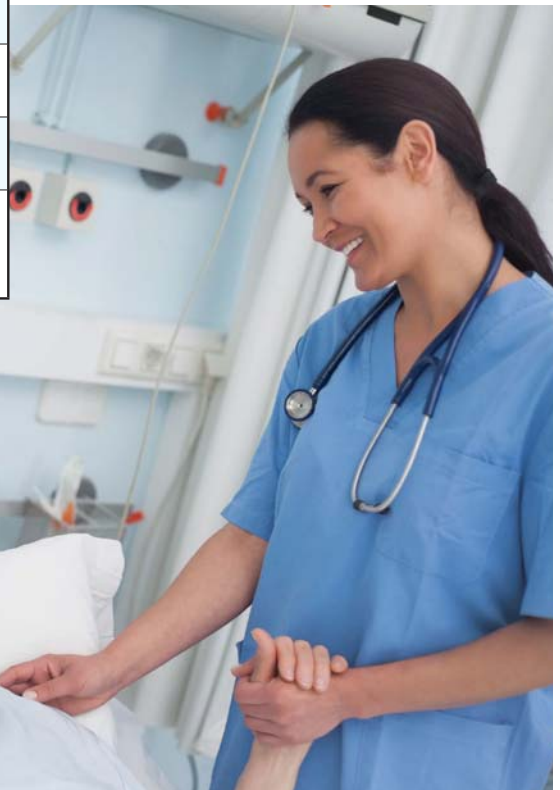
# INTRODUCING OxyHome™ 10 by Nuvo

- 10 lpm / 20 psi oxygen delivery enables the use of standards accessories and long tubing runs without any restriction in flow
- Addresses special applications, such as the use of approved jet nebulizers, venti masks, and medication nebulization with oxygen, for both in-home care and acute care environments
- Eliminates costly gas or liquid oxygen deliveries of high flow patients
- Combing two OxyHome 10 units with a Y connector and deliver up to 20 lpm at 20 psi
- Smooth, quiet operation with outstanding efficiency



115 Volt / 60 Hz

<b>OCSI Model PN</b>	1005
<b>Average Power Consumption</b>	600 Watts
<b>Oxygen Concentration</b>	90% (+5% / -3%) at 10 LPM
<b>Liter Flow</b>	2 to 10 LPM
<b>Outlet Pressure</b>	20 PSIG (1.38 BAR)
<b>Weight</b>	64.5 lbs / 29.3 kg
<b>Dimensions</b>	16" W x 16" D x 30" H 39 cm x 40 cm x 76 cm



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# Catastrophic Flooding

## spares South Carolina DMEs the worst—and brings out a spirit of community

by Rob Saltzstein, Contributing Editor

**T**he week of October 6-12, 2015 was anything but ordinary for South Carolina DMEs hit by flooding and torrential rains in the Columbia and Charleston areas.

Kim Cannan, director of Hawthorne Pharmacy and Medical, Columbia, SC, told *Home HealthCare TODAY* that flooded out and shut down roads and bridges made delivery of supplies to customers difficult and delayed delivery by up to two days. She had to scramble to help one patient whose lift chair was damaged in the flooding.

Meanwhile, 106 miles to the southeast in North Charleston, SC, Jamie Smith, owner of ABC Medical, counted his good fortune in that there was little impact to his business. “There was a lot of wind and rain but we were fortunate to be on somewhat higher ground,” said Smith. “The TV reports and newspapers showed a lot of devastation and dams breaking, but we did not find it impacted our customers extensively,” he said.

“To tell you the truth,” said Smith, “we were far more impacted by competitive bidding related issues than the storm itself. Competitive bidding has cost us 75% of our oxygen customers and has been a real thorn in our side.”

But another DME in the Charleston area, Atlantic Respiratory, was not so storm lucky.

Owner and president TJ Thompson told *Home HealthCare TODAY* she had a patient who had to evacuate her home due to the flood water. The patient

had a CPAP that was completely destroyed when flood levels in her home reached almost four feet.

“This patient had no insurance on her home and was not sure what help she would be able to get from FEMA. We had her come in that day and provided a replacement CPAP and supplies for her,” said Thompson.

Columbia was the hardest hit area of the state. Hawthorne Pharmacy and Medical has five outlets in South Carolina, with Hawthorne’s home medical business located near the University of South Carolina in downtown Columbia. The start of the Congaree River, at the confluence of the Saluda and Broad Rivers, is less than two miles away.

“The rain was surreal and unrelenting,” said Cannan. “We had 20-inches of rain in a 24-hour period and it just never seemed to stop. Fortunately, we are located on higher ground or the direct impact might have been worse. Washed out roads and bridges made it difficult for us to reach customers and made it difficult for our employees to get to and from work. But we were creative and made all the customer contacts that had critical time elements,” she continued.

Cannan had one customer whose lift chair was flooded out and needed help badly.

“I was able to convince the manufacturer, Pride Mobility, to give us parts under the warranty and we were able to



fix that chair at no added cost to the patient,” Cannan said. “To be able to help someone like that is a really good feeling,” she said.

There were 269 roads and 134 bridges shut down, which made getting to patients a test of perseverance and will power. As part of community wide effort to help those in need, Hawthorne’s medical supply division made up 25 buckets of cleaning supplies which were distributed by Hawthorne employees free of charge.

“It really restored my sense of humanity to see so many people in this state help one another so generously during and after the storm,” said Cannan. She particularly lauded Harvest Hope, a South Carolina food bank with a mission to provide for the needs of hungry people throughout the state.

As this magazine went to press, recovery in South Carolina was still an ongoing process. At least 19 people died because of storm in South Carolina and two more died in North Carolina. It was, by every measure, an historic storm. ■



*Despite torrential rains in the Charleston, SC area, ABC Medical escaped serious damage and weathered the storm. Hawthorne Pharmacy and Medical provided buckets of cleaning supplies, and assembled its own team of employees to distribute them to needy families.*

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# OXYGEN Delivery Options



## SURVIVE & THRIVE

It was not until I reached the 6<sup>th</sup> grade that I learned about Charles Darwin and his theory on the survival of the fittest. Until recently I had not thought much about *Origin of the Species* or what my teacher had to say about Darwin's famous theory. But as I think back on it now, in the midst of a career that often involved buying and selling oxygen supplies, I can't help but think that Darwin might as well have been talking about oxygen home delivery options today. **Only the smartest and strongest serving that market will survive.**

by Bob McQuown, Contributing Editor

**Y**ou simply cannot afford today to keep delivering multitudes of cylinders to patients on a regular basis. Your survival in the new world of competitive bidding is contingent on squeezing out every possible profit dollar. You owe it to the future sustainability of your business to take a hard look at non-delivery systems, such as those provided by OxyGo™, for oxygen patients. You save on fuel. You save on vehicles. You save on delivery costs.

At the Atlanta Medtrade Show this past October it was predicted that the the current \$44 billion HME market would grow over the next nine years to \$70 billion. But the catch was there will be half the number of DME providers in 2024 despite a doubling of revenues. Every dollar you can save on cylinder delivery enhances your chances of being in the right 50%. That's why the oxygen non-delivery model is gaining so much in popularity. The amount you save can be the difference between surviving or unwanted downsizing.

Most DME's today have a huge amount of money tied up in delivery cylinder costs. It's too early to tell, but many experts predict that the competitive bidding for round two rebid is going to be more sensible... maybe only a 3% decrease from the previous round. That is still 3% off of your bottom line and a 3% cut in your reimbursement that is going to have a negative impact on your business.

### What's the answer?

As Darwin might say: it's evolving. Oxygen suppliers are constantly developing better oxygen delivery systems that will meet the patient's needs. They know that their delivery methods have to be durable to withstand the elements, small and light enough to easily transport, and tough enough to stand up to patient's abuse. So understand this is a process. Equipment 5 years from now will be superior to today's equipment.

Current non-delivery systems include a stationary concentrator plus portable concentrator, and cylinder filling type concentrators.

The following is my list of advantages and disadvantages of each system.

## Stationary Concentrator combined with Portable Concentrator

### ADVANTAGES

There are many portable concentrators on the market. Choosing the right portable concentrator will make your non-delivery oxygen program successful.

What to look for in a portable concentrator:

- Lightweight... varies from just under 5 lbs. to 7 lbs.
- A/C - D/C capable
- Long battery life
- Battery will charge when the unit is being used while plugged into A/C or D/C current.
- Battery can be changed quickly and easily. No service call is needed.
- Molecular Sieve beds can be easily replaced and are very affordable.
- FAA approval: Not all portable concentrators are FAA approved. Don't assume—check it out.
- Quiet operation

- Approved to be used during sleep. This is huge. Leave the big concentrator at home. When life events happen and your patient is traveling for days or weeks, using a portable concentrator approved for sleep makes eliminates those phone calls asking for help. (*Putting 30 E cylinders in the trunk of their car is not a good thing.*)
- The patient's liter flow can be higher than 3 liters per minute. Because the stationary is not involved with filling a cylinder, the concentrator can be used at all liter flows.

### DISADVANTAGES

- Not all patients can tolerate pulse dose oxygen. Patients should be tested with a pulse oximeter.
- It takes time, effort and expertise to determine which flow is the best setting for the patient.

No two portable concentrators are alike. To make your program successful, you need to look at that pros and cons of what is available in the market and what will give you the best return for your hard earned dollars.

The two most common problems with portable concentrators are usually associated with the batteries

*continues*

# NEW!

## OxyPulse™ Single-Lumen Converter

Providers and patients will love this new lightweight and compact converter featuring the most conserving and continuous flow settings available today! While offering a conserving ratio of over 5:1, the OxyPulse allows providers to have the cost-saving benefit of dramatically reducing the frequency of refills and deliveries needed for portable oxygen supplies. And with the continuous flow settings on a quick-turn dial, patient set-up is now easy!

Patients will receive the oxygen care and comfort they need with the OxyPulse single-lumen pulsing operation, making it the quietest and most accurate converter on the market. It offers many continuous flows to meet the needs of a broad range of patients. With its small size and lightweight, this converter is very portable and easy for patients to handle.



and sieve beds. When looking at portable concentrators, look at suppliers that address these two issues and provide quick and easy fixes. Be sure to compare available warranty options.

## Cylinder Filling Concentrator Systems

### ADVANTAGES

- The patient can use their concentrator while filling the cylinder.
- The cylinder cannot be overfilled so that the patient can go to sleep while the cylinder is still being filled.
- The patient can refill the same cylinders over and over again.
- The cylinders can be very small and lightweight.

### DISADVANTAGES

- The patient's prescription has to be at 3 liters or less to operate correctly.
- The connection of the cylinder to the concentrator can occasionally "hang up" to where the patient cannot connect the cylinder. Many times this can't be corrected over the telephone and a service call is needed to fix the problem or switch out the device with another.
- If the patient has to go on an overnight trip, the concentrator has to be transported in the car.
- The cylinders can leak unexpectedly.
- Cylinders cannot be taken on any aircraft.
- Cylinder fills take approximately one hour.
- The cylinders need hydrostatically tested every 5 years.
- Not all patients can tolerate pulse dose oxygen. Patients should be tested with a pulse oximeter to determine that. The patient can tolerate pulse dose flow, and which flow is the best setting for the patient?

If you haven't already been transitioning your patients to non-delivery systems, hopefully, you are closer to making the decision that this is the direction your company has to take. But what about the costs! How can you possibly afford this?

As the saying goes: "Rome wasn't built in a day" and this

"There are many portable concentrators on the market. Choosing the right portable concentrator will make your non-delivery oxygen program successful."



transition won't happen overnight either. You need to sit down with your staff and plan how you are going to make this journey.

Start with your brand new set ups. I recommend looking at your patients that live the farthest from your center who go through a large number of cylinders every month. Ask your delivery drivers who they are... they will know. Get these patients, or at least a majority of them, converted to a non-delivery system. Patients that are near capitation or fully capped would not be a good place to start. However, if you have a patient who lives far away from your center and you are losing money with multiple deliveries of many cylinders, non delivery is definitely the way to go.

### Times are changing.

This is not unlike the days when liquid oxygen once ruled the oxygen industry. But a law called the 6 point plan in the mid 1980's changed how oxygen was reimbursed and liquid O<sub>2</sub> went from being the preferred choice to practically becoming extinct overnight.

If you haven't done so, now is the time to begin planning.

1. Look at what systems are available that will optimize the patients' needs as well as greatly reduce or eliminate your trips to their homes.

*continues on page 28*

EQUIPMENT SAVINGS...

# It's In The Bag!

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exclusive to our readers!



## GET IN ON THE DEMAND AND OFFER YOUR PATIENTS THE POC THEY WANT!

**R**estoring your patients' freedom and control of their day is a big part of what makes the OxyGo™ so special. Patients can power an OxyGo by plugging it into a wall outlet, DC outlet in their car, or for hours at a time with each rechargeable battery.

The OxyGo makes jumping in the car to run errands or taking a weekend trips easy. Users can come and go as they please without having to switch equipment. Patients can even take long trips that they never thought possible! The OxyGo is made to follow your patients anywhere... whether it's around town, on the road, or on a cruise.

Weighing in at less than 5 pounds, and with an exceptional battery life, the OxyGo is completely wearable.

- Up to 9.5 hours of battery life with optional double battery
- Only 4.8 lbs. — including the battery!
- No carts or tanks required
- FAA-approved for domestic and international air travel

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

888-327-7301 | [orders@applied-inc.com](mailto:orders@applied-inc.com)

### See How OxyGo™ Outperforms The Competition...



**#1400-1000**  
OxyGo with single cell battery

**#1400-1000-16**  
OxyGo with double cell battery

	OxyGo™ single cell battery	OxyGo™ double cell battery	Inova Labs Activox Sport®	AirSep Focus®	AirSep FreeStyle®
<b>O<sub>2</sub> Capacity</b>	840 ml/min	840 ml/min	450 ml/min	332 ml/min	498 ml/min
<b>Overnight</b>	✓	✓	✓	✗	✗
<b>Single Solution</b>	✓	✓	✗	✗	✗
<b>User Replaceable Batteries</b>	✓	✓	✗	✗	✗
<b>Intelligent Delivery Technology: Four Flow Settings, 1,2,3,4</b>	✓	✓	✗	✗	✗
<b>Weight</b>	4.8 lbs.	5.8 lbs.	3.9 lbs.	2.3 lbs.	4.4 lbs.
	2.2 kg.	2.6 kg.	1.8 kg.	1 kg.	2.6 kg.
<b>Battery Duration</b>	UP TO 4.5 hours	UP TO 9.5 hours	UP TO 5.5 hours	UP TO 3 hours	UP TO 3.5 hours
<b>Sound Level</b>	42 dB.	42 dB.	55 dB.	Unspecified	44 dB.

View the clinical studies: [www.bitly.com/OxyGoClinical](http://www.bitly.com/OxyGoClinical)

# Accessorize

## AND BUILD THE PERFECT OXYGO SYSTEM

### 1. SINGLE CELL BATTERY

Rechargeable Lithium-Ion  
#1400-1010-8

### DOUBLE CELL BATTERY

Rechargeable Lithium-Ion  
#1400-1010-16

### 2. DESKTOP BATTERY CHARGER

with power supply. Includes charger and power supply with AC power cord. #1400-1030

### 3. DC POWER SUPPLY

#1400-1050

### 4. AC POWER SUPPLY

Includes power supply and AC power cord. #1400-1040

### 5. MARK 5 NUVO LITE

Stationary Oxygen Concentrator.  
5 Liter Oxygen concentrator with O<sub>2</sub> monitor. Flow Settings: 1, 2, 3, 4 and 5 lpm. #1400-5050

### 6. BACKPACK

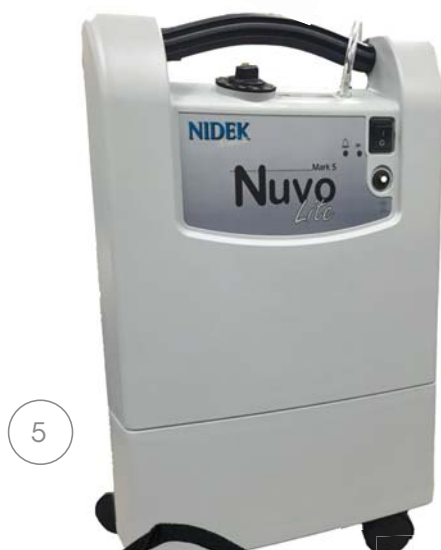
#1170-1420

### 7. ACCESSORY BAG

#1170-1445

### 8. CARRYING CASE

#1170-1410



# Healthcare Privacy & Confidentiality Requirements:



by Rob Saltzstein, staff writer, *Home HealthCare TODAY*

## Sometimes what looks easy is quite complex.

Take, for example, the Healthcare Insurance and Portability and Accountability Act.

It has been around since 1996 but many DME's still may not understand how important it is to follow certain principles to maintain accreditation.

As I was perusing the Internet, I recently came across an important-to-read healthcare blog by Steve DeGenero, Director of Survey Services, for Healthcare Quality Association on Accreditation (HQAA), Waterloo, Iowa.

HQAA is a leading DME/HME accreditation company and the entire blog can be read at: [blog.hqaa.org/HQAA-blog](http://blog.hqaa.org/HQAA-blog)

Here are some of the key requirements DeGenero selects as "must know" information for DME's and HME's regarding accreditation and privacy issues.

Accreditation standards in general, and HQAA, address privacy, confidentiality, and HIPAA in several ways.

- There are requirements for companies to "maintain secure medical records." Companies should have policies and procedures for dealing with the protection of patient records, controlling who at the company has

## WHAT EVERY DME NEEDS TO KNOW

access to the records, how records are stored, and how and when information is disclosed to outside entities.

- A required topic for the annual in-service education deals with HIPAA, privacy, and security. Staff must be educated on an annual basis about this important topic.
- Your company must train and teach customers about your company's privacy policies. You should be explaining to new customers that they have a right to expect privacy for themselves and their medical records, and discussing when and how that information can be shared or disclosed to outside entities.
- How are your electronic medical records protected? Electronic medical records are subject to the same requirements as paper records, but also have to include additional protections against security breaches.

**"Companies should have policies and procedures for dealing with the protection of patient records... and when information is disclosed to outside entities."**



## PERFORM REGULAR SELF-AUDITS

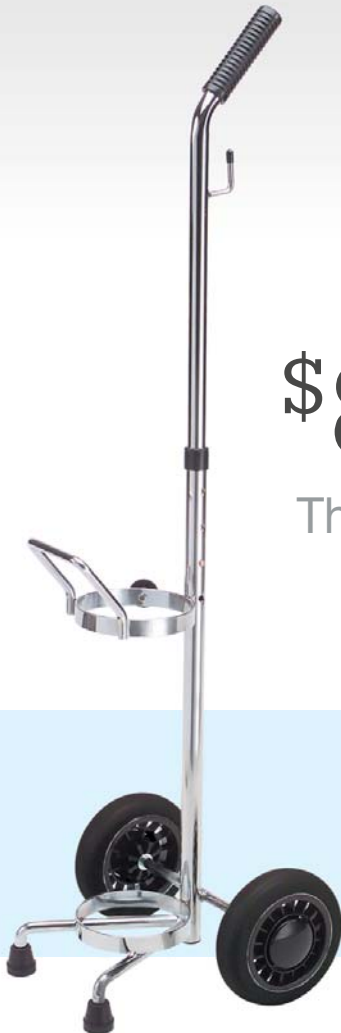
DeGenero suggests conducting a quick self-audit of your business to ensure you are compliant, paying careful attention to the following common challenges:

1. Make sure patient lists, delivery schedules, and maintenance records are not posted or hung up in areas where public or vendors can see them.
2. Are computer screens set up in such a way that customers can't see them over a counter?
3. When staff leaves their office, cubicle, or workstation, is the computer shut off, password protected, and secure? Are paper records, stored away in a desk or file rather than left out on the desktop?
4. Are your staff members aware of the company's policy regarding patient record storage and access and do they understand their role in protecting patient privacy?

5. Does delivery staff secure patient information in their vehicles? Are they cognizant of protecting patient information when they are in a patient home?
6. Many years after HIPAA went into effect, there are still casual breaches in lunchrooms and restaurants and out in the community. Every surveyor has seen examples of delivery personnel walking into a retirement home and having "patient A" ask how "patient B" down the hall is doing. Train staff to handle situations like this. ■

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*HQAA, Inc. is based in Waterloo, Iowa. It specializes in healthcare accreditation for DME's and HME's. Parts of this article were reprinted with permission of HQAA, Inc.*



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# A First Timer's Visit to Medtrade:

# Lasting Impressions

by Rob Saltzstein



I have been to many trade shows in my career, most of them involved in the metalworking, petroleum and hardware industries. As a first-timer to Medtrade I really did not know what to expect. What I found was that Medtrade ranks among friendliest and most laid back trade show I have ever attended.

Atlanta is a great place to hold a show for reasons related to easy flight access, modern show hall conveniences, plenty of hotel rooms, lots of memorable restaurants.

What stood out to me at Medtrade was how laid back it was compared, to say, the frenetic pace of the Fabtech Show (metalworking) in Chicago or the OTC show (petroleum) in Houston.

At those shows, and many of their ilk, there is often a cattle drive mentality among the exhibitors and attendees. Both groups want to talk to as many people as they can, as fast as they can, and there is precious little time for relaxing conversation. Everyone is in a rush to do more, to see more, to hit more quotas.

Shows like that are always educational. But they can also be very nerve-wracking.

This was not true at Medtrade. Everyone I talked to made me feel as if they all the time in the world to talk with me. At Medtrade I experienced a sense of Southern hospitality that made walking the show a pleasure. Slower pace. Slower pressure. More time to see everything that needed to be seen.

The most often expressed concern I noticed at Medtrade related to the impact of competitive bidding on business. Just about everyone had an opinion and very few of those opinions supported competitive bidding. A prediction at the show that the market would double in size over the next nine years, but have half the number of people in it by 2024, had people buzzing.

Leaping ahead to the next Medtrade show, say hello to Leap Year! The spring 2016 Medtrade will be held February 29 – March 2 at the Mandalay Bay Convention Center in Las Vegas. The *Home HealthCare TODAY* staff will be there and hopes to meet you, especially on Leap Day, February 29<sup>th</sup>. Like the quadrennial Olympics, Leap Day day comes only once every four years. Mark its approach on your coming events calendar today and plan on saying hello to the OxyGo™ and *Home HealthCare TODAY* staff at the Mandalay Bay.

We will be looking for you. ■

# Healthcare Marketing Advice

## To Help You Grow



How many texts do you receive in a day? Emails? How many websites do you read each day? What about social media? Twitter? Facebook?

With technology these days, the need to be an effective writer has greatly increased. Grammar and punctuation is something that's easily learned, and spell check can be a writer's best friend... but what makes writing *good*? Readable. Enjoyable. Effective.

One thing might be humor. But how can you add that to business writing? Take a page from a legend.

Will Rogers, the great American humorist, (1879-1935) still ranks today as one of the most liked U.S. writers of all time. He had a knack for making people laugh by making profound observations in a funny way that caused people to adore his writing style.

Whether you are writing healthcare business letters or personal letters, or composing general or business e-mails, if you add humor to your writing, chances are you will get better readership and better response.

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of the World's Most Popular POC!



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Regular Price = \$599

**Your Price**  
**\$299**

Pricing is per company, per commercial.

Offer expires 2/26/16



Here are quotes you might consider weaving into your writing from time to time to make it more interesting...

**“If dogs don’t like your dog food, the packaging doesn’t matter.”**

– STEPHEN DENNEY

**“Make it simple, make it memorable, make it inviting to look at.”**

– LEO BURNETT

**“Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.”**

– STUART HENDERSON BRITT

**“Creativity may well be the last legal unfair competitive advantage you can take to run over the competition.”**

– DAVID TROTT

**“People spend money when and where they feel good.”**

– WALT DISNEY

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**Custom, 60 Second Commercial** | # 1400-1451

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**Custom, 120 Second Commercial** | # 1400-1452

VIEW DEMO: [bit.ly/OxyGo2Min](http://bit.ly/OxyGo2Min)

**Call 888-327-7301 for more information!**



# 16 Tips

## for Oxygen Safety in the Home



Oxygen is very safe to have in the home when the following guidelines are followed. **Are the following 16 tips included in your oxygen safety training for your patients?**

- 1 Teach your patients to never smoke while on oxygen or go near an open flame.

Rule of thumb: Never allow oxygen to come within 5 feet of an open flame or extreme heat source. Remind patients to remove their oxygen while cooking, even if using an electric stove.

- 2 Store extra portable cylinders lying on their sides. Do not keep any cylinders standing upright if they are not supported either in a tank base, tank holder, portable cart, or secured with chain or rope.

- 3 Keep a “No Smoking” sign visible at all times. A no smoking sign should be posted in the room or area that contains oxygen.

- 4 Do not use bedding or clothes made of wool, nylon, or synthetic fabrics as these materials have the tendency to produce static electricity. Using materials made of cotton will eliminate sparks from static electricity.

- 5 Do not use petroleum based products such as petroleum jelly.

- 6 Do not use oil, grease or other petroleum based products in or around the oxygen.

- 7 Do not leave oxygen equipment turned on when it is not in use.

- 8 Do not store oxygen in an enclosed area such as a car, closet or wardrobe. When traveling in a car with oxygen, always have a window slightly opened.

- 9 Do not allow the oxygen tubing to be covered by bedding, carpet, or furniture.

- 10 Do not allow children or untrained individuals to handle or operate oxygen equipment.

- 11 Do not place oxygen equipment near heaters, stoves, or other sources of heat.

- 12 Do not touch the frosted piping connectors on the liquid reservoir or portable.

- 13 Keep liquid portables stored in the upright position. Do not lay them on their side.

- 14 Do not place oxygen cylinders in trunks of cars.

- 15 Do not abuse or handle the oxygen equipment roughly.

- 16 Open the oxygen tank valve slowly.



References: [www.aarc.org](http://www.aarc.org): Oxygen Safety; [National Fire Protection Association](http://National Fire Protection Association): Oxygen Safety; [www.pharmacarenetwork.com](http://www.pharmacarenetwork.com): Oxygen Safety Sheet; [Home Oxygen Safety—Seattle Fire Department 2003-2005](http://Home Oxygen Safety—Seattle Fire Department 2003-2005); [Oxygen Safety at Home: The Ohio State University](http://Oxygen Safety at Home: The Ohio State University)

NEW



# Oxy STAT™

## Accurate, fast oxygen readings... *In the palm of your hand.*

OxyStat™ is the NEW, palm-sized portable oxygen analyzer that measures O<sub>2</sub> concentrations from 0.05% to 100%. It features an advanced galvanic oxygen sensor, a 32-month operating life with no maintenance, superior battery life, and a wide variety of optional accessories.

- ▶ Easy user interface with one-touch controls
- ▶ Accurate, reliable results
- ▶ One-touch calibration
- ▶ 13,000 hours of continuous use
- ▶ Advanced sensor technology
- ▶ Certified Quality Assurance System

### TECHNICAL SPECIFICATIONS

Application	Anesthesia, Respiratory Therapy Neonatal & Pediatric Incubators & Hoods Oxygen Therapy / Intensive Care Emergency Transport
Controls	Soft touch keypad for ON/OFF and Calibration
Dimensions	2.72" x 4.1" x 1.35"; weight 7 oz. (196 grams)
Display	3 digit LCD 1.1" x .625"
Power	(2) 1.5V AA alkaline batteries; 13,000 hrs of use
Accuracy	< ± 2%
Response Time	90% in 10 seconds
Warranty	One year

With its portable, lightweight design, OxyStat™ is an ideal, cost-effective choice for checking O<sub>2</sub> levels delivered to patients by anesthesia machines, ventilators, pediatric incubators and hoods, during emergency transport, and concentrators.

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It's easy to win, too. Just match the U.S. president listed below (A-F) with the number of the famous quote attributed to him (1-6). Any entry that correctly matches all six presidents and quotes will be put in a drawing win the \$75 Macy's card. Email your entry to [marketing@applied-inc.com](mailto:marketing@applied-inc.com) on or before 3/31/16.

**And remember this:**

Win, lose or draw with this contest... you always win votes of confidence when you purchase the high quality healthcare products and services advertised in this magazine.

### U.S. President

- A. Harry Truman
- B. John F. Kennedy
- C. Richard Nixon
- D. Franklin D. Roosevelt
- E. Abraham Lincoln
- F. Teddy Roosevelt

### Quote

- 1. Ask not what your country can do for you but what you can do for your country.
- 2. The only thing we have to fear is fear itself.
- 3. If you can't stand the heat, get out of the kitchen.
- 4. Well, I screwed it up real good, didn't I?
- 5. Speak softly and carry a big stick.
- 6. I have never met or heard of anyone who could out-smart honesty.





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## / hot off the press / what's happening now

### OXYGO™ FIVE-YEAR EXTENDED WARRANTY FILLS IN ALL GAPS UNTIL THE RENTAL CYCLE IS COMPLETE

**Westlake, OH** | OxyGo, a leading marketer of portable oxygen concentrators (POC's), is now offering for purchase a five-year warranty plan that's the longest available in the industry. Traditional POC manufacturers offer only a three-year standard warranty. "This is extremely important news for POC providers," said Jon Schultz, OxyGo National Sales Director.



"Typical POC warranties expire after three years, but the rental cycle runs five years. This warranty option fills in the gaps and allows providers full warranty coverage until the rental cycle is complete. DME providers are normally capped at 36-months, yet they have to service the equipment for 60-months," Schultz continued. "Everything is covered in this five-year warranty except for sieve beds and batteries," Schultz emphasized.

In addition to the five-year warranty, OxyGo offers a wide range of affordably priced two and three year extended warranties for POC batteries and sieve beds.

Jon Schultz, National Sales Director • 440.788.4101 • jschultz@applied-inc.com



### OXYGO™ WELCOMES NEW ASSOCIATE

**Westlake, OH** | OxyGo announced today that it welcomes a new associate to its ranks, Audra Vinci. Ms. Vinci adds years of experience to the OxyGo team and will be focusing her talents on growing the OxyGo Portable Concentrator Line.

Jon Schultz, National Sales Director said, "Audra's wealth of experience and industry knowledge has already made her a valuable addition to the OxyGo family. We view her appointment as a sign of our commitment to being the leading company in the home healthcare field. Our new innovation in portable concentrators and oxygen transfilling, plus the increasing demand from our customers led us to look for an addition to our team who will fit in with our ethos of innovation and exceptional service, and it is very fortunate that we were able to find someone of Audra's caliber to fulfill this role. I'm confident that Audra will play a key role in providing and implementing high quality solutions for our providers."

#### GOT NEWS?

Send it to [news@applied-inc.com](mailto:news@applied-inc.com). Qualifying news will be printed here for free!



## SURVIVE & THRIVE

from page 12

2. Talk with your drivers and Patient Service Reps who take those calls for extra cylinders. They know which patients should be your top priority for non-delivery.
3. Create a list of patient names or criteria that would qualify a patient for a non-delivery system.
4. Begin the implementation of your plan.

Of course, not everyone will fit nicely into your plan. You will always have patients that need consistent home oxygen delivery. The goal is to drastically reduce your current number of deliveries and to continually review your processes to ensure you are making money, not losing money.

Today's climate is one of continual change. Reimbursements keep decreasing, equipment and operations costs keep edging upward. Transitioning your patients to a non-delivery system not only makes strong economic sense, but as our friend Darwin would say, it's "survival of the fittest." It is much better to lead the pack with a non-delivery oxygen model than to lag behind and play catch-up as the market grows but the number of participators shrinks. ■

## 2016 EVENTS

your guide to upcoming healthcare trade shows and annual meetings

### january

#### January 19-20

GAMES/GRTC Winter Meeting  
gameshme.org  
Atlanta, GA

#### January 25-28

Arab Health, Dubai  
arabhealthonline.com  
Visit OxyGo™ in Stand #1F54-B in the US Pavilion!

### february

#### February 1-2

Private Duty Home Care Conference  
nahc.org  
Charleston, SC

#### February 2

Applied Training Seminar  
Philadelphia, PA

#### February 8-10

Medical Devices Summit  
Boston, MA

#### February 17-19

NMEDA Annual Conference  
nmeda.com  
Dallas, TX

#### February 29

Applied Training Seminar  
Las Vegas, NV  
(day before Medtrade)

#### February 29 - March 2

Medtrade Spring  
Las Vegas, NV

### march

#### March 3-4

Home Healthcare Leaders' Summit  
mnmconferences.com  
Los Angeles, CA



**March 9-10**

Illinois Homecare Association  
Lombard, IL

**March 20-24**

Aging in America Conference  
asaging.com  
Washington, D.C.

april

**April 6-8**

VNAA Annual Meeting  
vnaa.org  
Miami, FL

**April 7-10**

AOTA Annual Conference & Expo  
aota.org  
Chicago, IL

**April 13-15**

MAMES Spring Excellence in HME  
Convention & Exhibition  
mames.com  
Omaha, NE

**April 21-23**

Oregon Association of Homecare  
Salem, OR

**April 26**

Applied Training Seminar  
Cleveland, OH

**April 27-29**

Integration: Life, Society  
Moscow, Russia

may

**May 10-12**

California Association for Health  
Services at Home  
Anaheim, CA

**May 16-18**

New England Homecare & Hospice Trade Show  
Foxwoods Resort and Casino  
Mashantucket, CT

**May 18-20**

Michigan Association for Homecare  
Grand Traverse Spa and Resort  
Acme, MI

**May 25-26**

AAHomecare Washington Legislative Conference  
aahomecare.org  
Washington, D.C.

june

**June 13-16**

VGM Heartland Conference  
vgmheartland.com  
Waterloo, IA

**UPCOMING EVENT?**

Please send 2016 healthcare related shows  
you would like for us to list in future issues to:  
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# ARE YOUR LABELS COMPLIANT?

## ANATOMY OF A COMPLIANT LABEL

### PLACE ON ALL LIQUID RESERVOIRS

**Proper Shipping Name**  
Name to the left of the oxygen diamond (CGA C-7)

**OXYGEN,  
REFRIGERATED  
LIQUID USP**  
UN 1073



**Contents Required**  
(21 CFR 201.51)

**CONTENTS:** \_\_\_\_\_ LITERS  
CAS NO: 7782-44-7

**DANGER:**  
REFRIGERATED LIQUEFIED OXIDIZING GAS. ALWAYS KEEP CONTAINER IN UPRIGHT POSITION. DO NOT CHANGE OR FORCE FIT CONNECTIONS. MAY CAUSE OR INTENSIFY FIRE; OXIDIZER. CONTAINS REFRIGERATED GAS; MAY CAUSE CRYOGENIC BURNS OR INJURY. COMBUSTIBLES IN CONTACT WITH LIQUID OXYGEN MAY EXPLODE ON IGNITION OR IMPACT.

Do not get in eyes, on skin, or on clothing. Keep reduction valves from grease and oil. In case of fire, stop work if safe to do so. Any spills, do not walk or roll equipment over spills. Store and use in ventilated place. Use only with equipment of compatible materials of construction and rated for cylinder pressure. Wear cold weather gloves/face shield/eye protection. Protect from sunlight when ambient temperature exceeds 52 °C/125 °F. Container temperature should not exceed 52 °C/125 °F. Close valve after each use and when empty. Use a back flow preventative device in the piping. Do not handle until all safety precautions have been read and understood. Use only with equipment cleaned for oxygen service. Separators from combustible materials. Do not drop. Use suitable hand truck for container movement.

**FIRST AID:**  
**IN CASE OF FROSTBITE:** Thaw frostbitten parts with lukewarm water. Do not rub affected area. Get immediate medical attention.

DO NOT REMOVE THIS PRODUCT LABEL.

For emergency use only when administered by properly trained personnel for oxygen deficiency and resuscitation. For all other applications, **Do not**. Undiluted use of high concentrations of oxygen over a long duration, without monitoring its effect on oxygen content of arterial blood, may be harmful. Use only with pressure-reducing equipment and apparatus designed for oxygen. Do not attempt to use on patients who have stopped breathing unless in conjunction with resuscitative equipment. Produced by Air Liquide.

**↑ ALWAYS KEEP CONTAINER IN UPRIGHT POSITION**

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### PLACE ON ALL CYLINDERS

**OXYGEN,  
COMPRESSED USP**  
UN 1072



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

In case of fire, stop work if safe to do so. Keep reduction valves from grease and oil. In case of fire, stop work if safe to do so. Any spills, do not walk or roll equipment over spills. Store and use in well-ventilated place. Use a back flow preventative device in the piping. Close valve after each use and when empty. Protect from sunlight when ambient temperature exceeds 52 °C/125 °F. Container temperature should not exceed 52 °C/125 °F. Do not handle until all safety precautions have been read and understood. Separators from combustible materials. Use only with equipment cleaned for oxygen service according to cylinder pressure.

**DO NOT REMOVE THIS PRODUCT LABEL.**  
For emergency use only when administered by properly trained personnel for oxygen deficiency and resuscitation. For all other applications, **Do not**. For all other medical applications, **Do not**.

Undiluted use of high concentrations of oxygen over a long duration, without monitoring its effect on oxygen content of arterial blood, may be harmful. Use only with pressure-reducing equipment and apparatus designed for oxygen. Do not attempt to use on patients who have stopped breathing unless used in conjunction with resuscitative equipment. Produced by Air Liquide.

Contents	Size
170 Liters	<input type="checkbox"/> M6
248 Liters	<input type="checkbox"/> C
415 Liters	<input type="checkbox"/> D
682 Liters	<input type="checkbox"/> E
6910 Liters	<input type="checkbox"/> H
_____ Liters	<input type="checkbox"/> Other

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## CLASSIFIEDS

# Do you have experience in respiratory and sales and want to earn a steady income?

## WANTED: Sales Representatives

We are looking for new independent and direct sales representatives to sell our growing OxyGo™ portable oxygen concentrator and other Applied products to DME providers in our open territories. If you can help us we would be glad to recognize your contribution in our popular *Home HealthCare TODAY* magazine. Please see below for details.

### ▪ Independent Direct Sales Representative

We are an established & fast growing home respiratory equipment manufacturer with plants in the U. S. and Europe. If you have 3 or more years of sales experience selling respiratory or sleep products to DME providers, we are interested in talking to you. We provide field sales support, brand recognition, and marketing support and we are the market leader in several important markets. We pay generous commissions on invoicing, so you will enjoy a steady above average income. Please e-mail your resume and line card to [hr@applied-inc.com](mailto:hr@applied-inc.com).

### ▪ Direct Sales Representative

If you have 2 or more years of respiratory or sleep product experience, a four year college degree from an accredited college or university, and willing to travel 50% to 60% of the time, we are interested in talking to you. You must be open to the possibility of re-locating to another territory or our OxyGo™ home office in Westlake, Ohio. We offer competitive compensation, benefits, 401K, EEO, and more. Please e-mail your resume and salary requirements to [hr@applied-inc.com](mailto:hr@applied-inc.com) (all inquiries are confidential). Please, no phone calls.

### ▪ Oxygen Transfilling System Repair and Installation Technician

We are looking for a candidate to install and repair oxygen transfilling equipment purchased by our customers. This is a customer-facing position that will require strong communication and presentation skills, along with commitment to customer care. If you are a hands-on, technically minded person with strong work ethic and ability to travel several times per month, we can train you to install and maintain our equipment. We provide training on the equipment, as well as the necessary tools. Please e-mail your resume and salary requirements to [hr@applied-inc.com](mailto:hr@applied-inc.com) (all inquiries are confidential). Please, no phone calls.



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