



monitoring ^{AND} PERS

AGING IN PLACE TECHNOLOGY

Monitoring and PERS in Retail

story by
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Tap into this lucrative market to produce new profits

Competitive bidding, Medicare cut-backs, slow reimbursement rates and diminishing profitability are a few of the concerns that HME/DME retailers have been faced with during the past 12 to 18-plus months due to the Medicare competitive bidding process.

The DMEPOS Competitive Bidding Program was mandated by Congress through the Medicare Prescription Drug, Improvement, and Modernization Act of 2003 (MMA). Many HME/DME retailers were scrambling to win Round 2 of this process which started in July 2013. Some

were fortunate enough to win a bid in the competitive bidding process.

Those few DME/HME retailers who won a competitive bid are seeing cuts of up to 40 percent on their Medicare reimbursement rates, not to mention having to wait 60-90 days for reimbursement. So what other options are there for a retailer of DME and HME?

This is an important question—and one that we were asked many times at Medtrade Fall 2013 in Orlando. Virtually every dealer and distributor that came by our booth was on the hunt to add products to their retail mix to increase their abil-

ity to serve their customers—primarily caregivers and end users, with some OT/PT and clinicians.

There are many choices of products to add—everything from aids to daily living, to wheelchairs, cushions, dressings, compression socks, etc. Few providers, however, have any robust mobility monitoring, fall prevention or PERS (personal emergency response systems) retail sections.

For many owners of DME/HME retail stores, mobility monitoring, fall prevention, and PERS systems represent an entirely new market segment for them. Most of the DME/HME owners and professionals I spoke with at Medtrade ex-

pressed a need to add product but didn't know exactly what to carry.

When we explained that fall prevention and mobility monitoring represent a huge market opportunity, they were all ears. Providers were all ears, because this market continues to serve an exponentially growing need. It is no secret that as the 91 million boomers age they will reach a point, usually in their mid- to late-70s, where they will experience a fall. Typically, after the occurrence of a fall, a fall victim will be sent to the hospital and/or released to their home or to a nursing home.

As they recover along the way, they will need to have some type of fall management solution to help prevent a future fall. In fact, most, if not all care facilities need to have some type of mobility monitoring and fall risk assessment program. This represents an opportunity for DME/HME retailers to reach out locally and partner with area facilities to help with their mobility management program. But first, there are a few basics you'll want to know about, if you aren't familiar.

PASSIVE VS. ACTIVE MOBILITY MONITORING

Passive fall prevention or mobility monitoring typically include a corded or cordless pressure pad or floor mat that communicates to a receiver or monitor that, in turn, will notify a caregiver that a patient is about to get up from a chair or bed.

A good example of passive monitoring is a fall prevention monitor that allows more caregiver

freedom through the use of a wireless signal transmitted to a pager when a patient needs assistance. Using a pressure sensor pad that can be placed under a resident and connected to a monitor, the caregiver is notified when the patient attempts to move. When a patient gets up and pressure is released from the sensor pad, it sends a wireless signal to a caregiver pager, alerting the caregiver that the patient is in need of assistance.

Unlike passive mobility monitoring, active mobility monitoring requires some form of action by the patient to indicate they need help. This action may require pushing a call for help button on a local nurse call system or a personal emergency response system (PERS).

Other active systems offer a two way intercom system between a patient and caregiver. There are even some systems that will passively call 911 or emergency personnel when a patient or user has actually fallen.

WHICH PRODUCTS SHOULD I CARRY?

The answer depends on who your primary customer is. Are they caregivers for a home environment or in a nursing home? Do they need to monitor for fall prevention, elopement or both. Your core customer and/or new market opportunities will dictate which products you should carry. The short answer is carrying the best products at the right price that meet the needs of your customers. Some manufacturers have developed

product bundle options that are ideal for HME/DME retailers. These bundles might include both passive and active systems that offer a fair margin for you to turn a profit.

Regardless of which products you choose to add to your retail mix, fall management education and product solutions are critical for a DME/HME success. Both your team and your customers need to know the key benefits of the products and how they can meet their needs. Most manufacturers provide strong marketing and training tools to help you introduce and develop your product selection.

IMPROVE YOUR ONLINE STOREFRONT

Don't forget about the online marketplace—it allows you to keep your store open 24/7 and reach a far wider area of customers. Creating a strong website makes it easier for your customers to do business with you. If your website is not where you would like it, schedule an update. The rewards are well worth the effort. More importantly, it will help you build a more loyal customer base making it easier for repeat purchases increasing your revenue and profitability.

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All HCPCS codes subject to change.

monitoring & PERS PRODUCTS



BECLOSE MONITORING SYSTEM

Affordable, easy-to-use, in-home caregiving technology designed to support people as they age in place. Using discreet wireless sensors placed around the home, BeClose tracks activity and wellness indicators such as nighttime falls, sleep patterns/sleeplessness, overly sedentary lifestyles, odd/erratic eating habits, infrequent or excessive bathroom activities, wandering and medication adherence. Caregivers and family members stay informed and connected simply by checking a private, secure webpage or by receiving automated phone calls, emails or text messages when something is out of the ordinary. **Visit beclose.com.**

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MEDICAL CARE ALERT SYSTEMS

Nationwide medical alert monitoring service provides independence and peace of mind for thousands of seniors and families in all 50 states. Nothing to buy and no long term contracts. Medical Care Alert offers the latest state-of-the-art medical alert device technology, including: mobile medical alert systems with GPS tracking that go anywhere; automatic fall detection pendants to signal a fall without pressing a button; 2-way voice pendants allowing users to speak directly into the pendant; and cellular medical alert systems that do not require a traditional land line phone.

Visit medicalcarealert.com.

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MEDFIRST ALERT MEDICAL ALERT SYSTEM

Advanced PERS system, completely VoIP compatible. Medical Alert System is ready to use out of the box. The medical alarm console is less than the size of a shoe box and can be placed anywhere in your house. Panic button has a 600-1,000-foot range and is waterproof. Perfect for aging seniors or those with disabilities who desire to remain independent while living at home. **Visit medfirstalert.com.**

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monitoring for PERS PRODUCTS



« « « CAPTEL CAPTIONED TELEPHONE

Works like any other telephone with one important addition: It displays every word the caller says throughout the conversation. CapTel phone users can listen to the caller, and can also read the written captions in the CapTel's bright display window. With CapTel, you dial the other person's number, exactly the same way as with any other telephone. While you dial, the CapTel phone can connect to the captioning service with the push of a button. When the other party answers, you hear everything they say, just like a traditional call. The captioning service transcribes everything into captions, which appear on the CapTel display window.

Visit capter.com.

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» » » COMPLETE MEDICAL GUARDIAN ALERT 911 EMERGENCY PHONE SYSTEM

No monitoring fees, service charges or contracts. Talk directly through your pendant to 911 emergency operator at the push of a button. Complete coverage in and around your home. The world's only two-way emergency pendant communicator. 24 hours, 7 days a week emergency protection. Maximum range: 600 feet.

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» » » INDEPENDA EMERGENCY RESPONSE SYSTEMS

Independa offers leading technology-enabled independent-living solutions. Independa's Integrated CloudCare services enable Enterprises to effectively help residents remain independent longer, safer and more comfortably. The company's award-winning solutions unite thresholds and alerts with remote monitoring and mPERS to identify small problems before they become big problems. Includes key social engagement features.

Visit independa.com.

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» » » SMART CAREGIVER CORPORATION FALL MONITOR

The Smart Caregiver monitor can be mounted to the headboard of the bed or on the back of a wheelchair with the provided strap. The pressure sensor pad gets placed under the patient and then connected to the monitor. When the patient gets up and the pressure is released from the sensor pad, it sends a wireless signal to the caregiver pager, alerting the caregiver that the patient is in need of assistance. The Fall Prevention Monitor also features a call button on the front of the monitor for easy caregiver paging. This fall monitor is compatible with Smart Caregiver Central Monitoring Units. Visit smartcaregiver.com.

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» » » SAFETYCARE TECHNOLOGIES EMT WATCH PERS



The stylish and discreet design provides dignity, independence and security to users. This system breaks the stigma of the medical devices used in the industry today. The EMT Watch transmitter combines all the benefits of a mobile personal alarm with the functionality of a wristwatch. In the event of an emergency, the user presses the alarm button and is instantly connected to the SafetyCare Response Center staffed 24/7 by certified emergency medical technicians (EMTs). The EMTs stay in constant contact with the user and dispatch emergency personnel as necessary to get the user the help they need. Visit safetycare.net.

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» » » LOGICMARK FREEDOMALERT

Programmable two-way voice pendant communicator with no monthly fees.



Personal security has never been so small or affordable. FreedomAlert can be programmed to call family, friends, or neighbors and/or emergency 911 operator at anytime from anywhere in the home and into the surrounding yard. It has the ability to program up to four contacts. A power outlet and an active landline are all that is needed for the unit to operate. The medical pendant is powered by a lithium-ion battery that lasts up to 6 months on a single charge. Visit logicmark.com.

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» » » GREATCALL 5STAR

This one-touch device allows users instant access to NAED Certified Response Agents via the most affordable mobile safety and medical alert device on the market. These 5Star Agents can quickly identify a user's location, evaluate the situation and get them the appropriate assistance. Features a high-performance microphone and a speaker that delivers loud, clear sound. Coverage powered by the nation's largest and most reliable wireless network—it works inside or out of the home. No contracts, no cancellation fees and no equipment to install.

Visit greatcall.com.

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**ALERT SENTRY ISAFE
MOBILE RESPONDER**

Provides clients the safety they need for their active lifestyle. Now they can get help anytime, anywhere. Clients simply push one button to be connected via two-way voice communication to their personal safety response center. The iSafe Mobile Responder is 1.75 x 1.75 inches and only weighs 1.2 ounces. Unlike other mPERS devices the iSafe Mobile Responder lasts up to 2 months on a single charge and is shower-safe. **Visit alertsentry.com.**

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MOBILEHELP CELLULAR DUO M-PERS SYSTEM

Operating on AT&T's nationwide cellular network, a single press of the button immediately sends an alarm to a 24-hour staffed emergency call center where an operator will have instant access to the user's basic medical history, location and emergency contacts. The MobileHelp Cellular DUO System includes a cellular base station, a Mobile Device with mobile pouch and portable cradle charger, and choice of a waterproof neck pendant or wrist button which should be worn at all times. Also incorporated with the system is MobileHelp Connect an innovative online portal, which provides event notification and online tracking platform for customers, families and caregivers. **Visit mobilehelpnow.com.**

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**DIGITAL CARE SYSTEMS CARE-CALL & CARE-
NET WIRELESS EMERGENCY CALL SYSTEMS**

Provides two-way voice communication between the patient and the responder, without the need to have telephone service in the patients' units. Value-added features include task tracking, in-room paging, automatic inactivity with breach mode and more. The system also provides cover throughout the community including hallways, common areas and outdoor. All system batteries are monitored and

will report any low battery condition to the central station computer automatically. In-room units never have to be reprogrammed once installed. **Visit mydigitalcare.com.**

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SAFEPRESENCE SAFENBED

The SAFEnBED monitor can help care providers sleep better at night. When someone in your care is at risk of wandering away or falling during the night, this affordable monitor can sound an alert at the bedside. It can help wake the care provider when a person leaves the bed or it can be set to sound an alert if they do not return after a preset period of time. This delay allows the person being monitored to use the bathroom or get a drink without triggering an alert.

Visit safepresence.com.

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**RF TECHNOLOGIES SENSATEC
FALL MANAGEMENT SOLUTIONS**

RF Technologies provides integrated RFID safety and security solutions for senior living. Include restraint-free monitoring systems for fall-risk seniors. Easy-to-use alarming control units and sensor pads integrate with the majority of nurse call systems for immediate notification and a silent, local alarm.

Sensatec products include a 24-month warranty, are made in the USA to the highest quality specifications and 100 percent tested before shipping. **Visit rft.com/sensatec.**

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**SAFEPRESENCE SP200 FOR
FALLS AND WANDERING**

The SafePresence 200 reduces stress and wasted steps when a care provider is away from the bedside of a monitored person. It is a two-way home communications system. The bedside base station works with either an open microphone or push-to-talk microphone. The care provider's handheld receiver/transmitter allows conversations almost anywhere in and around the home. Optional sensor pads can help by sending an alert when the monitored person gets out of a bed or chair and could be at risk of falling or wandering. **Visit safepresence.com.**

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