



HME PROVIDER PROGRAMS

Designed to Help Your Business Thrive



Helping you adapt to the new realities of the home medical marketplace



A Tough Environment

As a home medical equipment provider, you're facing economic challenges on two fronts: the troubled economy and the tightening of healthcare dollars. You have to face the economic challenges of any business—slow growth, declining profits and competition from mega-retailers. But you also have to deal with situations specific to home healthcare, like competitive bidding, low-and-slow reimbursement and uncertainty about the future of government healthcare programs.

A Proven Approach

Yet in the midst of all this, Medline believes that it's possible for a HME business like yours to do more than survive—to actually thrive. We're focused on helping the traditional HME provider combat both economic and competitive pressures. We work to put the products and programs in your hands that will help you succeed.

5 Ways Medline Can Help Your Business Grow

Medline has 5 value-added programs to help HME providers like you survive and thrive in today's challenging marketplace. They're all listed here, and explained in detail on the following pages.

- 1 Attract new customers with **Medline's Marketing and Merchandising Programs**
- 2 Increase higher margin sales with **Medline's Top 10 Cash Sale Items**
- 3 Reduce labor and transportation costs with **Medline's Drop Ship Program**
- 4 Decrease product acquisition cost with **Medline's Factory Direct Program**
- 5 Increase cash flow and take advantage of business opportunities with **Medline's Financing Options**

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Medline's Marketing and Merchandising Program

Proven methods for turning
shoppers into buyers

- ▶ Create a great experience for the shopper who visits your store with well-organized and visually-appealing displays. Most Medline HME products come in attractive, colorful retail packaging and feature pre-attached hang tags.
- ▶ Ask your Medline rep about planograms for Curad Orthopedic soft goods, Curad first aid, Guardian, gloves, and disposable incontinence products to add to your retail space.
- ▶ Perk up your retail space with the Guardian Merchandising Kit which includes:
 - Bold, professional-looking posters highlighting walking aids and bath safety
 - Point-of-purchase materials (such as aisle signage and shelf labels) that catch customers' eyes, generate interest and answer questions
 - Organized and attractive wall displays for bath safety and walking aids
- ▶ Provide pre-printed prescription order pads to your referral sources so they can easily refer business your way.
- ▶ Educate patients on different HME products using full-color product guides, gaining their understanding and trust.
- ▶ Keep your name on the customer's mind by placing your logo on the products you sell. It adds a professional touch.

Quality, innovation and high standards are what set you apart as a trusted HME provider. Medline helps you deliver.

Medline's

Top 10 Cash Sale Items

Grow your business with proven winners your customers want to buy

These favorite products are designed to move straight from your showroom to your bottom line.



Excel Translator

MDS808200TR (Blue), MDS808200TRR (Red)

Patent pending design combines the functionality of both a rollator and transport chair into one unit! Simply flip the back to convert from rollator to transport chair. Users can sit down and ride in a wheelchair when needed and can stand and walk when they want to get more exercise.

The Excel Translator Features:

- Zippered side carrying bag, cup holder, under-seat case and carrying handles
- Weighs only 18 lbs
- Easy-to-adjust push-button foot rests and height-adjustable grips



Curad Orthopedic Soft Goods

(Set group of items or customize your order.)

Curad, the nationally recognized and trusted brand now features eye-grabbing retail packaging. The soft orthopedic line features a wide assortment of braces and supports for body and joints.

The Curad Soft Goods Features:

- Customized planograms to fit your space
- Preset displays: 2', 4' and 8' wide
- Planogram graphics provided



Freedom Transport Chair

MDS808200SLRR (Red), MDS808200SLBR (Blue), MDS808200SLSR (Silver)

The lightest transport chair on the market. Comes standard with a convenient cup holder, key ring, cell phone pocket and a billfold pocket. Restaurant-style arms allow users to roll right up to a table.



3-in-1 Uprise Walker

MDS86410UR

A walker, stand assist and toilet safety rails in one unit. This multi-function device is great for travelers.



Ultralight Rollator

MDS86825SLR (Burgundy), MDS86825SLB (Smoky Blue)

The Ultralight rollator is 25% lighter than a standard rollator. Includes removable, waterproof bag and height-adjustable arms and legs.



Luxe Rollator

MDS86835W (White)

Stylish pearl-colored rollator has a wider seat for additional comfort. Comes standard with a cup holder and removable, waterproof carryall bag.



Hybrid Wheelchair

MDS806250HBD, MDS806300HBD

Give your customers two products in one with the Hybrid Wheelchair. Easily converts in seconds from standard wheelchair (24 in. rear wheels) to transport chair (8 in. rear wheels).



Aids for Daily Living

(Various items.)

Improve the quality of your customer's lives. These products help patients with everyday activities, so they sell quickly as an add-on to an order or as an impulse buy in your store.



Weil Knee Walker

MDS86000 (Burgundy)

Provides comfortable mobility for patients with lower leg injuries. Knee Walker enables sharper turn angles and has a basket for your belongings.



Pink Ribbon Products

MDS808200SLPR Freedom transport wheelchair, MDS86420BC Offset Walking Cane, MDS86825BC Rollator

Give your customers the chance to promote breast cancer awareness. Bright pink colors and the pink ribbon logo will catch bystanders' attention and spread awareness.

How many of these hot top ten sellers are in your store? Add one or more to your next Medline order!

Medline's Drop Ship Program

Build your customer base, reduce costs
and simplify your operations



Straight from our distribution centers to your customer's front door.

- ▶ **Products, products, products.** Medline stocks thousands of products and now you can too. Durable equipment, respiratory, incontinence, gloves, enterals, diabetes care and more are available through Medline's Drop Ship Program (DSP).
- ▶ **\$9.95 per shipment!** No minimum order and one flat fee per shipping address on over 10,000 top-selling Medline medical products means significant savings on shipping costs.
- ▶ **Fast delivery.** With Medline's 30 distribution centers across the USA, 95% of our customers can expect their deliveries in less than two days.
- ▶ **Expand your market.** Go beyond your local trading boundaries; drop shipping lets you sell statewide or nationwide.
- ▶ **Cut delivery costs.** Trucks, drivers, fuel, insurance—look for all these expenses to decrease when you start using the Medline Drop Ship Program.
- ▶ **Slash inventories.** With Medline's DSP, you don't have to keep all the items you sell in stock—DSP items stay in our warehouse until you sell one.



Build your business. Tell your Medline rep you want to start drop shipping today!

Medline's

Factory Direct Program

Buy straight from the factory for greater savings

**FREE
Freight**
on all orders

You can enjoy significant cost savings and other benefits if you are interested in buying in larger quantities. With the Medline Factory Direct Program, your order comes straight from one of our manufacturing facilities to your warehouse—and you don't pay an extra penny for freight.

▶ Medline's Factory Direct Program

Saves Four Ways:

1. Additional product discounts of 10-20%, based on volume.
2. Free freight—ship, train, truck—all free.
3. 90 days to pay after you receive your order.
4. Free custom labeling and embroidery with your logo.

▶ Medline's Factory Direct Program

Includes These Product Categories:

1. Wheelchairs
2. Bath Safety
3. Mobility Aids
4. Beds

Save Up to

20%

with **Factory**

Direct! Buy in bulk for Huge savings on the products you sell every day.

Great Ways to Save!

- ✓ **FREE Freight**
on all direct shipments
- ✓ **Product delivered**
right to your door
- ✓ **Custom Labeling and Embroidery**
available on any order
- ✓ **90 Days to pay**
after arrival of goods



Your Merchandise. Your Logo.

Your company logo on the equipment you sell keeps your name in front of your customers so they keep coming back. A logo can even deter theft by identifying equipment as your property. We can embroider, silk screen or create custom adhesive labels—all free as part of the Factory Direct Program. Ask your rep or call 1-800-MEDLINE.

So many advantages to factory direct—consider your options.



Medline's Financing Options for Qualifying Customers*

Improve cash flow, increase flexibility

- ▶ **Open Account Billing**
Order any amount up to your Medline credit limit. With trade credit from Medline, you'll free up other credit lines and enjoy easy ordering and billing without the hassle of credit card limits.
- ▶ **Leasing**
Leasing lets you spread your payments over an extended time frame. 12-month, 24-month and 36-month leasing programs are available.
- ▶ **Deferred Payment Plans**
On many purchases you may take up to 6 or 12 months to pay without interest, all through Medline.
- ▶ **Consigned Inventory****
Our Consigned Inventory Program is simple and straightforward. Each month, your Medline sales representative will take a physical inventory and you will be billed only for the products you sold.

**Subject to financial approval on the consignment program.

**All financing, ordering and payment options in this brochure are offered subject to credit approval by Medline's finance department. Not every business will qualify. Your Medline sales representative has all the details.*



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