

October Newsletter

OCTOBER 2015

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In this Issue:

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- Inventory Request Feature
- Sales Tips
- ICD-10 begins now!
- Community Events
- Featured Products



Please welcome new team members
Cheryl & Shelly

New Inventory Request feature on our website!

IMS Experts now has a new feature on our website that allows you to request inventory online. This is on our homepage on the bottom right hand corner of the screen. It's the blue envelope icon that says **Inventory Request**.

Visit us online at <http://www.imsexperts.net>



OUR TEAM

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ICD-10: Ready or Not, Here It Comes

As of October 1, 2015 all orders must be sent over with the new ICD-10 format. For additional resources you may visit us online at imsexperts.net. Click on ICD-10 Training Icon on our home page for training materials.



1. Help Doctors Learn About the Products

Invite doctors to your home office or manufacturing facility, demonstrate the products' uses and show why your products are superior to those of your competitors. The impression the doctor forms of the company that makes the products -- including its capacity for innovation -- will affect his decision to use the equipment.

2. Concentrate on the Most Promising Markets

Look at factors such as population growth and the number of doctors in a city or region and focus your marketing efforts on those areas first. Another strategy would be to look at areas where your major competitors are not adequately serving the market, as this presents you with an opportunity to gain a dominant position in these markets.

3. Prepare for a Long Sales Cycle

Doctors are busy individuals who are contacted by numerous product suppliers, including medical equipment and pharmaceuticals companies. Developing a relationship may take a number of phone calls and calling on the doctor in person several times to make sales presentations before she will even consider using the products. The physician may have been using a competitor's equipment for a number of years. Even if your product is superior, you will have to gain the physician's trust before she will consider doing business with you. Doctors who are just starting their medical practices may be receptive to trying new medical equipment because they don't have established relationships with suppliers.

COMMUNITY EVENTS



IMS Experts is proud to participate in the annual Health & Wellness Expo for 2015



The Health and Wellness Expo is part of a national initiative to improve the mental, physical and emotional health of older persons and their families. Local experts can assist individuals with career and volunteer placement programs, legal assistance, home health care, and much more.



IMS Around Town



Wurstfest Sept.12 2015

This German themed festival kicks off the fall with a variety of family activities including weenie dog races, kid's activities, live music and lots of bratwurst. Wurstfest is held in Historic Downtown Mansfield each September.



Senior Day 2015 at MAC



Traders Village

Featured Products



SLEEQ AP



SLEEQ AP +



SLEEQ APL



SLEEQ FLEX

The World's Most Advanced Spinal Compression Braces



Universal Fit

Reduce inventory hassle, always have the right size, & it's no problem if patients gain or lose weight.

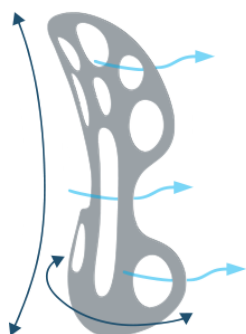


Custom Fit

InvisAdjust Technology provides infinite customization while AeroFlex™ Support panels can be tailored to each patient's anatomy

Breathable

Patients stay cool & clean with Q-Lex™ OrthoSport material and ventilated AeroFlex Support panels



Light Weight & Low Profile

ComforTrac Cervical Traction System



The ComforTrac cervical home traction unit has been carefully engineered to provide maximum comfort, efficacy, and ease of use. Details that highlight this superior design include a push-of-a-button "quick release" pump, and a contouring memory foam headrest that cradles the head. Likewise, transporting the unit has been made effortless through the use of lightweight durable materials and a carry-case with smooth rolling in-line skate wheels and a retractable stow-away handle typically found only in top-quality ballistic luggage. Our innovative design makes it possible for patients to go home with the same quality traction they receive during physical therapy.

The ComforTrac Home Cervical Traction Device provides unparalleled traction therapy and is an alternative to long-term clinical care and for some, an alternative to surgery.

Features:

- Allow true replication of clinical treatments - comfort, angle and force of home treatments are identical to what patients would receive in the clinic.
- Adjustable neck cushions slide in and out for custom fit; quick release allows user to immediately release all pressure
- Increasing safety and convenience.
- Allows three angles of traction at 10, 15 and 20 degrees with no additional parts, attachments or accessories required
- Width of neck wedges are independently adjustable.
- Unit comes standard with a wheeled trolley bag carrying case.
- Provides up to 50 lb of traction.





LIMITED TIME ONLY!



Rollator with 6" wheels

\$119.00

Original Price \$139.99

MEDNEB+ Compressor Nebulizer

\$59.99

Original Price \$69.99



GentleFeed + Dual Channel Breast Pump

\$105.99

Original Price \$115.99

For all of your medical products and supplies please check us out online and order online at: www.imsexpertsretail.com