



## IMS Experts 2017 Newsletter

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Office Hours:  
 Monday – Thursday 9-5  
 Friday 9-3

Closed Christmas Day 12/25/17  
 Closed New Year's Day 01/01/18

For many sales reps, a double or triple digit revenue increase is the direct result of adding new products to your portfolio. Please contact us if you would like help.



**20 Days to  
 Christmas**

To donate please visit  
[www.toysfortots.org](http://www.toysfortots.org)



- New Fillable RX & DWO Available
- Senior Health & Wellness Expo
- Sales Tips
- Game Changer Universal Knee Brace
- Plasma Flow DVT
- New Universal Scolio Brace
- Tricare Military 2018
- National Awareness Month
- Holiday Recipe



IMS Experts has fillable RX and Detailed Written Order (DWO's) available on our website. Please contact us by email at [imsexpertsintake@att.net](mailto:imsexpertsintake@att.net) or call us at (817)453-9767 if you would like access to this feature.





Date: Friday, October 13, 2017

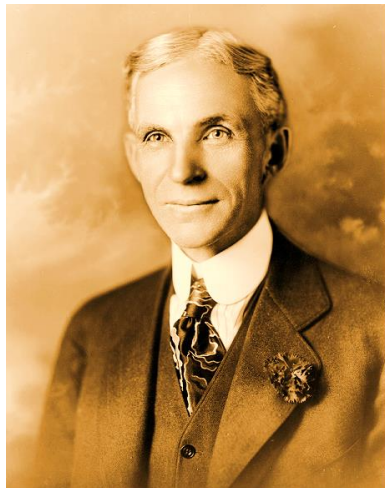
IMS Experts participated once again in Mansfield's Senior Lifestyles Health & Wellness Expo. The Senior Lifestyles Health & Wellness Expo is part of a national initiative to improve the mental, physical and emotional health of older persons and their families. There were health screenings, exhibitor booths, class demonstrations and door prizes for participants. The event was free and open to the public. IMS Experts is proud to have a booth at this annual event and enjoyed meeting all the people who stopped by the health fair!





## 8 tips and tricks to close more deals

1. Take advantage of social media. A lot of salespeople use social media sites like LinkedIn and Twitter to sell better these days. There's even a word for it: [social selling](#).
2. Use certain words that strengthen your sales pitch. Certain words and phrases could be magical when you sell. For example, using "because" can totally change the way you sound.
3. Wake up early. The best salespeople are early risers: 76% of them are up before 7 a.m., while 35% are up before 6 a.m.
4. Be responsive with email. When you are busy, don't let an email from a customer/prospect go hours or days until you respond. Take 15 seconds to acknowledge their email and let them know that you intend to respond within 'X' timeframe.
5. Call people by their first names. This is sales 101. It makes prospects feel more special and could increase your chances of closing a deal.
6. Listen more and talk less. For those who sell to people with different backgrounds, listen more and talk less. Keep asking why till you understand what's really driving change in the business.
7. Know your data. Know your numbers and fully understand what impact it will have on your sales.
8. Learn from the best. In order to be the best, you need to learn from the best.



"The competitor to be feared is one who never bothers about you at all, but goes on making his own business better all the time."

*- Henry Ford*





OvationMedical®

## The Game Changer™

Premium Universal OA Knee Brace

HCPCS Code L1843/L1851

**Offers Superior Relief for Osteoarthritic Pain**

### Benefits:

- Modern Design
- Incredibly Affordable
- Superior Offloading
- OA Knee
- Pain Relief
- Highly Functional
- Low Profile
- Universal Sizing
- Easy to Apply
- Light Weight



MODERN DESIGN  
Incredibly Affordable

SUPERIOR  
OFFLOADING  
OA KNEE  
PAIN RELIEF

HIGHLY  
FUNCTIONAL  
LOW PROFILE





**Home Therapy DVT HCPCS E0676**



## PLASMAFLOW

The PlasmaFlow is intended to be an easy to use sequential compression system, prescribed by a physician, for use in the home or clinical setting to help prevent the onset of DVT in patients by stimulating blood flow in the extremities (stimulating muscle contractions). This device can be used to:

- Aid in the prevention of DVT
- Enhance blood circulation
- Diminish post-operative pain and swelling
- Reduce wound healing time
- Aid in the treatment and healing of: stasis dermatitis, venous stasis ulcers, arterial and diabetic leg ulcers, chronic venous insufficiency and reduction of edema in the lower limbs.



### Features and Benefits

#### PRODUCT FEATURES

- Portable, lightweight and tubeless
- Long lasting re-chargeable battery. Up to 10 hours of use on one charge
- 2 Modes: Slow inflation and Step-Up Technology which allows the unit to increase pressure in slower increments
- 2 LCD screens to monitor usage and pressure
- **Lowers Risk of Venous Thromboembolism (VTE):** PlasmaFlow lowers incidence of VTE after major orthopedic surgery compared to pharmacological prophylaxis. VTE is the leading factor for hospital readmission following major orthopedic surgery and the most common preventable cause of hospital death.
- **Provides Possible Alternative to Anticoagulants:** PlasmaFlow offers physicians another option to help tailor preventative care to patient risk and provides an alternative for patients contraindicated for anticoagulants.
- **Provides Convenient Home Therapy:** As hospital stays continue to shorten, PlasmaFlow provides a solution for patients to take home and keep. This allows facilities to offer mechanical DVT prophylaxis for the 2-3 weeks patients need it most, without the hassle of renting or servicing equipment.
- **Lowers Total Cost:** Bundled payment of care initiatives are driving single payment for an orthopedic episode within 30 days of surgery, including costly DVT readmissions. By reducing DVT-related expenses and potentially reducing costs for anticoagulant regimes or compression device rental programs, PlasmaFlow helps reduce the total cost of the episode.





HCPCS Code L1005

Winner of the 2015  
**Spine Technology Award**  
for Thoracolumbar Care



## One Size Adjustable Now Available

The revolutionary **Peak Scoliosis Bracing System™** is an unloader brace designed to relieve pain, and enhance the quality of life for adult scoliosis patients. This patented, highly adjustable brace from Aspen has been shown to improve posture, enhance mobility, increase vital capacity and ultimately increase a patient's ability to perform activities of daily living. The Peak Scoliosis Bracing System is available in either a one size adjustable or sized version.

### Low Profile Loop Ⓐ

Offers just the right grip when lifting up or securing the ergonomically designed pull tabs and reduces bulk in smaller sizes.

### Adjustable Tension Straps

To optimize the angle from which tension is applied, the posterior tension strap can be placed anywhere along the attachment strips based on patient needs.

### Universal Strut Assembly Ⓐ

Can be adjusted or modified to accommodate patient's unique needs, then placed anywhere on the belt to optimize support.

RIGID MATERIAL  
FOR STABILITY



### Reliable Structural Integrity Ⓐ

Aspen's unique segmented structural system integrates vertical stays that provide stability and can be removed on smaller sizes for a low profile, comfortable fit.



### Enhanced Pulley System Ⓐ

Reduces friction making it easy to control the level of compression regardless of patient's strength.

### Convenient Closure Handles Ⓐ

Enhances ease of use when applying or removing the brace



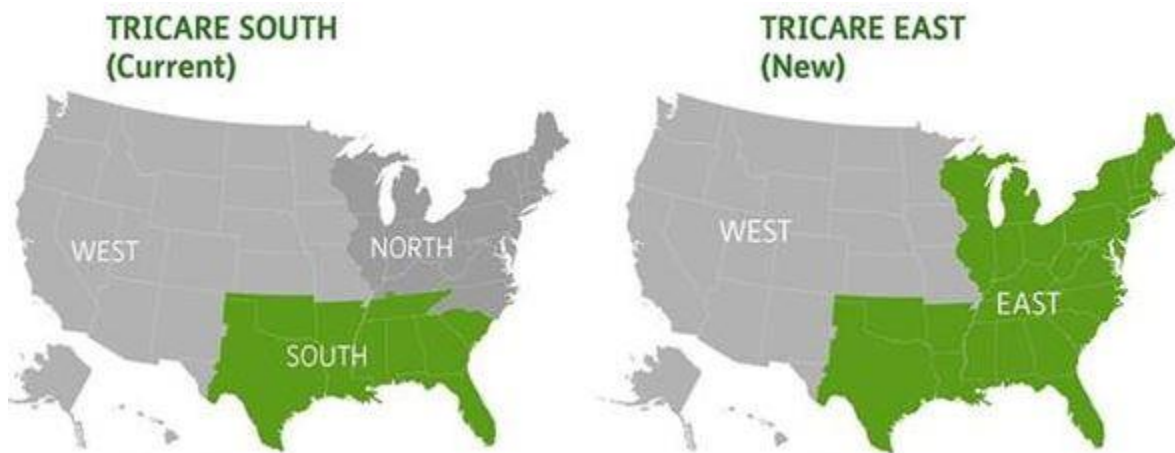


# SAVE THE DATE



The three current TRICARE Regions will become two on January 1, 2018. The North and South Regions will combine to form the new TRICARE East Region, while the West Region mostly remains the same. The new regional contractor for TRICARE East will be Humana Military, and Health Net Federal Services, LLC, will manage TRICARE West.

The team of experienced administrators for the East Region includes Humana Military (including support of the behavioral health program) and Wisconsin Physicians Service (WPS), conducting claims processing.





(December 3rd through the 10th)

Handwashing is like a "do-it-yourself" vaccine—it involves five simple and effective steps (Wet, Lather, Scrub, Rinse, Dry) you can take to reduce the spread of diarrheal and respiratory illness so you can stay healthy. Regular handwashing, particularly before and after certain activities, is one of the best ways to remove germs, avoid getting sick, and prevent the spread of germs to others. It's quick, it's simple, and it can keep us all from getting sick. Handwashing is a win for everyone, except the germs.

## When should you wash your hands?



- Before, during, and after preparing food
- Before eating food
- Before and after caring for someone who is sick
- Before and after treating a cut or wound
- After using the toilet
- After changing diapers or cleaning up a child who has used the toilet
- After blowing your nose, coughing, or sneezing
- After touching an animal, animal feed, or animal waste
- After handling pet food or pet treats
- After touching garbage







## HOMEMADE CANNOLI

Total: 1 hr 30 min  
 Prep: 45 min  
 Yield: 24 cannoli  
 Level: Intermediate

### **INGREDIENTS**

#### **Shells:**

2 cups all-purpose flour  
 1 tablespoon granulated sugar  
 1/4 teaspoon kosher salt  
 1 tablespoon plus 2 teaspoons unsalted butter, cut into small pieces  
 1 egg yolk  
 1/2 cup dry white wine

#### **Filling:**

2 cups ricotta cheese, preferably whole milk  
 3/4 cup powdered sugar  
 1 teaspoon ground cinnamon  
 1/4 teaspoon allspice  
 1/4 cup heavy cream  
 1/4 cup small semisweet chocolate chips  
 1 lemon  
 1 quart canola oil, for frying  
 Flour, for rolling  
 1 egg, lightly beaten, for egg wash  
 Powdered sugar, for dusting



### **PREPARATION**

**For the shell dough:** In a medium bowl, sift together the flour, sugar and salt. Work the butter pieces into the flour with your fingers until the mixture becomes coarse and sandy. Add the egg yolk and the white wine and mix until it becomes a smooth dough. Spread a piece of plastic wrap on a flat surface and place the dough in the center. Wrap the plastic loosely around it and press the dough to fill the gap. Flattening the dough will mean less rolling later. Let it rest in the fridge for a few minutes while you make the filling.

**For the filling:** In a medium bowl, whisk the ricotta until smooth. Sift in the powdered sugar, cinnamon and allspice. Mix to blend. In a separate bowl (or in the bowl of an electric mixer fitted with the whisk attachment), beat the heavy cream until fairly stiff. Using a rubber spatula, gently fold the cream into the ricotta mixture. Stir in the chocolate chips. Lightly zest the exterior of the lemon and stir it into the ricotta. Refrigerate for a half hour to an hour.

**To roll and fry the shells:** In a medium pot with a heavy bottom, heat the canola oil to 360 degrees F. Meanwhile, sift an even layer of flour on a flat surface. Flour a rolling pin. Roll the dough until it is very thin (about 1/8-inch thick). Cut the dough into fourths and work in small batches. Use any glass or small bowl that has a 3-to-4-inch diameter. Cut rounds, tracing around each one to assure the dough has been fully cut. You should have about 24 circles. Wrap each circle around a cannoli mold. Use a little of the egg wash on the edge of each round to seal it shut and to assure it won't slide or fall off the mold before pressing it closed over the mold. Flare the edges out slightly from the mold. Flaring will allow the oil to penetrate each cannoli shell as they fry. Use a pair of tongs to hold the edge of the mold as you submerge and fry the shell in the oil until crispy, 2 to 3 minutes. Remove from the oil, and holding the mold in one hand with your tongs, gently grip the shell in your other hand with a kitchen towel and carefully slide it off the mold. Set aside to cool. Repeat with all of the circles.

**To fill the cannolis:** Just before serving, use a pastry bag without a tip to pipe the ricotta into the cannoli molds. Fill the cannoli shells from both ends so the cream runs through the whole shell. Dust with powdered sugar. Powdered sugar gives that little extra sweetness and added texture to the exterior. It also makes me feel like I have a professional bakery touch in my own home. Serve immediately.