



OUR TEAM

Kim Welch -President

Kimbwelch@sbcglobal.net

Jennifer Brown

Director of Admin Services

Jennifer_ims@att.net

Mary Lopez

Office Manager

Maria_ims@att.net

Sissy Nicholson

Strategic Business Analyst

Sissy_ims@att.net

Stephanie Finch

Collection Manager

Stephanie_ims@att.net

Lorena Cendejas

Account Representative

Lorena_ims@att.net

Tina Fateley

Account Representative

Tina_ims@att.net

Mary Albright

Billing & Collections Rep

MaryAlbright_ims@att.net

Vee Cokes

Billing Specialist

VCokes_ims@att.net

Samantha Irby

Account Manager

Samantha_ims@att.net

Shonda Vargas

Account Manager

Shonda_ims@att.net

Besrena Davis

Billing & Collections Asst.

Besrena_ims@att.net

Amy Jiminez

IMS Experts Retail

Store Manager

Amy_ims@att.net

IMS Experts



NEWSLETTER 2015



Welcome
Shonda & Besrena
to the IMS Experts
Team!

In this issue:

- Sales Tips
- ICD-10
- DWO
- Product Spotlight
- June National Safety Month



1. **You can sell only if you yourself are convinced:** If you are not sold on the product or service, it will be an uphill battle to sell someone on else. Your lack of conviction will scream through.
2. **Be clear and direct:** When pitching do not use complicated diction. Pride yourself instead on being able to explain the concept as quickly, clearly and simply as possible. This is important because the biggest problem in sales is client confusion. Confusion does not lead to a Yes.
3. **Pressure is an art:** Creating FUD (Fear, Uncertainty and Doubt) in your client's mind can be a good thing because it will lead to serious consideration of your concept. The trick is to mention this once and to NOT rub it in, which is likely to anger them. No one who is angered into saying Yes.
4. **Know your client:** Make sure to research your potential clients, know their challenges and their needs. One size hardly ever fits all, and you look much stronger if you care about the business enough to invest in the research.
5. **It's all about the presentation:** Building an amazing deck is critical to the sales process. Practice it, memorize it and be prepared to shift your emphasis based on how the energy changes when you give the presentation. Internally, we always ask ourselves: "Is the flow of this deck right? Will it convince?"
6. **Be passionate and exciting:** Most presentations are BORING! So create a show and make it exciting. Excitement is contagious – just like a yawn.
7. **If you don't know the answer, do not guess:** People will ask you tough questions, and you may not always know the answer. The person asking you may be testing you, knowing the answer full well. And if you fumble, it's very hard to rebuild credibility. Do not guess.
8. **Answer questions directly and clearly:** If you are asked a question and you give a "politician's answer" – in other words, if you don't answer the question – your credibility will decline, and you will hurt your chances of making the sale.
9. **Humor is a great lubricator:** Funny stories always break the ice. Instead of using business cards, everyone in our company uses stamps (see right) to leave our contact info. It's eco-friendly, it never runs out and it makes for a nice ice-breaker at the beginning of every meeting.
10. **You can always be better:** Sales is an art, not a science. Which means it's never perfect and can always improve.



Are you ready for
October 1st?

The US Department of Health and Human Services (HHS) has mandated the replacement of the ICD-9-CM code sets used by medical coders and billers to report healthcare diagnoses and procedures with ICD-10 codes, effective Oct. 1, 2015. ICD-10 implementation will radically change the way coding is done and will require a significant effort to implement. The time for ICD-10 implementation training is now, and through AAPC, thousands of organizations and individuals have become ICD-10 Implementation Ready.

Preparing for ICD-10: **Now** Is the Time!

IMS Experts now has our own ICD-10 News & training videos. Visit by clicking button below.





Detailed Work Order (DWO)

Dear IMS Partners:

IMS does not wish to make any of our sales processes more cumbersome or tedious, but with the recent changes put into place in 2014 and moving forward, IMS believes using a detailed work order (DWO) will lesson, hopefully eliminate, many of the delays we are seeing with Medicare.

These forms will help expedite and more accurately demonstrate clinical necessity and clinically information for each patient.

Current DWO's we're using:

- LSO Braces
- Knee Braces
- Foot/Ankle Braces
- TENS Units & Conductive Garments
- Cervical Collars
- Cervical Traction Device
- Bone Growth Stimulators

You have been sent copies of these forms, and if you need additional copies please contact your account manager.

The Ultra CTS™ Ankle Brace

The first Custom Treatment System that transforms from acute ankle brace to low profile activity brace.



Ultra CTS™ Ankle Brace

HCPCS Code: L1971

Sizes: S, M, L, XL

The Ultra CTS™ Ankle Brace is a Custom Treatment System that transforms from acute ankle brace to low profile activity brace – and back again. The new PerformaFit™ removable upright facilitates treatment and rehabilitation. Attach the upright for acute injury and detach to return to activity. Comfortable Performathane® technology custom forms to the injured ankle and constantly reforms with edema reduction.

Common Examples of Use

- Acute ankle injuries
- Tibia/Fibula stabilization
- High ankle injuries
- Chronic ankle instabilities

Product Features

- Provides a convenient transition from a walking boot to an ankle-foot orthosis that extends well above the ankle for greater support than traditional ankle braces
- Hinged-cuff technology restricts excessive inversion and rotation
- PerformaFit™ upright that can be detached when a patient is ready to return to activity
- Heat moldable footplate
- Universal left or right

Digital Ultima Five TENS

HCPCS E0730

Indications:

Swelling, Stiffness, Muscle pain, Muscle spasms, Poor blood circulation, Strained Back, Lower back pain, and Back sprain.



Features:

- Includes: Device, batteries, lead wires, 1-4pack of electrodes, carrying case and user's manual.
- Channel: Dual Channels, Isolated between channel
- Output Maximum 130 mA (peak value) across 500 Ohm load
- Pulse Width From: 50 μ S to 250 μ S adjustable
- Pulse Rate: 2 Hz to 150 Hz Adjustable
- Wave Form: Symmetrical bi-phasic rectangular Monophasic rectangular

Ultima 20 TENS

HCPCS E0730

MAY PROVIDE RELIEF FOR : back ache, cervical arthrosis, torticollis, arthritis, sports injuries, ankle sprains, muscular strains, myalgia, rheumatism, neuralgia, labour, after surgery, migraine, menses



Features:

- Includes: Device, batteries, lead wires, 1-4pack of electrodes, carrying case and user's manual.
- Labels MANUAL and PRESET on the LCD display, will switch on according the program.
- Labels ACUTE and CHRONIC will switch on according to the Pulse Width (50 μ s = Gate Control, then most suitable to ACUTE pain – Above 50 μ s = Endorphins then most suitable to chronic pain), regardless the PW is manually or automatically adjusted.
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Warrior™ Spine Universal Back Brace

HCPCS L0627/L0642, L0631/L0648, L0637/L0650



- **Universal size** (24" to 60" waist)
- **Patent pending**, single pull bi-lateral sizing adjustment
- **Powered by Boa®** Technology for a powerful and secure closure that is easy for the patient to tighten with the turn of a dial
- **Enlarged Boa®** dials allow micro-adjustability and on-the-fly compression and adjustment with fewer turns
- **Integrated anterior panels** and closure hand strap for easy donning and doffing
- **Soft breathable material** to provide a cool, comfortable fit
- **Rounded anterior closure** to accommodate varying patient anatomies (inferior and superior angulation)
- **Hot/cold** temperature therapy packs included with each device

INDICATIONS: Post-operative lumbar fusion; Post-operative lumbar immobilization; Laminectomy or discectomy; Lumbar compression fractures; Degenerative disc disease; Osteoporosis; Spondylolisthesis; Spondylolysis; Spinal stenosis; Single column instability immobilization; Lumbar strains and sprains; Mechanical or discogenic disc disease; Postural support; Degenerative disc disease; Spinal blocks.

Description	Belt Adjustment Length
Warrior Spine 642	24" - 60"
Warrior Spine 648	24" - 60"
Warrior Spine 650	24" - 60"

June is National Safety Month

IMS Experts is Celebrating and Participating in National Safety Month

Help Save Lives and Prevent Injuries

National Safety Month: 5 Tips for a Safer Work Force:

- 1. Prevent musculoskeletal disorders.** Tools designed to work with the body's natural movements can minimize the risk for developing musculoskeletal disorders. Consider investing in ergonomic equipment and examining work design to help reduce worker fatigue, increase productivity and avoid injuries and strains.
- 2. Respect and prepare for invisible confined space hazards.** Atmospheric hazards might not be visible to the human eye, but they are all too common in manholes. Before heading into a manhole, practice OSHA's "[test, purge and ventilate](#)" routine to ensure that the space is free of combustible gases and has ample oxygen.
- 3. Be visible on the road.** The most recent Bureau of Labor statistics show that 220 workers were struck and killed by a vehicle in 2010. Whether repairing a cable line on the side of a highway or directing traffic around a construction site, high-visibility clothing and equipment can prevent these devastating incidents.
- 4. Take ladder safety a step higher.** According to the Consumer Products Safety Commission, approximately 65,000 workers go to the hospital every year due to ladder-related accidents. Before using a ladder, inspect it for broken rungs, missing bolts and other broken parts and make sure it is placed on level ground. When climbing up and down, face the ladder while holding onto the sides. Use a ladder wedge to help keep the ladder steady.
- 5. Keep your cool.** Take preventative measures when [working in the summer heat](#). Stay hydrated, take regular breaks and wear lightweight clothing. Tents and umbrellas also can help safeguard workers from the beating sun.



IMS Experts Medical Products & Supplies is celebrating June's National Safety Month with a 10% off all products. Visit us today at



www.imsexpertsretail.com

IMS Experts is Celebrating National Safety Month with a huge 10% off sale that starts today! Don't miss out on your chance to save.

IMS Experts carries a wide variety of Power Mobility Scooters.



Power Mobility Scooters

10% off



Toilet Safety Frames

10% off



Shower Seats & Benches

10% off



Grab Bars & Safety Rails

10% off



Hand Held Reacher

10% off



10% off!

Save 10% on selected items, use coupon code

SAVENOW at checkout

IMS Experts carries a full line of mobility products for gait training and stability.



2751 E. Broad St. #121
Mansfield TX 76063
(Across the street from Mansfield Methodist.)



Phone (682)518-3022
Fax (682)323-2003
Shop online at
imsexpertsretail.com

Hours:
Mon: 9:00 am - 6:00 pm
Tue: 9:00 am - 6:00 pm
Wed: 9:00 am - 6:00 pm
Thu: 9:00 am - 6:00 pm
Fri: 9:00 am - 6:00 pm
Sat: 9:00 am - 1:00 pm
Sun: Closed

IMS Experts Medical Products & Supplies is located at
2751 E. Broad St. Suite #121
Mansfield, TX 76063
(Across from Mansfield Methodist Hospital)
P (682)518-3022 F (682)323-2003