

IMS Experts

Newsletter 2015

April



In this issue:

- Sales Brew
- Common Medicare Denials
- Detailed Written Order Reminder
- Featured Products
- History of April Fools
- IMS Experts Retail Store



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1. It's not what you say; It's what your customer believes.

You can have the best sales presentation in the world, but if the customer doesn't believe your proposition, then you don't have a chance. Take the time to engage with the customer.

Ask them questions and let them tell you their wants and needs. Yes, many times they don't know what their needs are and you'll have to guide them, but in the end, if they don't believe it, you don't have a chance.

2. Never go into a sales call not knowing how you're going to close the sale.

If you don't know where you're going, then how will you get there? The most common part left out of any presentation is the close. Plan for it upfront by developing the strategy and your course of action.

This does not mean you're only going to use one type of closing technique. On the contrary, it means you're going to be ready to close using several different techniques based on what the customer tells you.

3. Have a dedicated time set aside either daily or weekly to do your prospecting.

Too many salespeople find themselves spending far too much doing everything else but prospecting. If you don't schedule it and hold yourself accountable, you won't do it.

4. Believe in yourself and what you're doing to help your customers.

Why should anyone buy anything from anybody if the person from whom they are buying doesn't even believe in it? There's a reason why confident salespeople are more successful.

5. Show up and show up on time.

More sales are lost because the salesperson either failed to show or failed to follow-through. It's a sad comment that something *that* basic and easy could deter more sales, but it's a fact. This is the main reason why when companies are looking for salespeople, I tell them to find candidates who have a proven track record of self-discipline.



Common Reasons for Medicare Denials:

1. CMN Not filled out correctly. See CMN Guide attached with this email.
2. Same or Similar Denial – Medicare will only cover item once every five years.
3. Skilled Nursing Facility – Medicare will not pay if patient is currently living in a SNF
4. Fitting patients in hospital
5. RX & Detailed Work Order (DWO) not completed properly.
 - RX & DWO must also be legible, stamps are not accepted and physician credentials must be included.
6. Date of service must be after
7. RX-DWO not filled out correctly, or not legible, using stamps rather than signatures, credentials not listed next to physician signature.



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 Traction Device
- Bone Growth Stimulators

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

April's Featured Product's



**Manage Your Pain
Drug-Free with**

**DRIVE
PAINAWAY**
ELECTRONIC PAIN RELIEF

WIRELESS REMOTE TENS SYSTEM

The Drive PainAway is an easy-to-use noninvasive TENS unit that is drug-free, reusable, wire-free and portable! It reduces and relieves muscle and joint pain in seconds! It can be worn all day offering non-stop relief in one area or two.

This professional strength pain reliever requires no prescription, is rechargeable and offers a convenient LCD Remote Control with four easy control options for users to manage their pain, their way, with the Drive PainAway!

Product Summary

- Can be used for chronic and acute pain on most areas of the body.
- Wireless design with rechargeable remote and receivers – no batteries to purchase.
- Sleek LCD Remote controls up to 3 wireless receivers with 'snap connectors' to electrodes.
- Long lasting electrode pads for up to 30 uses.
- Dual Channel system delivers twice the power as conventional TENS units.
- Provides constant current throughout each treatment.
- Amplitude range: maximum: 50V-90V; minimum: 0-10V(1KO load).
- Frequency: 1.2-60Hz($\pm 15\%$).
- Pulse: 100 μ S($\pm 30\%$).
- Comes complete with LCD Remote Control, Two Wireless Receivers, One Large Long Lasting Back Electrode pad, Two 2"x3" Long Lasting Electrode Pads, Recharging Kit, Quick Start Guide and Instruction Manual.
- Electrode refills available for separate purchase.
- Intensity Control is adjustable from 0-80 mA into 500 ohms.
- Warranty: 2-Year, Remote & Receivers.



[Order Now](#)

No RX is necessary

For more information visit our retail website at
<http://www.imsexpertsretail.com/#!/wireless-tens-unit/cn8i>

Introducing the Comfortland OA Knee Brace

HCPCS L1843

- Perfect for patients with mild to moderate osteoarthritis of the knee
- 3 points of leverage help reduce pressure inside the knee joint
- Unique strapping system features quick snaps for easy application
- Adjustable, bi-lateral ROM hinge
- Universal sizing -> One size fits all



Comfortland OA Knee Brace is a single upright knee brace that provides excellent support and is easy to use. The simple strapping design helps patients to achieve a perfect fit every time. It is a low-profile, light-weight brace which provides three points of leverage to reduce pressure inside the knee joint. Ideal for unilateral compartment OA knee users.

Introducing The Peak Scoliosis Brace



The **Peak Scoliosis Bracing System™** is an unloader brace designed to relieve pain, thus enhancing the quality of life for adult scoliosis patients. This patented, highly adjustable brace from Aspen has been shown to improve posture, enhance mobility and ultimately increase a patient's ability to perform activities of daily living. The brace offers multiple configuration options to accommodate unique patient needs.

Code L1005 Approved





History of April Fool's Day

The history of April Fool's Day or All Fool's Day is uncertain, but the current thinking is that it began around 1582 in France with the reform of the calendar under Charles IX. The Gregorian Calendar was introduced, and New Year's Day was moved from March 25 - April 1 (new year's week) to January 1.

Send invitations to nonexistent parties and have other practical jokes played upon them.

Communication traveled slowly in those days and some people were only informed of the change several years later. Still others, who were more rebellious refused to acknowledge the change and continued to celebrate on the last day of the former celebration, April 1.

These people were labeled "fools" by the general populace, were subject to ridicule and sent on "fool errands," sent invitations to nonexistent parties and had other practical jokes played upon them. The butts of these pranks became known as a "poisson d'avril" or "April fish" because a young naive fish is easily caught. In addition, one common practice was to hook a paper fish on the back of someone as a joke.

This harassment evolved over time and a custom of prank-playing continue on the first day of April. This tradition eventually spread elsewhere like to Britain and Scotland in the 18th century and was introduced to the American colonies by the English and the French. Because of this spread to other countries, April Fool's Day has taken on an international flavor with each country celebrating the holiday in its own way.

In Scotland, for instance, April Fool's Day is devoted to spoofs involving the buttocks and as such is called Taily Day. The butts of these jokes are known as April 'Gowk', another name for cuckoo bird. The origins of the "Kick Me" sign can be traced back to the Scottish observance.

In England, jokes are played only in the morning. Fools are called 'gobs' or 'gobby' and the victim of a joke is called a 'noodle.' It was considered back luck to play a practical joke on someone after noon.

In Rome, the holiday is known as Festival of Hilaria, celebrating the resurrection of the god Attis, is on March 25 and is also referred to as "Roman Laughing Day."

In Portugal, April Fool's Day falls on the Sunday and Monday before lent. In this celebration, many people throw flour at their friends.

The Huli Festival is celebrated on March 31 in India. People play jokes on one another and smear colors on one another celebrating the arrival of Spring.

No matter how you cut it (with Ginsu knives or butter knives) learning about the history of April Fool's Day is a hoot.

And, no matter where you happen to be in the world on April 1, don't be surprised if April fools fall playfully upon you.

Visit us at today at
www.imsexpertsretail.com

Sale!

20% off!

On selected items, use
coupon code

SAVENOW at checkout

Don't miss out on your chance to SAVE!

IMS Experts carries a wide
variety of canes & crutches

Our Offset Canes with Strap are clearly a cane
favorite. The offset shape provides excellent
support for the wrist, the soft grip is comfortable
for the hands and the strap is super convenient.



Canes

20% off



Compression Hosiery

20% off



Folding Walkers

20% off



Shower Seats & Benches

20% off



Braces & Supports

20% off

Monarch Lift Chair

The Monarch is a distinctive lift/recliner that combines a generously stuffed seam back with a soft supportive seat. Its three-way recline system allows you to get into our "full napper" position for deep comfort. Combining ample room to relax and a tasteful design, the Monarch will be a welcome addition to your home.

10% off

Coupon Code: **LIFT10**



Value Series Fabrics



Spring



Rosewood



Cornflower



Autumn



Chestnut

NEW

NITRO ROLLATOR

Our popular Nitro Rollator is now available in Tall Height to comfortably accommodate users 6'0" and above.



\$10.00 Off

Coupon Code: **NITRO**



Come visit us today at
2751 E. Broad St. #121
Mansfield TX 76063

(Across the street from Mansfield Methodist.)

Phone (682)518-3022
Fax (682)323-2003
IMSExpertsretail.com

Store hours:
9:00 AM – 6:00 PM
(Monday through Friday)
9:00 AM – 4:00 PM
(Saturday, Closed Sunday)

