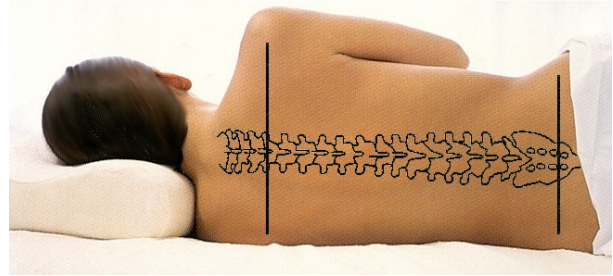


Sleep & Wellness Centers *Dealership Program*



Market Concept

The Sleep & Wellness Centers' dealership program is designed to compliment home medical equipment companies by creating an integrated system that coordinates a comprehensive product mix of ergonomic consumer support products with referred patients' treatment programs. This creates a continuum of care for your patients to help them live more comfortable and productive lives.

When integrated properly with traditional health care services, this continuum of care enhances your patient's treatment through a coordinated team effort with the patient's referral source by (1) providing additional product choices that will provide comfort and support in an effort to help your patient better manage discomfort and pain during recovery resulting from their daily activities and (2) providing needed information to recommend changes in the individual patient's life-style to help the patient cope with future recurrence of pain that does not require a doctor's care. This expands your ability to direct the patient to ergonomic products that improve the quality of life in the workplace, the home, while traveling and sleeping, through better nutrition and exercise.

The program is designed to provide information and demonstrate products to enable your patients to make informed, and necessary decisions regarding the solutions, products and services needed to aid in their recovery, to minimize pain and enhance their quality of life. Your patients will be more inclined to follow your informed and caring recommendations compared to a third party retailer that is not capable of understanding their specific needs particularly when offered competitive pricing for superior product mix selection and services.

Market Potential

Back pain sufferers spend over \$70 billion annually on retail support products to relieve pain while they are sleeping, working, traveling, and relaxing at home, for rehabilitation and exercise. Unfortunately, many times these products have little or no benefit and could even be harmful to the patient because they are purchased from uninformed retail sales people who are not trained to understand the patient's needs or symptoms.

For example, consumers now purchase a new innerspring mattress about every six years which means approximately 1 out of 6 households could purchase a new bed this year. Most of these purchases will be from a bedding retailers who are not educated to understand your patients' medical needs and could be more motivated by other incentives instead of making the right recommendations. If a home health care service has a patient base of 5,000 households, approximately 833 patients could be purchasing a new bed in the next 12 months. Assuming an average price of \$1500.00 per bed that would generate sales of \$1,249,500. If only 1 out of 4 or 25% of those patients purchased from your HME's that could generate retail sales of \$312,375.00 if you had a program similar to Sleep & Wellness Centers.

Marketing Components

Sleep & Wellness Centers 2nd generation ergonomic sleep and back store offers the following components to help qualified HME companies set-up, market and sell products in each category of a custom designed patient continuum of care program. This comprehensive program is designed to create real cash flow alternatives to assignment income by expanding product solutions and benefits your patient referrals and customers need to improve their quality of life:

***Display Layout** is customized to fit your floor space. Space requirements are a minimum of 400 square feet of your showroom up to a 2000 square feet freestanding location. The minimum space can be L-shape or “boxed” and can even be broken up into several spaces in your showroom.*

***Product Mix** is customized to best meet the needs of your patient base and referrals as well as the size of your showroom. Most of the products offered are proprietary and no one else in the market place has the product mix offered through this concept. Sleep & Wellness Center offers the number 1 and 2 selling specialty sleep concepts including Gel Logic, Comfortaire and Martenique sleep systems that utilizes a new 2nd generation memory foam addressing your patient symptoms. In addition, our selection of more than 75 other products including pillows, overlays, wedges, cold and hot therapy, therapy products, massagers, seating and rehab equipment allows you to customize the market mix of products to best satisfy the individual needs of your patient and customer base.*

***Marketing** is divided into 3-tiers to best target symptoms. **External marketing** educates referral sources through in-services and provides marketing materials such as waiting room brochures, signage, new patient inserts and handouts to direct patients to your store find product solutions for their symptoms. **Internal marketing** targets your existing patient base as well as the referrals and customers that come into your location by utilizing pre-approach signage, product information videotapes, questionnaires, inserts, brochures and mailers to educate patients on the products they need. Approach materials include displays containing an array of brochures and pamphlets on the benefits, price comparisons and educational information on the products to help identify individual needs and solutions and are designed to create urgency to make a decision. **Retail marketing** will include adding to your existing advertising venues in newspaper, radio, TV and Internet to make the public aware of the viable alternatives you offer over traditional retailers.*

***Financing** is available for clientele purchases with our exclusive fast response consumer-financing program through GE Money available only to through Sleep & Wellness Centers.*

***Sales training and presentation** is key to the success of your Sleep & Wellness Center. Staff will be trained to present the sleep systems and other products from a medical point-of-view rather than using a retail high-pressure sale presentation. Training enables the staff to describe the differences in the products as well as the beneficial uses of the products while being able to inform the patient or customer of the limitations and shortcomings of the competitions’ sleep systems and products. The **consulting-style sale presentations**, while short, demonstrate empathy as it identifies the patient’s needs, establishes the solution and creates an urgency to act while limiting the desire to buy somewhere else without the use of high-pressure sales tactics. Point of sale signage and brochures are designed to assist in and support the sales presentation and eliminate competition.*

***Competitive Analysis Support** includes education and presentation pieces that show the deceptive shortcomings, pricing and policies of the competition’s innerspring, memory foam and air mattresses. Once this information is provided, the chance of your patient purchasing from a competing retailer, regardless of the product, is minimized.*

***Support staff** is available every step of the way to help you set up your display; set your product mix; set up and execute your marketing plan; train your staff and provide on-site sales support; provide software on all marketing, sales and competition analysis materials as well as on-going marketing materials and sales assistance.*

Sleep & Wellness Centers

Our dealership program can help your company...

...create a continuum of care for your patients

To enhance their recovery, your patient referrals need to make changes in their lifestyles to help support the injured area, maintain good posture and minimize pain in their daily activities. This exciting new marketing program is designed to provide you with an integrated information system which coordinates a wide range of products with their recovery programs creating a continuum of care to help your referrals live more comfortable and productive lives. This continuum of care creates greater patient reliance and dependence on your products and services and coordinates with their long-term rehabilitation programs, which enhance the patients' recovery and satisfaction.

...create a competitive advantage

In a competitive market, your operation needs to identify its core abilities and create sustainable advantages to avoid pure price competition. Positive differentiation will add more value to potential and existing patient referrals, thereby increasing market appeal and retention. Our Sleep & Wellness Center's business concept and marketing program is offered only to a select few creating a distinct and powerful competitive advantage while significantly increasing cash sales when compared to a typical home health care company. Third party retailers will not be able to successfully compete because of their limited knowledge of benefits and products to meet the specific needs of patients as well as competing on product pricing and value packaging.

...increase market penetration

As the number of home health care operations as well as competing alternative health care operations and retailers reach the point of saturation in many areas, while competing for dwindling reimbursement dollars, competition for patient referrals will become even more intense. Providers must look for ways to maintain or increase patient base by adding value through products and services diversification that will increase their patients' reliance while avoiding price competition. A patient continuum of care program creates greater referral and patient reliance by providing products that enhance the patients' quality of life by minimizing postural stress in everyday activities while they sleep, sit, work and exercise. This in turn increases the patients' satisfaction with their recovery generating greater patient loyalty with the provider. Greater loyalty and satisfaction increase the likelihood of patient recommendations and referrals in the future by providing these fairly priced but hard-to-find products. Our marketing program's goal is to assist your operation increase your market penetration by making your referral sources, patient and customer bases aware of the benefits of the products and services that would be available exclusively through your home health care operation.

...increase patient satisfaction

Market research reveals that a primary contributor to patient satisfaction is the patients' perception of the range of services, products and information offered by their health care provider. The patients' perception of this range is a function of the availability of the services, products and information offered that fulfill the patients' needs and enhance their life, and the patients' awareness of the services, products and information available through your home health care operation.

...diversify your income

To remain financially viable, as competition increases and managed care reduces benefits to keep medical costs within premium funding levels, providers must include programs that are not only beneficial to their patients but also can generate additional income for the provider. This program will enhance patient care and potentially increase annualized cash sales of \$150,000 to \$400,000 in a existing location dedicating 300 to 400 square feet to annualized sales of \$800,000 to \$1,500,000 in a free standing location dedicating 1500 to 2000 square feet to a 2nd generation ergonomic back and sleep store.

....retain patient base

Retention of your patient base is critical to the financial and market share objectives of your practice. Your goal is to maintain and increase your patient base knowing patients will spend a finite amount of time to make their purchases with you. The findings from a study conducted at the University of California at Berkeley on health plans and services found that patients who are offered and/or utilize sleep and wellness promotion programs were more likely to be satisfied instead of dissatisfied with their care; would recommend these programs to others and would be less likely to switch to another provider or alternative treatment source to make their purchases.

Program Implementation

- *This dealership program is only available to select home medical equipment companies.*
- *Show room displays, product mix and marketing packages are individually tailored to compliment specific HME operations, patient base and budget. No set minimum order is required to open a dealership but minimum annual sales are required to maintain an exclusive dealer's territory.*
- *Purchases of products, marketing materials and waiting room displays are deeply discounted based on the buying power and exclusive vendor relations of Sleep & Wellness Centers. Larger items such as bedding and chairs can be stored in limited quantity for just-in-time delivery or shipped as needed to cover individual orders*
- *We will help you custom design a display that will fit into your HME showroom and determine the program components that will best compliment your home health care center. Then we will select a marketing launch date, which will provide sufficient time to complete your personalized marketing materials, set up your customized Sleep & Wellness Center display, implement your marketing plan and train your personnel.*



For More Information

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