

*In partnership with our Sleep & Wellness dealers, our goal is to meet VGM member HME Company's needs, to exceed their expectations and offer a brighter, more successful future. Among the many advantages we bring to our dealers are:*

- *High demand products competitively priced in a rapidly expanding market*
- *A strong commitment to the quality of our dealers, not the quantity of dealers*
- *Coordinating all aspects of a sound financial business model*
- *Established success model in a growing niche market*

### *Market Facts*

- *Back pain sufferers spend over \$70 billion annually on support products to relieve pain while they are sleeping, working, traveling and sitting at home, for rehabilitation and exercise.*
- *Most of our patients and potential referrals make up the 76 million Baby Boomers and the elderly that comprise more than half the consumer market.*
- *They are more sedentary than any previous generation, spending up to 85% of the day, sitting or laying down.*
- *They are looking for a reliable source to provide real solutions to improve their quality of life by minimizing pain and improving their comfort.*
- *Instead of addressing their needs, major innerspring mattress manufacturers design their bedding to breakdown within 18 months for a \$1500 queen size bed. On the average a consumer will now buy a new bed every 6 years because of the discomfort and pain they are experiencing instead of 10 to 15 years so they can sell more beds.*

### *Recognizing Opportunities for Retail Sales*

*Whether a patient is recovering from an illness, an injury or surgery, most of their time is spent lying down in discomfort and pain. The painful counter pressure caused by their innerspring mattress contorts their spine creating pressure point pain on their shoulders and hips and restricting circulation. Because they are so uncomfortable, a doctor is frequently asked, "What kind of bed should I be sleeping on?"*

*Creating and marketing a patient continuum of care program to its referral sources, a HME can offer ergonomic solutions that will compliment prescribed medical products to help minimize pain and improve comfort for a patient during their daily activities while they are laying down or sleeping; sitting; traveling; working, and during rehabilitation.*

### *Retail Examples*

#### *Medmarco*

*In the 1990's, our HME Company, Medmarco, operated ten 300 square feet retail displays generating approximately annual sales of \$300,000 per location.*

*From 2002 to 2006, our retail stores, operating in 650 to 900 square feet, generated between \$650,000 to \$800,000 per location.*

#### *Relax the Back (former HME dealer)*

*The average Relax the Back, with 1800 square feet, generates annual retail sales of \$740,000. The Oklahoma franchisee, markets to his old referral sources one and half days a week. In 2009, Oklahoma City location generated \$2,250,000 in sales and the Tulsa location generated \$1,700,000.*