



medi

The way forward

Building stronger partnerships

medi. I feel better.



WE GET YOU!

As a family owned business, we have similarly aligned principles on how we operate and engage with our various communities. Our extensive experience in the market give us a better understanding of the needs of our customers to drive success into the future.

I feel better.

It is more than a statement, it is a commitment to our customers, clinicians and patients to serve their needs through quality products, education and customer service to drive successful outcomes.

I feel better.

What keeps you up at night?



Staffing and employee development



Referral development and retention



Competition from the internet



Customer retention and communication



Supply chain stability



Margin pressure/ Reimbursement



Operational efficiency



Not enough time in the day

Product Solutions

Quality products will address many concerns that our dealers have today from customer satisfaction to operational efficiency, and even margin improvement. Product innovation and quality is part of our DNA going back to our German roots. We go the extra mile to ensure your trust with strict quality control through the maintenance of our ISO Certification.



Unique products to differentiate from competition

Technologies focused on patient comfort and compliance

Industry-leading wearing and product warranties

mediven®

CIRCAID®

duomed® REJUVA®

protect

medi ortho

cep

Advancis

I feel better.



Market Development

The competitive landscape has changed drastically over the past several years. Today's HME businesses have multiple competitive advantages in the marketplace but may need to tweak some tactics and adopt some new ones.

HME strengths

-  Service and Education
-  Unique product offering
-  Connection to referral base
-  Billing services
-  Dedicated retail space
-  Vendor partners

Time-tested methods that move the needle:

- Referral development with medi® TBMs
- Staff training and development
- Showroom merchandising
- Workshops and events

Building and managing your patient base = resupply programs



Join the team and receive compression tips, special offers, expert advice and more to help you meet your therapy goals!



Compression Coach
will be with you every step of the way.

Sign up NOW!

Compression Coach

- Easily **capture** new patient information in store
- Communicate and **connect** with patients with educational content
- **Activate** patient when it is time to purchase or renew

Direct Mailing Campaigns

- Activate a patient base
- Good return on ROI
- Easy to execute



digital marketing toolbox – ride the medi marketing wave

• **Dealer locator**
your microsite on mediusa.com

• **Website support**
content, graphic design & even build a store

• **Social media collateral**
turnkey graphics and posts

• **Local digital marketing**
Social and Search advertising



Building Your greatest strength- Service!



Staff education – an ongoing endeavor

- In-store & in-person certifications
- Webinars
- On-Demand services
- Hands-on workshops –
building expertise



Clinical education – fostering referrals and brand loyalty

- Territory business manager
in-services
- Clinical educators perform
workshops and patient trials
- Market managers provide in-depth
product training and support

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Doing business with medi is **easy!**



- Complement business efficiencies
- Save time and money
- Improve profitability
- Extend and support your customer service



How?

- Comprehensive b2b site
- Experienced customer service team
- State-of-the-art manufacturing facility
- Commitment from the top

feel better... with medi

- Mutually aligned strategies
- Deliver upon quality and service expectations
- Technologies to drive business forward
- Passionate and committed people

I feel better.

