



Medtrade

VARILITE® products were exhibited at the 2010 Medtrade in Atlanta, GA this year. After a small turnout last year from both the manufacturer and attendees, Medtrade was hoping to rebound with a successful show November 15-18. First reports suggest that was not the case.

Two washers have been added to the ICON™ nut and bolt kit. This new kit may be ordered using part #07196.

Did You Know?

Our Evolution PSV™, Meridian™ and Zoid™ cushions have been independently evaluated by [BEO Medconsulting Berlin](#) for the prevention and treatment of decubitus ulcers. Check out the reports/studies section on www.Varilite.com for super results!

Contact us toll free in Canada 866-827-4548 or 800-827-4548 in the USA for information and resources on these fine products.

Ki Mobility "Update"



Ki Mobility recently announced the addition of "Elevating Leg Rests" to the Catalyst product line. Easy to attach, latch, and remove, the ELR's were designed using their patented swing away mechanism. The tried and true rod lock holds the leg rest in place and the ergonomic footplate design insures proper footplate positioning. And, like

the rest of the product, the ELR's are heat treated after welding making them as light and strong as any ELR's on the market!



Into Hydro graphics? This process, also known as Film Dipping or Water Transfer Printing, is now available on all Catalyst and Tsunami lines in over 10 different styles!



The Transit Option available on the Catalyst Series is now approved for the Tsunami with weight restrictions.

Rental Program in the Works

The phone call comes looking for a standard chair for a new customer (end user of the product); do you have a standard chair to demo for someone that wants to try your product with a Varilite Cushion and an ICON back?" The question of standard is posed and it is most often 18 x 18 or 16 x 16. We are seldom successful in getting the diagnoses or prognosis for the end user as the first meeting has not occurred; "but the prescribing authority wants to try this product along with another chair or two and some other seating products." The request is usually suggesting the requirement for three or four options and "we need it right away – do you pay the shipping?" The product is usually needed for a week or two, but we end up following up in week three, four and sometimes ten or more before it actually comes back. We are talking about \$15,000.00 – \$20,000.00 worth of product and the expectation is that it is free; as if there is no real value to the products! This poses financial hardship for small dealers, distributors, and manufacturers who are providing choice in the marketplace; the bigger distributors and manufacturers have resources to make life easy for the prescribing authorities and dealers by inundating them with product growing their monopoly in the industry.

The dealer has a lot of product but is always asked to provide more and the latest offerings. Again, the bigger manufacturers have the resources to provide tons of products and eventually make financial deals with the dealer to over commit and/or get involved with their financial services division; sometimes they get into a situation where they earn an obligation to promote a particular product over another.

Nevertheless, the dealer feels an incredible obligation to provide product for the prescribing authority because if they don't, and the prescribing authority is not "overly tight" with the dealer, they will suggest that the end user may go elsewhere. The prescribing authority does not have a financial obligation for the equipment.

The end user gets the free use product and if it is new, it automatically becomes used and not able to be sold. Like the prescribing authority, the end user has no financial obligation.

REAL CHOICE

It should be about choice; the end users choice. If we as a society believe that we should be assisting an individual to get into this equipment or that to allow them to be contributing members in society, why not assign a dollar figure to it, cut them a cheque and get out of their life! In public assistance days gone by we were quick to allow the experts to control life with vouchers; not unlike the situation we have in providing medical products today with a prescribing authority signing for the product to an end user. From the welfare rolls we learnt that the people that were being assisted have the right to control their purchasing and the right to receive assistance in the form of a cheque over a voucher supposedly restricted to purchasing something from someone. We can learn from the experiences in public assistance and do what is right for the end user; and if they blow it, we should always have clean recycle product in good repair to meet emergency needs.

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Alberta and Quebec have recycle programs that may streamline this part of the process of getting into a new chair, but in Ontario and some other provinces the cost is born by the dealer, distributor, or manufacturer. If there was a recycle program in Ontario for example, there would be a ton of equipment to meet demo needs, emergency needs, etc. The drawback is that if recycle product was actually used rather than purchasing a new product we would be forcing individuals to use product that someone else had died in or at the very least, a product that would have a used or perhaps unclean stigma attached to it.

Some dealers have told us that their preference is to carry on status quo, but institute a contract with the end user to work with them in meeting their needs or come up with a way to charge for their services. Some indicate that they could carry on as is, if the funding sources would speed up approvals and actually pay when the product is delivered; at least in 30-60 days. Still others in Ontario muse of days gone by when it was the insurance company that paid first and ADP picked up the smaller portion or even when ADP paid a certain percentage and the end user was allowed to contribute to purchase their product of choice.

The way we operate in Canada today is taking the toll with retail dealers facing tougher economic times and ending up in business closures and bankruptcies. This results in a rallying of the troops in organizations with big pockets; again perpetuating monopoly situations at the retail end of the scale mirroring that in the manufacturing sector. If this story continues to play out the industry will be driven toward a retail model away from the service businesses that were started years ago; the businesses that were end user focused and making a positive difference in the lives of people with a disability.

The call for a standard wheelchair may not come in the future as the bigger store will stock those 18 x 18 and 16 x 16 wheelchairs and they will have their own in house brands along with cushions and backs; there will be tremendous pressure for the end user to take the one provided. The paper work will be less, the dollars will flow quicker to fewer places and the end user will have less choice and further alienated in the process. But, "why should we care as the product is free or the person is paying less than .25¢ on the dollar anyway!"

We always operate with the motto "waste not want not" ... something our parents instilled in us. There is a lot of good equipment out there that someone has died in, grew out of, or otherwise no longer requires; that product should have value other than Kijiji, Ebay, or Craig's List, and there should be a way to have that product meet someone else's needs. But, we should not force anyone into equipment for economic reasons. At the end of the day the system should ensure that the choice is with the end user of the product and they are the most important person in the transaction! We have no choice but to institute a rental program in an attempt to continue meeting the needs. More to come on this in January 2011. Please send your comments on these thoughts to 4@49Bespoke.com.

Bits and Bytes

- Medtrade November 16-18 Atlanta, GA;
- GTA, Hamilton, Brantford, Windsor, London, Strathroy Trip November 22-27;
- SHHC Innovations Show November 30th in Calgary, AB;
- Durham Medical Grand Re-opening New Building December 01, Oshawa, ON.

BESPOKE PLUS helps to market and promote **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinergy, Glance, Frog Legs, Schwalbe, Sun, MBL, Natural Fit, Blax, and other great products.

If what we do is not up to the standard you expect, please give us a call, or if you have something that you think we should be expounding on in this forum, please contact the editor, Reg McClellan.