



## BATEC Business



We have a number of the new Batec units in stock now and available for testing in the GTA at our Concord facility.

We are working on establishing a network of certified technicians across the country and we welcome inquiries.

We feel these units are exceptional because of the commitment to manufacturing with quality parts from the bicycle and aircraft industries. Their patent pending products and principle of universal design meets the needs of all users C6 and below, and are compatible with 99% of chairs on the market.

Batec is the only company with **EASY-FIX** a fast anchoring system; they have a **DOCKING-BAR** for rigid and folding frame chairs, an **EASY-FIT** regulation system, and a **SAFE-FEET** standing frame which all add to the easy set up and easy on and off system. The **GAS & Brake** handlebar without levers, **QUAD-GRIPS**, **SHIFT LEVER** allowing a person to easily engage without moving the hands from the pedals on the manual and hybrid, and the **MAGIC LEVER** crank arm release system provides an assisted start mode so Batec users can enjoy the zero effort mode when they choose. When you combine all of these features with the Class 1 Medical Device designation, we have a complete package of add on power products that will enhance the lives of many!

## OttoBock ParaPan

The folks at Ottobock have made a tremendous commitment to the International Paralympic Committee (IPC), the Paralympic Games, and other events sanctioned

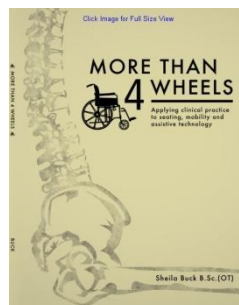
by that organization. The Toronto Parapan Am Games was no exception. Ottobock set up a repair shop to keep athletes on track, on the court, etc.

Ottobock, a German-based wheelchair and prosthetic maker, offered free repairs in the athletes' village. They changed tires, welded frames, rebuilt arms and legs; they did it all well over 800 times at Toronto 2015! Being interviewed by the Toronto Star, Cindy Doucet, who works at Otto Bock's Burlington office and runs the front desk at the shop relayed, "It's basically like triaging at an E.R., we have to really focus on competition devices first. Like an E.R., the team comes equipped with supplies. Boxes full of spare wheelchair tires, screws and sheets of leather sit alongside more advanced equipment, such as the oven used to heat plastic to a moldable temperature for new prosthetics."



Ottobock is one of the largest of its kind in the world and has run repair shops for Paralympic Games in Athens, Beijing, London and more. Hughes Myner, Sales Manager at Ottobock Canada says, "we had 22 plus technicians here from throughout the America's and they did a super job of keeping everyone in top competitive shape for a super ParaPan Event!"

## OSOT Events



Registration is open for the third of three OSOT workshops for this year, "Understanding, Evaluating and Justifying Your Prescriptions of Seating and Mobility Systems" with Sheila Buck. It will be hosted in **Cambridge, Ontario on October 29, 2015** at the Holiday Inn Cambridge (Note: there has been a location change from Kitchener). In addition to registrations for the event, OSOT has thanked and welcomes the exhibitors from the first two events back.

They have produced an Exhibitor Package available here or from Kymberley [KTrumper@osot.on.ca](mailto:KTrumper@osot.on.ca), or Seema [ssindwani@osot.on.ca](mailto:ssindwani@osot.on.ca).

These events are open to all prescriber OT's and other professionals working with people in their seating and mobility needs, and all manufacturers, distributors, and dealers wanting an opportunity to exhibit. The education curriculum is OSOT approved and is not an infomercial approach for any one product or company.



OSOT have their annual conference coming up September 25<sup>th</sup> and 26<sup>th</sup>. It is entitled “**Celebrate • Inspire • Achieve**” and it will be at the Ambassador Hotel and Conference Center in Kingston, ON Sept. 25<sup>th</sup> - 26<sup>th</sup>!

## ***Relationship Building***

A friend and business owner was in the other day and I am not sure if I should use Bills name or not; we started talking about business ethics and where we picked up our respective approach to what it is we do. He explained that his dad started the business he currently owns, was a lawyer and had a clear understanding that there were two types of management style in business; rape and pillage and relationship building.

As I look around the businesses that I am aware of in this industry the differences are obvious. We are very aware of the corporate culture we see in different groups, in independent stores, manufacturers, etc. It is getting harder and harder to find ones that are talking about performance and service. Instead, more and more are talking “Margins Matter” and “Sell them something they don't know they need yet”! The number of companies racing to the bottom on pricing and trying to stay ahead of the reimbursement codes rather than being concerned about the quality of the product and who is actually using it is astounding. Most tradeshow in Canada continue to be for people who do not use the products but prescribe and sell them!

Bill is trucking along doing the best job he can for the folks he is working with and gets more satisfaction out of nailing the perfect fit for someone over making sure he has checked off all the allowable up charge boxes before the needs assessment is completed!

It really is all about relationship building and doing the

best job possible for the end user. Hopefully, it will be appreciated and remembered the next time service is needed or a new product is purchased. Bill's business, like ours, is all about relationship building; it is sustainable. The people you are providing services to understand you are working for them and they offer their trust; they tend to come back versus feeling they were short changed and go elsewhere. Lower margins for life customers is a whole lot better in the long term than higher margins for one off customers! This industry needs more Bill's in it!

## ***WESTECH Additions***

There have been a number of personnel additions to the Westech crew in the last few weeks. They took the opportunity to thank Deanna Miyauchi (going back to school) and Megan Sodomsky (Tufford - who has moved over to Stevens Medical with less travel) for the positive contribution they have made to their organization and the companies they represent. Linda Roe, Business Development Coordinator relays, “it gives me great pleasure to reintroduce Sales Consultant Veteran, Lori Mayson who joined us in August for Alberta and to introduce Dave Matthews for the Atlantic Region.”

49 Bespoke enlisted the services of Westech in February 2015 to assist in getting our **VARILITE**® message out. Lori and Dave join Jeff, Linda, Gail, Mike, and Paul on the road.

## ***Bits and Bytes***

- 49 Rehab Equipment Expo Sept 9, Richmond BC;
- 49 Italy and Spain travels Sept 11-18;
- 49 Boston Abilities Expo Sept 18-20;
- 49 Atlantic Rehab & Ed Conference Sept 23-25 Halifax, NS;
- 49 OSOT Conference Sept 25-26, Kingston, ON;
- 49 Rehacare Trade Fair/Show Oct 14-17 Dusseldorf, DE;
- 49 Saskatoon & Regina Shows Oct 20 & 22 SK;
- 49 OSOT – Sheila Buck Oct 29, **Cambridge**, ON;
- 49 22<sup>nd</sup> CFPDP HOF Oct 30 TO with Galen G. Weston.

**BESPOKE PLUS** markets/promotes **VARILITE**® Seating and Positioning Systems, **Batec**, RGK, Sun, **KENDA**, Spinergy, Schwalbe, Shox, Blax, X-Core, Frog Legs, Topolino, Glance, Spintek, CEW, MBL, Natural Fit, BBraver, Decon, etc.  
**Comments are welcome; contact the editor Reg McClellan in the manner you wish below.**