



Home Care Medical News

VOLUME ONE, NUMBER TWO

35th Anniversary Special Edition

HCM PRESS

Home Care Medical Celebrates 35 Years!

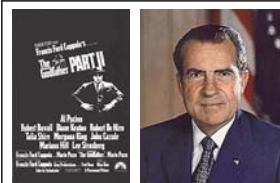
From small rental company to one of the largest home medical product retailers in Wisconsin.

Where were you in 1974?

Home Care Medical, doing business as Home Care Medical Supplies, had just embarked on the first leg of a 35-year journey to serve the community with home health care products and services.

Home Care Medical's founders, the father and son team of David and Richard Rolfs, recognized the consumer need for quality, affordable wheelchair rentals, at-home oxygen units and ostomy care supplies. So, in 1974, with just two employees, they began to provide products and services to approximately 1,100 customers in and around Milwaukee County.

In 1977, Home Care Medical began to offer a complete line of respiratory therapy products in addition to durable medical products. The durable medical product line had also expanded to include: hospital beds, walkers and more.



In 1974, "The Godfather Part II" was nominated for 11 Academy Awards and the House Judiciary Committee opened impeachment hearings against the 37th President of the United States, Richard M. Nixon, in the wake of the Watergate scandal.



On the radio... May 15, 1974 - Billboard's Hot 100 number 1 single was "The Locomotion" by Grand Funk.

Professional and customer referrals had grown to a point that, by 1983, Home Care Medical was servicing most of southeastern Wisconsin, including Milwaukee's eight surrounding counties.

In 1983, Home Care Medical was one of the founding members of WAMES, Wisconsin Association of Medical Equipment Services. WAMES is an association of medical equipment providers and manufacturers that helps to foster high standards for safe and efficient medical equipment services. It also provides continuing education programs for members and represents medical equipment providers to legislators in state and national government.

Also in 1983, rehabilitation services were added to the list of offerings from Home Care Medical. And in 1984, a decision was made to include pharmaceuticals as one of the medical services offered to Home Care Medical customers.

At the time there really was no blueprint to follow for home medical service providers and Home Care Medical began to pave the way with services like home delivery and set-up of IV drugs. Enteral therapy was



In 1974, Home Care Medical Supplies started out with just two employees and one delivery truck.



Located just south of Layton Avenue, between 74th and 76th Streets off of Barnard - Home Care Medical's 8,000 plus square foot retail store displays products in real-life settings.

started shortly after to serve patients in need of this medical service.

In 1990, Home Care Medical opened a new retail facility at 4818 South 76th Street in Milwaukee. And in 2007 that facility grew to more than 8,000 square feet of retail space.

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40% of Individuals with Type II Diabetes May Have Obstructive Sleep Apnea

The new statistics are alarming. According to the International Diabetes Confederation consensus statement, 40% of patients diagnosed with type II diabetes also have sleep apnea. And, nearly 80% of persons with sleep apnea are undiagnosed.

Symptoms of Obstructive Sleep Apnea or OSA, may include:

- snoring
- depression
- high blood pressure
- weight gain or loss
- daytime sleepiness
- lack of energy



Obstructive sleep apnea is a treatable condition. Copyright ResMed 2009 Used with Permission

Sleep apnea involves the obstruction of the breathing airway during sleep. The disorder causes people to literally "stop breathing" for a period of time while sleeping.

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The importance of a proper fit of a CPAP mask cannot be over emphasized. A comfortable and precise fit is necessary for both compliance to the prescribed equipment and the effectiveness of the therapy. Copyright ResMed 2009 Used with Permission

Grieving Center Services are Free to Families Experiencing a Loss

The Horizon Grief Resource Center was established to provide support and guidance to family and friends who are experiencing the loss of a loved one. The Grief Resource Center is

located at 8949 N. Deerbrook Trail in Brown Deer, Wisconsin and you may utilize the center during the hours of Monday through Friday from 12:00 noon until 6:00 pm.

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The Horizon Grief Resource Center opened on July 11, 2006. Horizon offered the first "walk-in" center in Wisconsin dedicated solely to help people through their grief and loss. The Horizon Grief Resource Center is located at 8949 N. Deerbrook Trail in Brown Deer, Wisconsin.

Celebrating 35 Years

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Home Care Medical's corporate offices expanded to New Berlin in 1999 with nearly 39,000 square feet of offices and warehouse space. These expansions have allowed Home Care Medical to better serve southeastern Wisconsin. With products and services available at the retail store 6-days-a-week and by phone through the New Berlin corporate headquarters at 5665 South Westridge Drive, 5-days-a-week, Home Care Medical is available around-the-clock to serve customers.

Many products are also available online 24-hours-a-day, 7-days-a-week at www.homecaremedical.com.

Home Care Medical offers a Service Center allowing it to maintain and service a wide range of equipment for customers. Home Care Medical also services products originally purchased from other retail vendors or medical equipment providers.

John Teevan became president of Home Care Medical in 1990 and has continued in the tradition of the Rolfs by providing outstanding medical equipment and professional medical services to customers in southeastern Wisconsin.



John Teevan

"Home Care Medical has really grown dramatically over the years and our company will continue to expand to meet the needs of our customers, their caregivers and families, and health care professionals," states President, John Teevan, Home Care Medical.

Honoring Our Troops

Donating Wheelchairs to Homecoming Ceremony



Photo of veterans courtesy of Stars and Stripes Honor Flight Wisconsin.

The Stars and Stripes Honor Flight Wisconsin flies veterans to Washington, D.C. to see the monuments that stand in their honor. Many veterans are unable to undertake a trip on their own and Stars and Stripes Honor Flight Wisconsin takes them there, at no cost, by providing a free flight, deluxe tour bus, meals and other amenities.

The program is supported exclusively through donations and for the second

year in-a-row, Home Care Medical loaned 30 wheelchairs and portable oxygen units to the Honor Flight veterans.

Home Care Medical and other area companies support the Honor Flight by providing much needed products and services to our veterans taking the trip.

For additional information see: www.starsandstripeshonorflight.org

A good night's sleep can even help manage diabetes

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Home Care Medical's retail location is home to the Respiratory Care Center. Professional fitters help those diagnosed with sleep apnea to select the equipment that best fits their needs. By having the most comfortable and finely tuned equipment - compliance with the doctor-ordered therapy is much more likely.



Special pillows are available to make sleeping with sleep apnea equipment more comfortable.

Obstructive sleep apnea is usually diagnosed with a sleep study. After a sleep study has been completed, a prescription is written for sleep apnea therapy and the patient is usually referred to a facility for a mask fitting. Many patients don't realize that they have a choice in where they obtain their fitting and equipment. Home Care Medical will check insurance for patients and provide expert fittings on-

site. Regularly scheduled sleep fairs are held at Home Care Medical's retail location to display the latest in sleep apnea products, provide cleanings and refittings for sleep apnea equipment users and to check for the proper functioning of equipment.

Private evaluations are also available. For more information, call: 414-423-8800 ext. 243.

Horizon Grief Resource Center First "Walk-In" Center to Open in Wisconsin

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Also provided at the Horizon Grief Resource Center, free-of-charge, is phone support, individual short-term counseling, support group hosting, chapel facilities, a resource library, guest speakers and community educational seminars.

Volunteers are always welcome. Horizon provides on-site training for Grief Resource Center volunteers. If you are interested in volunteering please call 414-586-8341 to volunteer.

To schedule an individual appointment or to check times of upcoming group sessions go to: www.hhch.net/griefcenter or call 414-586-8383. The Horizon Grief Resource Center is also open to professionals and others who want to learn more about healing those who are grieving.

The Horizon Grief Resource Center is a part of Horizon Home Care and Hospice and is available to anyone who is grieving the loss of a loved one.



The Horizon Grief Resource Center monument.



Horizon Grief Resource Center kitchen and dining area are open to guests.

Going Paperless is the Right Direction for Health Care

This initiative will help save more than paper.

Going green is important to the health care industry. However, when it comes to medical records, insurance claims and all of the paperwork associated with home medical equipment sales and service, the task can be daunting.

Electronic records are being instituted at some area hospitals to reduce the need for multiple copies, storage and paper waste - but also to increase the efficiency and quality of health care by allowing health care professionals a system to access records from various facilities and physicians. This can lead to the best overall care for patients since it allows physicians to fully understand the patient's history, current care and medications.

When it comes to the insurance end of going paperless - the task is one of



The Earth Day logo has design elements that appear to be the inspiration for the recycling logo used today.

developing a unified electronic software system and cross platform software and hardware to make all parties compatible.

Home Care Medical is dedicated to finding ways to make claims and records as paperless as possible. This initiative will help improve claims processing, customer service needs and eventually eliminate the need for paper record storage.

By supporting the move to a paperless system, Home Care Medical is dedicated to caring for the needs of customers as well as the environment.

Shopping Made Easy - Products and Services Available When and Where You Need Them

Around the Block and Around the Clock - Everything You Need in Home Health

Home Care Medical's dedicated team of professionals understands the need for convenience when it comes to the ordering and delivery of home health products and therapy services. That's why consumers and health care personnel have the ability to access products in a number of ways.

With a retail store that houses nearly 8,000 square feet of home health products, customers can browse home setting displays to see just what products best fit their needs.

Home Care Medical's "try before you buy" pledge lets customers experience items like reclining lift chairs, scooters, walkers and more to feel even more sure about the items they will be purchasing.



This step climber is just one of the many "stay healthy" products on display.

However, many times it is difficult for patients and their families to visit the retail location. For this reason, phone orders and reorders of products and services are made easy with a knowledgeable and compassionate staff who will help with product selection, insurance questions and more.

Online orders grew a dramatic 40% in 2008. Home Care Medical's online ordering system allows consumers to shop 24/7 online. If you don't see the product you are looking for online, just go to the



are looking for online, just go to the

BEST SELLER!
The Wheeled Walker

starting at **\$175**

Contact Us tab located on the home page at www.homecaremedical.com. Here you'll find department phone numbers and a customer service email link. Explain which product or service you are looking for and a Home Care Medical representative will help you with your order.

Care coordinators from Home Care Medical are even stationed in many area hospitals and care facilities. This allows physicians and staff to have access to information, products and assessments on-site. You may not see your Home Care Medical professional while you are in the hospital, but rest assured that they are on-site helping



Julie Ormsby is just one of the care coordinators who works in area hospitals.

your doctor and nurse order the very best products and services for your homecoming.

With a convenient retail location, plus phone and online ordering, Home Care Medical is fast becoming the premiere home health care product and service provider in southeastern Wisconsin.

Professionals, products and services - where you need them, when you need them, 24-7.

Reclining Lift Chairs Starting at \$770

Huge array of colors, fabrics and styles. Lift chairs are designed to be beautiful and functional. Stop in today and try one out.

Neoprene wraps give stability to injured joints.

See a full-line of neoprene sleeves and wraps at Home Care Medical.

Did you know?

That up to 40% of patients diagnosed with type II diabetes have obstructive sleep apnea. And, up to 80% of people with sleep apnea are undiagnosed.

Source: Young T. Epidemiology of Obstructive Sleep Apnea. Am J of Res Crit Care Med 2002

Athletic Trainer's Corner

Michael Ribar, LAT, PES
Performance Enhancement Coordinator
Sports Medicine Center at Froedtert

Professional licensed athletic trainer, Michael Ribar, is a performance enhancement specialist and performance coordinator for the Sports Medicine Center at Froedtert Hospital. He sees many types of sports-related injuries in adults and children.

Injuries aren't just limited to professional athletes and people who are trying to stay in shape or get back in shape. Nearly anyone can wind up with a sports-related injury, according to Michael. Below, Michael answers some commonly asked sports training and injury-related questions.

What is the most common injury related to sports?

The most common injury is a muscle strain. Most athletes don't take the time to warm-up and stretch, which increases their chances of muscle strains.

After an injury, how can an athlete return to their sport more quickly?

Rehabilitation performed by a professional

is the quickest way back to activity. But, the professional may want the athlete to have some assistance. Neoprene sleeves are a great way to give the muscle a feeling of warmth.

How are athletic trainers helping the population get fit?

One of the athletic trainer's domains is injury prevention. We have extensive knowledge in "evidence-based" injury prevention techniques that look at the kinetic chain and how imbalances and deficiencies impact other muscles and joints.

Michael Ribar is a graduate of UW-M in the field of kinesiology and is currently working for Froedtert Hospital. Michael is also the head athletic trainer for the Milwaukee Iron arena football team.

Online Orders Show a Big Surge in 2008-09

Home Care Medical's website attracted an increase in online orders of nearly 40% in 2008.

It's easy to order your products online. Login to the website at www.homecaremedical.com and you can browse through hundreds of products online in the privacy of your own home.

Order something on a regular basis? Home Care Medical's website is the perfect place to reorder commonly used products. Enter your order information just once and your previous orders are stored in a database for the ease of reordering.

If you don't see the product you are looking for, simply email through the Contact Us information tab and someone will get back with you shortly.

Home Care Medical recently received two awards. The company earned the Joint Commission's highest level of accreditation and President John Tevian received the 2008 Industry Excellence Award from the Wisconsin Association of Medical Equipment Services.

[Click here for the full story.](#)

The Home Care Medical online ordering system is updated weekly. New products and important health information allow customers the convenience of ordering and learning more about their health issues online 24-hours-a-day.

Show Your Personality!

Sports Training Products Available in Colors and Patterns

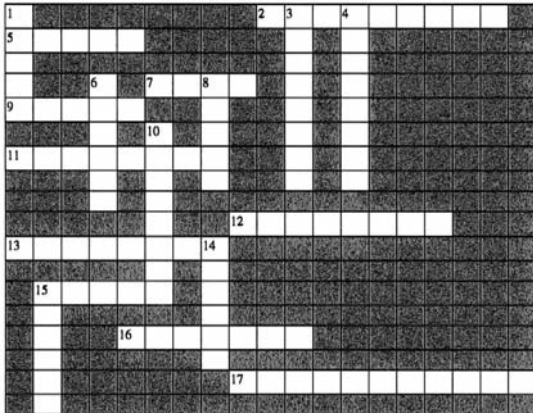
An array of products designed to aid the professional athlete, semi-professional athlete, student athlete, people who are trying to get in and stay in shape as well as people with athletic-related injuries, are on display at



Stabilize It. Athletic tape provides extra stability for athlete's elbows, knees, ankles and other joints.

Home Care Medical's retail store located at 4818 S. 76th Street in Milwaukee.

Students can show school spirit with bright colored athletic tape. This sturdy, supportive tape protects joints by adding support to help prevent and heal muscle strains.



ACROSS

- 2. people with sleep apnea stop doing this while sleeping
- 5. last name of Home Care Medical founders
- 7. a properly fitting one is necessary to treat OSA
- 9. 37th President of the United States
- 11. these sleeves warm muscles
- 12. people with type II _____ may have sleep apnea
- 13. anterior _____ ligament
- 15. Home Care Medical is a founding member of this state association (acronym)
- 16. do this before you exercise
- 17. happy 35th _____

DOWN

- 1. going _____ helps the environment
- 3. volunteers are welcome at the Horizon Grief _____ Center
- 4. these trainers treat sports injuries
- 6. redeem this for 35% off
- 8. Dr. Comfort makes these
- 10. they visit war memorials in Washington, D.C.
- 14. number of nominations The Godfather Part II received
- 15. this wheeled product is a best seller

17. anniversary
16. bench
15. VAMES
14. Benin
13. cruciate
12. diabetes
11. neoprene
10. veterans
9. coach
8. shoes
7. make
6. Folio
5. Resonance
4. athletic
3. Resonance
2. kneeling
1. green
DOWN

Diabetic shoes, made of the highest quality materials and with custom cushion in-soles, are designed to help prevent pressure points which can lead to foot injuries like ulcers.

Because of the comfort and meticulous craftsmanship, these shoes aren't just for those with diabetes. Anyone who is on their feet can benefit from these fashion-forward, comfortable shoes. There are even styles that are perfect for the athlete who wants a truly comfortable, well-made shoe.

State-of-the-art is the only way to describe the new line of leg braces available at Home Care Medical's retail location. These high-style braces come in seven standard sizes as well as custom-made sizes.

Braces are generally used following knee surgery, reconstruction of the ACL (anterior cruciate ligament) or PCL (posterior cruciate ligament) or to prevent or support a torn ligament.



A variety of products designed to support injured or strained muscles are available at Home Care Medical. Professional fitters are on staff to help with your product selection.



Dr. Comfort shoes aren't just for diabetics. These shoes are great for athletes and people who are on their feet all day.

Visit Home Care Medical's retail store at 4818 S. 76th Street, just one block south of Layton Avenue on Barnard between 74th and 76th Streets.

Home Care Medical is open-to-the-public six days a week. Store hours are M-F 9-5 and Saturday 9-3.

Products are also available online at www.homecaremedical.com or by calling 262-786-9870 M-F 8-5 and Saturday 9-12.



Home Care Medical, Inc. is sole owner of HCM publications. Questions or suggestions for the editor should be emailed to kandy.raether@hcmmedical.com

Corporate Offices
Home Care Medical, Inc.
5665 S. Westridge Drive
New Berlin, WI 53151
262-786-9870 / 800-369-6939
M-F 8-5, Sat. 9-12

Retail Store
4818 S. 76th Street
Milwaukee, WI 53220
414-423-8800
M-F 9-5, Sat. 9-3

Respiratory Care Center
(located in retail store)
262-786-9870 ext. 207
M-F 9-5 and by appt.

Service Center
2604 S. 162nd Street
New Berlin, WI 53151
262-786-9870 / 800-369-6939
M-F 8-5

Current Medicare Guidelines Available Online From Home Care Medical

Medicare and Medicaid guidelines are constantly changing. Customers and health care professionals can look to Home Care Medical as a resource for the most current information on Medicare and Medicaid guidelines.

A complete and up-to-date Medicare guideline document can be found at www.homecaremedical.com. Keep up on the products and services covered, reimbursement requirements and more.

www.homecaremedical.com is the source for the information you need.

Shop online www.homecaremedical.com

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35% Off Your Cash Purchase

35th Anniversary Sale - take 35% OFF
Good on any cash purchase from 5/20/09 - 8/31/09

Retail Store Purchases Only. Offer cannot be combined with any other promotion or discount. Coupon expires 8/31/09.

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