

Products normally carried by dealers include the following:

- raised toilet seats
- shower, stair and entryway grab bars
- bedside commodes
- urinals
- clothing with Velcro closures
- beds
- wheelchairs
- incontinent supplies
- skin care products
- exercise/athletic machinery and equipment
- walking aids
- back supports
- ostomy products
- seating products
- oxygen
- industrial and home first aid
- adaptive equipment for home and office
- lifts, ramps and elevators

A variety of technological advances now allow for more sophisticated medical treatment in the home. The cost of medical equipment for home care has declined significantly in many key product areas and new technologies have improved equipment safety. The increase in the high-tech home healthcare market reflects the availability of products and techniques for IV/infusion therapy, antibiotic therapy, chemotherapy, and total parental nutrition.

Many home healthcare agencies will move from "mom and pop" status to formal business entities and will diversify into a wider range of product and service offerings in order to make their plans more appealing to hospital affiliations/ventures and prepaid managed care plans. Some home healthcare organizations will find high-tech niches in infusion or respiratory therapy, IV antibiotic and oncology therapies, and move away from offering broadly based services.

Hospitals will continue to seek a larger share of home healthcare referrals, either by developing their own home healthcare companies or by establishing affiliations and co-operative ventures with existing agencies.