

Buyers and Distribution Channels

For the in-home patient care market, the dealer typically runs a retail store, and may advertise in the media and may offer sales discounts. The dealer sources products directly from the manufacturer, or through advertisements in trade publications, comparative shopping in a competitor's territory, or visiting a trade show.

Unless the product is new, dealers expect promotional prices at trade shows to be fairly low. Dealers shop the trade show floor and negotiate the lowest price possible; many come with a shopping list for the entire year.

The outpatient care market is made up of private companies, government agencies, etc., that provide a service to the client, either at their facility or at the client's home.

All companies in the outpatient care market deal directly with manufacturers. Larger companies purchase capital equipment directly, but smaller companies prefer to deal on a lease-to-own basis.

Contacts

Home Care Associations

American Association for Continuity Care
1730 North Lynn Street, Suite 502
Arlington, Virginia
U.S.A. 22209
Tel: (703) 525-1191 Fax: (703) 276-8196
Attn: Mr. Randy Price
Executive Director

American Federation of Home Health Agencies
1320 Fenwick Lane, Suite 100
Silver Spring, Maryland
U.S.A. 20910
Tel: (301) 588-1454 Fax: (301) 588-4732
Attn: Ms. Ann Howard
Executive Director