

## Real value-added benefits mean never having to say you're sorry.

New customers always ask the same question: "What makes specialty distributors special?"

Here's a list of just some of the extra value you gain from your partnership with a specialty distributor.

The list isn't short, and what you see isn't everything, because as they say in the infomercials, "But wait, there's more!"

### In general

- Experts in our field.
- We're part of the community.
- Focus on relationships (and hence responsibility), not just sales.
- Long-tenured reps that know the needs of our accounts.
- Nurturing reps, not just "seagull sales."

### Innovation

- No. 1 providers of new, innovative technologies.
- Find cost-effective products at purchase.
- The risk-takers in new technologies with investments in marketing, education, and inventory for new small manufacturers.
- Willingness to absorb risk in new technologies for better outcomes.

### Distribution

- Accessible 24 hours a day, seven days a week.
- Same-day shipping.
- Guaranteed fill rates.
- Drop-ship capabilities.
- Emergency delivery.
- Electronic data interchange.
- Custom packaging (different manufacturers).
- Backup (substitute) products.

- Inventory optimization.
- Just-in-time delivery.
- Problem solvers.
- Supply and equipment tracking.
- Experts in our field.
- Assistance in recalls.
- Personal delivery with inservicing.
- Extraordinary customer service.
- Local stocking.
- Product knowledge without part numbers.

### Education

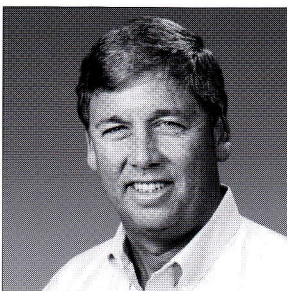
- Experts in our field.
- Consultative representatives.
- Inservicing 24 hours a day, seven days a week.
- Full support of technologies and problem-solving.
- Educators on staff. (credentialed RN's, RRT's, etc.)
- Scientific lecture series.
- CEU courses.
- Hands-on education.
- Knowledge of our industry and our competitors.
- Problem-solvers.
- Reps are continuously educated.
- Newsletters on technology and scientific papers.
- Pre- and post-delivery inservices.
- No-charge consultation.
- Total sales involvement: administrative, purchasing, and clinical.
- Support and sponsor specialty meetings for clinicians and doctors.

### Service

- Repair what we sell.
- Repair what others sell.
- 24-hour hot line.
- In-house customizing and configuring.
- Liability extraction.
- Preventive maintenance.
- Insured.
- Loaners.
- Inservicing.
- Warranty loaner equipment.
- Guaranteed uptime.
- Local service.

### Financial

- Thirty-day terms or flexible to suit.
- Free freight or other innovative policies.
- Rent to own.
- Lease purchase options.
- Rental equity applied to purchase.
- Consignment of equipment and supplies.
- Bill for use only on available equipment.
- Early payment discounts.
- 100% money-back guarantees.
- Loan of equipment on disposable usage.



*Duke Johns is the President of Medical Specialties, Inc., a firm representing products from a broad base of national and international manufacturers for over three decades. They have built their reputation on honest recommendations, quality service, and education that help their strategic partners. Duke can be reached at 676 Time Saver Avenue, New Orleans, LA 70123, or by calling (504) 734-1171.*

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