

# Specialty distributors help you reduce technology costs.

Over the past decade there has been a big change in the way medical technologies and supplies are purchased and sold.

New reimbursement methods, pricing plans and the introduction of organized buying groups has trimmed the fat and saved you money. Unfortunately, it has also trimmed some of the muscle.

As a result, some of the old, large, well established manufacturers and distributors have lost their edge on innovation. Being entrenched in standard product lines and sales systems has forced them to become commodity specialists.

Future savings will come from new innovative technologies that may cost less to purchase, will reduce operating costs, and will be able to document improved outcomes.

### **New sources for technology**

If such technology isn't coming from the old line suppliers, where can you turn?

The answer is the smaller, independent engineering and manufacturing firms. They are creating the new cost-saving technologies that make a difference in patient care.

Unfortunately, these innovative companies are handicapped by their size. They often lack the manpower to effectively market their products and educate their customers.

### **Rely on a valuable partner**

That's why many innovative manufacturers rely on specialty distributors to help them introduce and support their new technologies. The distributors tend to specialize in a few areas and are experts in their fields.

Since specialty distributors are not locked-in to rigid product lines, they are able to track, review, and select emerging technologies from many sources.

You can rely on specialty distributors to educate you about new applications, cost-reduction strategies, quality, value, and outcome issues. Actually, the term "specialty distributors" is a misnomer because distribution only occurs after they have

accomplish their real function: marketing, education and sales.

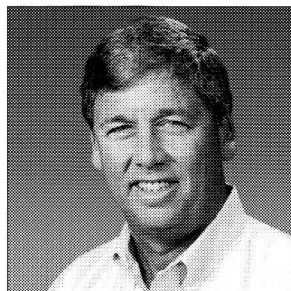
Their knowledge means you can tap into exactly the information needed to make informed decisions. Access to a variety of manufacturers guarantees you greater choice and a broader spectrum of available solutions.

### **Look for added value**

Specialty distributors bring an extra dimension to their service mix by providing valuable technical skills and training programs that help you quickly bring new technologies on line.

You always have a local contact who is ready, willing, and able to solve any problems with the implementation of your new technologies.

Buying and applying new technologies is always a learning experience. Specialty distributors make it virtually painless. ■



*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.*