



News Release

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Contact: Denise McClinton
(254) 772-2941
dmcclinton@hot.rr.com

Legislative Challenges, Future Success Dominate Theme of Medtrade 2007

ALPHARETTA, Ga.—October 9, 2007—The 28th annual Medtrade Conference and Expo held October 2 – 4 at the Orange County Convention Center in Orlando revealed that home medical equipment providers across the country are dedicated to finding creative solutions that enhance the lives of their patients and the success of their businesses in the midst of significant legislative challenges. The home medical equipment industry's leading event, produced by Nielsen Business Media, was attended by over 13,000 HME providers, home health care professionals, and leading manufacturers of home health care products and technology.

"It is an extremely challenging time for the HME industry in terms of legislative and regulatory pressures," says Kevin Bird, Nielsen Business Media's group show director for Medtrade and Medtrade Spring. "Yet, it is encouraging that the industry is serious about patient care and survival. At this year's event, both attendees and exhibitors were able to pull together to focus on creative solutions that will ensure America's growing population of those with chronic diseases and disabilities will receive the care that is deserved and expected."

More than 2,300 providers participated in the educational conference, which included over 175 sessions that focused on critical topics such as accreditation, competitive bidding, sales and marketing, and business operations.

Premier HomeCare, based in Louisville, Ky., sent several staff members to the event. According to the company's CEO Jeff Knight, RRT, the whole complexion of Medtrade has changed. "It has gone from just being an equipment-purchasing show to being a provider networking and fact-finding event," he says.

Additionally, Premier HomeCare's vice president of marketing, John Cason, says, "Even with all the storms on the horizon, every provider I spoke with was

determined to take care of their customers. There was an air of resolve—not one of giving up, no matter what CMS keeps putting on us.”

Over 750 exhibitors were on hand to meet with customers, develop new relationships and showcase the latest technological advancements in home health care.

“It was a fantastic show for VGM, U.S. Rehab, Nationwide Respiratory and all the VGM ancillary programs and services,” says Ron Bendell, president of VGM & Associates, Waterloo, Iowa. “At Medtrade, VGM gained over 50 new members, demonstrating the industry’s need for support, education and programs that increase operational efficiencies. The booth traffic was steady, which gave us ample opportunity to discuss our products and programs with members and other attendees.”

Other exhibitors also saw the value of this forum for interacting with clients. “We always appreciate the value that Medtrade brings to Respironics and to our industry as a whole,” says Maryellen Bizzack, marketing and communications manager for the Murrysville, Pa.-based company. “At Medtrade 2007, we showcased some of our latest products, technologies and solutions, including the MicroElite™ Compressor Nebulizer System and the BiPAP® AVAPS™ noninvasive home ventilator. We were also given the opportunity to announce our latest acquisition of Apollo Light Systems.”

Additionally, Daryl Risinger, vice president of marketing for Inogen, Goleta, Calif., says, “Medtrade is at the pinnacle of every manufacturer’s sales and marketing calendar.” Inogen was the recipient of the “Best Booth” award. “Recognition of achievement at such an important event is extremely gratifying. And looking around the exhibition hall, it was clear how much prep time all the exhibitors committed to making the show successful,” he adds.

At Medtrade 2007, attendees were able to see first-hand the industry’s newest products at the New Product Pavilion. Winners of the New Product Pavilion awards, based on attendee votes, include:

- The Innovation Award went to Healthcraft Products, Ottawa, Ontario for its Depend-a-Bar weight-bearing bath safety device
- The Providers Choice Award was awarded to PDG Group, Vancouver, B.C. for its Fuze Power Tilt feature
- The Merit Award was given to Elizabethtown, Ky.-based Life Gear for its Comfort Zone portable blanket warming system

Introduced this year, the Industry Trends Product Pavilion featured popular products that meet the industry’s changing needs.

While in Orlando, attendees also took the opportunity to network while at Medtrade. On Tuesday, October 2, following the first day of the exposition,

Medtrade hosted its networking reception at the Orange County Convention Center. Over 200 participants were able to enjoy a "Taste of Orlando" and congratulate the winners of *HME News'* HME Excellence Awards. Proceeds from the event will benefit the Shepherd Center in Atlanta.

Additionally, the American Association for Homecare held its inaugural Stand Up for Home Care reception at Orlando's Peabody Hotel. The event raised approximately \$75,000 and was attended by 400 Medtrade participants. Proceeds from the event will support a new broad-based public awareness campaign to promote the mission of the home care industry.

Nielsen Business Media's upcoming health care events include Medtrade Spring 2008, which will be held May 6 – 8, 2008, in Long Beach, Calif., and Medtrade 2008, which will take place October 28 – 30, 2007, in Atlanta. For more information, please visit www.medtrade.com or call (800) 933-8735.

Medtrade and Medtrade Spring are produced by Nielsen Business Media. Nielsen Business Media is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently.

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EDITOR'S NOTE: To obtain additional information or to arrange an interview, please contact Denise McClinton at (254) 772-2941 or dmccclinton@hot.rr.com. Press photos are available at