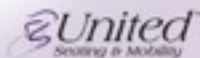


## What It Means to be a Successful RTS/Supplier in Today's Industry

Eric Grieb, OTR/ATP and Kevin Gouy, ATP  
United Seating and Mobility

And why the future of the industry is in your hands



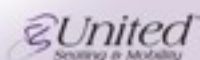
## AT Continuum



## What a successful Supplier means to You

### • As the Clinician

- Supplier supports both the product and the client for a lifetime.
- Supplier acts as bridge between payer, client and clinician.
- The supplier maintains current knowledge of equipment and technology available to meet the clients needs and established goals.
- Provides technical knowledge and support with regard to complex rehab technology.
- Has a broad working knowledge of funding issues that may impact product selection



## What a successful Supplier means to You

- **As the Business owner**
  - A successful ATP balances patient outcomes and profitability.
  - Prioritizes the needs of the business as well as those of the client.
  - Works efficiently and effectively to meet the client's needs in a timely manner.
  - Maintains relationships with everyone in continuum of care to insure success in the future.
  - Manages tasks and individuals and takes individual responsibility throughout the process.



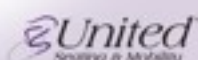
## What a successful Supplier means to You

- **As the Family/Caregiver**
  - The supplier provides support throughout the life of the product.
  - Lifetime partnership.
  - Promotes functional independence and long term health and welfare of client



## What a successful Supplier means to You

- **As the Payer**
  - Provides cost effective solutions in an efficient manner saving time and money.
  - Helps to prevent additional medical complications and minimizes associated costs resulting from poorly prescribed equipment.



## What a successful Supplier means to You

- As the End User

- Helps to avoid unnecessary health complications through appropriate product selection and education.
- Provides an appropriate selection of products and technology to meet individual need.
- The supplier is an educational resource and a problem solver.
- Provides service throughout the lifetime of the product in an efficient and cost conscious manner.
- Has a long term vision of end user's needs.



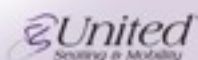
## When The Continuum Breaks Down

- The end user suffers.
- Any Questions?



## NRRTS Defined Skill Set

- The RTS must "gain and exhibit a basic working knowledge" for the purpose of being able to provide and or apply enabling technology.
- Gross musculoskeletal anatomy;
- Normal and abnormal neurodevelopment;
- Neuromuscular abnormalities;
- Disabling conditions and disease processes;
- Secondary complications of long term disability;
- Biomechanical principles, concepts and applications;



## Clinical/Evaluative Skills

- Knowledge of not only anatomical / neurological structure and function but also a reasonably in depth view of how abnormalities in these systems will impact the human technology interface.
- A working knowledge of major principles in the study of Physics and Kinesiology and the ability to functionally apply these principles when assisting in the prescription and delivery of mobility products.



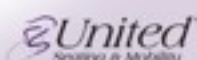
## Clinical/Evaluative Skills

- The ability to assess or understand cognitive, social and or emotional issues which could impact the consumer's ability to utilize or accept the provided technology. The capacity to respond accordingly to identifiable issues.
- Environmental evaluation skills with regard to access. A brief understanding of architectural and or structural principles as they relate to questions of home modification. (As always, knowing when to appropriately refer such questions and to whom.)



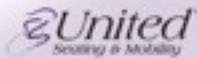
## Mechanical Skills

- The ability to comprehend and apply basic biomechanical principles for the purpose of optimizing efficiency of mobility.
- The ability to understand the physical workings of various equipment and it's components for the purpose of being able to safely adjust for proper fit, modify for function or diagnose for repair.



## Electronic Computer Skills

- The ability to mate the severely involved clients needs with appropriate electronic interfaces as well as the ability to integrate various interfaces with overall electronic systems.
- The ability to understand various aspects of programming parameters and how they may impact a particular consumer.
- Be able to navigate the basic computer programs and web functions that are needed for communication in today's business environments in a relatively efficient manner.



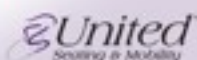
## Interpersonal Skills

- The ability to both listen and hear information which culminates from a variety of contributing sources. Integrating all information and opinions assisting in coming to a consensus which most benefits the consumer.
- The ability to clearly and concisely communicate on an appropriate level. Contributing opinions; observations and recommendations in a non-threatening and constructive manner.



## Interpersonal Skills

- Perception-The ability to accurately assess a client or caregivers subjective willingness to accept and integrate prescribed equipment and or modifications.
- The "can't we all just get along" component; the quality in an individual that promotes trust and positive relations with therapists, consumers and caregiver. This is essential to any team AT or otherwise.



## Running a Healthy Company

First, you have to understand what a good company is. You can be the best RTS in the world but if you don't work for a company that puts the Client First then what's the point?

What does your company stand for?



## Running a Healthy Company

This is important to everyone in the AT Continuum because;

A Healthy Rehab Industry comes about from you helping run a Successful Rehab Company.

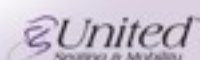
And a Successful Rehab Industry means Success for the End User



## Running a Healthy Company

Managing Expectations

Trust, Transparency, Truthfulness



# Running a Healthy Company

RTSs , there needs to be a clear understanding of day to day operations.

Being responsible and organized in regards to inventory. In my opinion, one of the most overlooked aspects of business in the rehab world.



# Running a Healthy Company

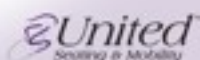
What is quality?



# Running a Healthy Company

Communication

[integralrehab.blogspot.com](http://integralrehab.blogspot.com)



# Running a Healthy Company

## Continuous Improvement



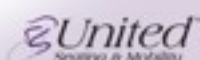
# Continuous Improvement

Lean is defined as:

"A systematic approach to identifying and eliminating waste (non-value-added activities) through continuous improvement by flowing the product or service at the pull of the customer in pursuit of perfection."



# Continuous Improvement





## Running a Healthy Company

Execution!!!

**“Plans are worthless planning is everything”**

Dwight D Eisenhower



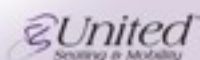
## Striving for Brilliance

Be Utopian!!



## Warning!!

If the RTS/Supplier fails to meet the necessary criteria we have outlined in this presentation then he or she will fail at their chosen role. This will have a cascading effect ultimately resulting in an increasingly restrictive atmosphere with regard to accessing appropriate technologies.



## Signs of Failure



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Seating & Mobility

## Signs of Failure

- Suppliers start adopting inferior quality standards
- Employing "cheaper" less experienced people throughout the process.
- Utilizing equipment formularies that stress only the bottom line vs client's individual need.
- Integrating cheaper service and delivery models i.e. no in home service or evaluation. Employing non skilled "delivery" personnel vs. providing skilled set up. Possibly utilizing the dreaded internet/Television drop and run strategies.
- Going out of business

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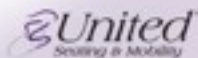
## Signs of Failure



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## Failure has happened

- The skilled therapist with a specialty in mobility will lose the RTS they have come to rely on and trust as a valued resource with regard to equipment specific knowledge; current funding issues etc. and potentially have the resource replaced with an unskilled salesman or order taker.
- The consumer will lose necessary technical and functional support as a direct result of losing a member of the AT team..
- The consumer is denied access to appropriate and reliable equipment and services as Rehab Providers and skilled RTSs are replaced by low end mobility stores and sales people.



## Conclusion

We have an opportunity before us to help **lead through change** for a better rehab industry in the future but it will require **everyone's participation**. To be a successful RTS/Supplier in today's industry means taking an interdisciplinary approach to how you do business and interact with the customer and AT Team as well as colleagues from the company that employs you. Following our competencies will lead to a healthier rehab industry and is a key in **measuring success**. Only when this happens will we as members of the AT Continuum and Rehab industry, be able to **better serve** those we took the job for in the first place.



## Thank you!!

Question and or Comments???

Please feel free to contact either of us at any time

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