



WHEELCHAIR AIR CUSHION

Product Training

PRODUCTS: Forever Plus Cushion & Freedom Ease

Goals for Training

- Specifications
- Pressure Mapping
- Sizes
- Warranty
- How to Setup
- How to Sell



Forever Plus

- The Treatment Cushion
 - Therapeutic Cushioning Design
 - Disperses pressure evenly to promote blood flow and assist in the treatment of pressure ulcers



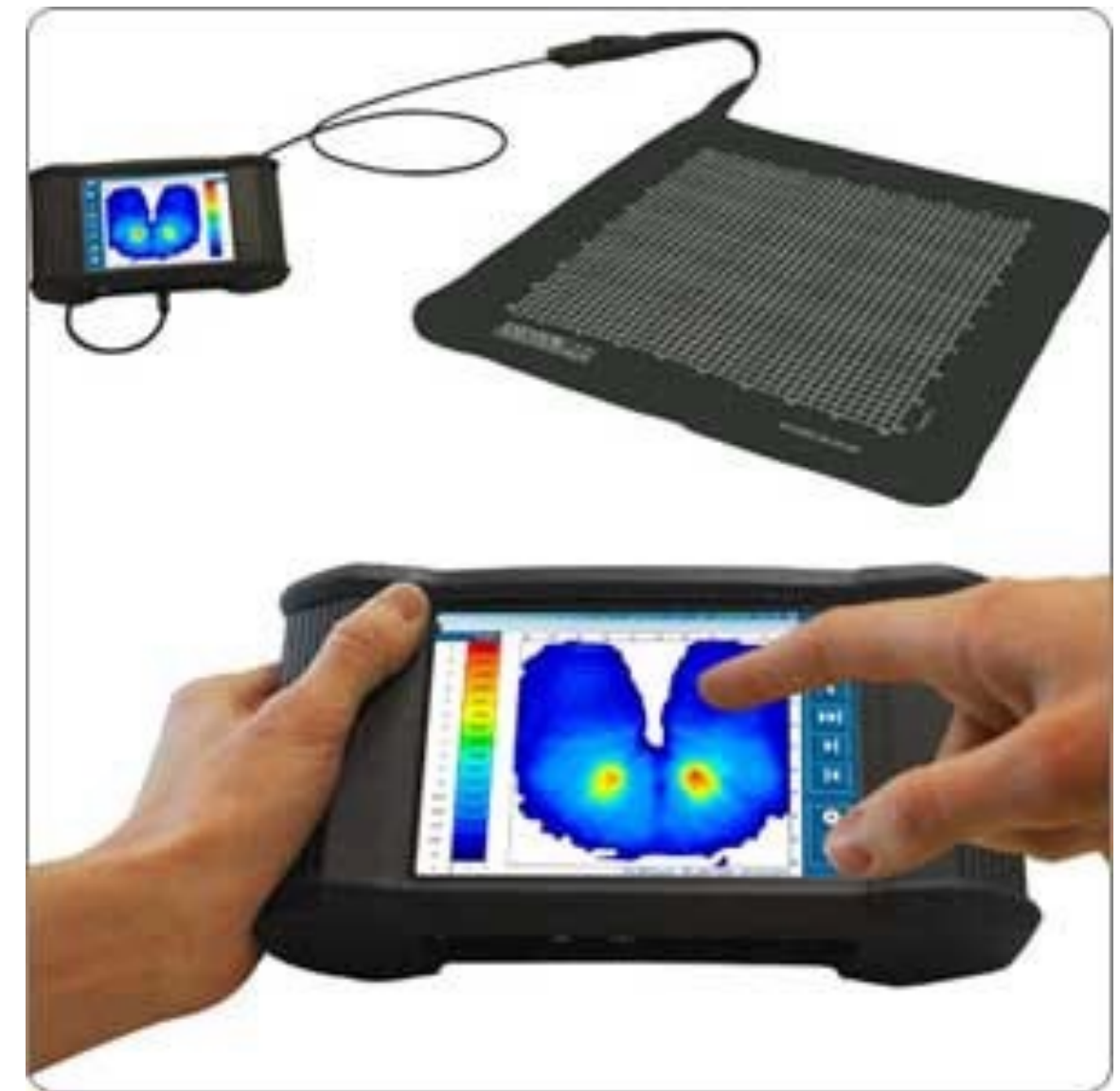
Forever Plus Specifications

- Forever Plus Cushion Series
 - Cell Height: 3 inches
 - Cell Material: Neoprene
 - Six Sizes Available
 - Weight Limit: 300 lbs. (Models A-E)
550 lbs. (Model F)
 - Cover Available: Yes
 - Cover Washable: Yes
 - Hand Pump: Yes
 - Multiple Patient Use: Yes



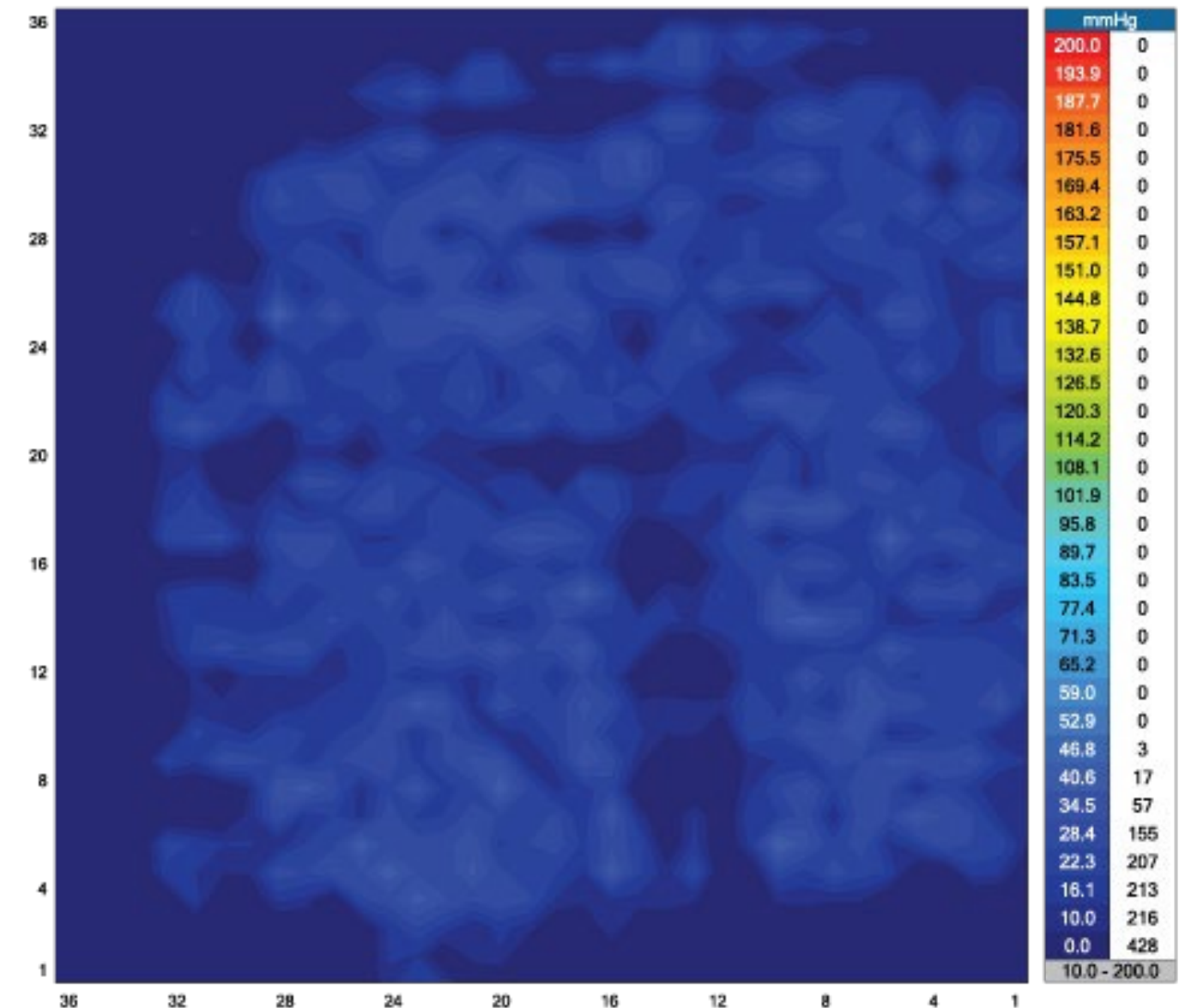
Pressure Mapping

- Pressure mapping performed with X-Sensor Pressure Mapping System
- Measures over 1600 points
- Main goal of pressure reduction is to keep average pressure less than 32 mm/Hg



Pressure Mapping

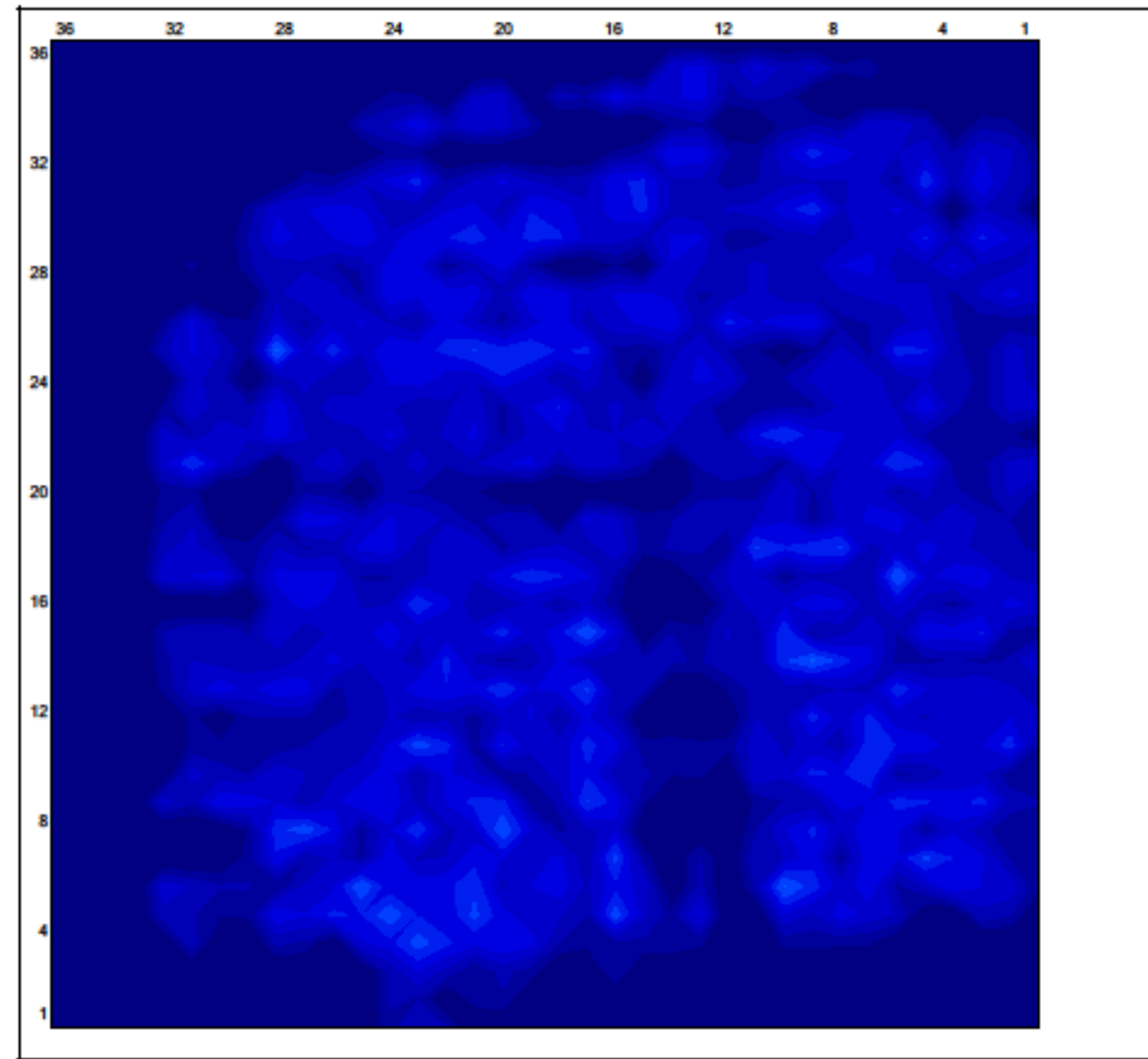
- Forever Plus
 - The average pressure mapping results are 22-24 mm/HG
 - The leading competitor's 4 inch cushion has average pressure mapping results of 30-34 mm/Hg



Forever Plus Pressure Mapping

XSENSOR Technology Corporation

File: Forever plus_20150206_181015
 Frame: 901
 Range: 10.0 to 200.0 mmHg
 Avg/Peak: 23.0 / 47.6 mmHg
 Area: 217.00 in²



mmHg	
200.0	0
193.9	0
187.7	0
181.6	0
175.5	0
169.4	0
163.2	0
157.1	0
151.0	0
144.8	0
138.7	0
132.6	0
126.5	0
120.3	0
114.2	0
108.1	0
101.9	0
95.8	0
89.7	0
83.5	0
77.4	0
71.3	0
65.2	0
59.0	0
52.9	0
46.8	3
40.6	17
34.5	57
28.4	155
22.3	207
16.1	213
10.0	216
0.0	428
10.0 - 200.0	

Sensor/Group	Value
S1424	
Avg Pres.	23.0
Peak Pres.	47.6
Min Pres.	10.0
Area (in ²)	217.0

General Notes

Image

No Images

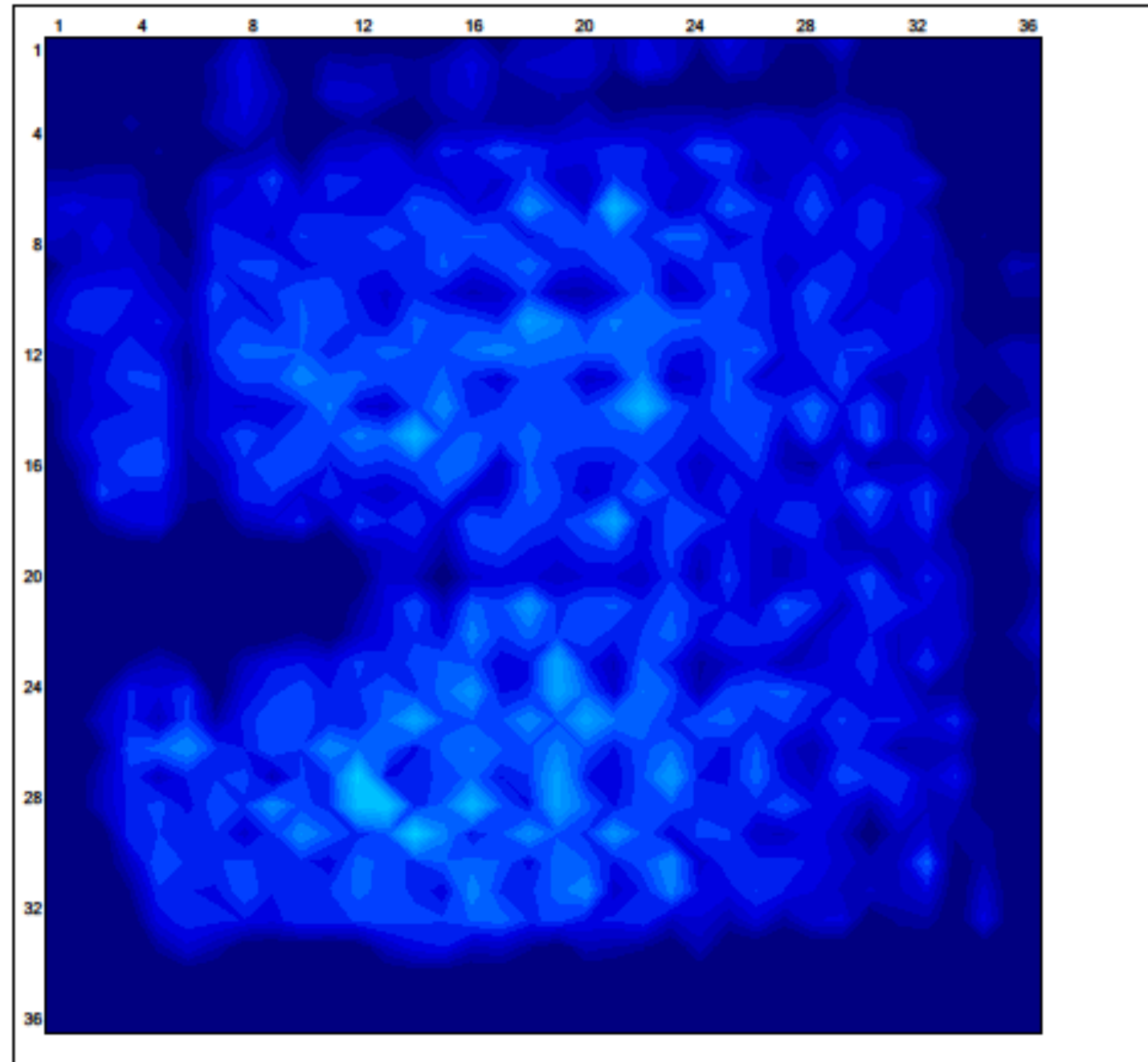
Pressure Imaging by XSENSOR Technology



Leading Competitor's Pressure Mapping

XSENSOR Technology Corporation

File: competitor wheelchair cushion
 Frame: 45 Avg/Peak: 33.4 / 84.8 mmHg
 Range: 10.0 to 200.0 mmHg Area: 233.25 in*2



Pressure Imaging by XSENSOR Technology

mmHg	
200.0	0
193.9	0
187.7	0
181.6	0
175.5	0
169.4	0
163.2	0
157.1	0
151.0	0
144.8	0
138.7	0
132.6	0
126.5	0
120.3	0
114.2	0
108.1	0
101.9	0
95.8	0
89.7	0
83.5	2
77.4	2
71.3	4
65.2	8
59.0	8
52.9	20
46.8	76
40.6	151
34.5	168
28.4	166
22.3	123
16.1	108
10.0	97
0.0	363
10.0 - 200.0	

Sensor/Group	Value
S1424	
Avg Pres.	33.4
Peak Pres.	84.8
Min Pres.	10.0
Area (in*2)	233.25

General Notes

Image

No Images



Warranty

- 18 months on the cushion
- 6 months on the cover



Forever Plus Cushion Sizes

Model	Dimensions	Number of Cells	Weight Capacity
6406-10-A	16" x 16" x 3"	8 x 8	300 lbs.
6406-10-B	18" x 16" x 3"	9 x 8	300 lbs.
6406-10-C	18" x 18" x 3"	9 x 9	300 lbs.
6406-10-D	20" x 16" x 3"	10 x 8	300 lbs.
6406-10-E	20" x 18" x 3"	10 x 9	300 lbs.
6406-10-F	22" x 20" x 3"	11 x 10	550 lbs.



Freedom Ease

- The Prevention Cushion
 - Therapeutic Cushioning Design
 - Disperses pressure evenly to promote blood flow and assist in the treatment of pressure ulcers



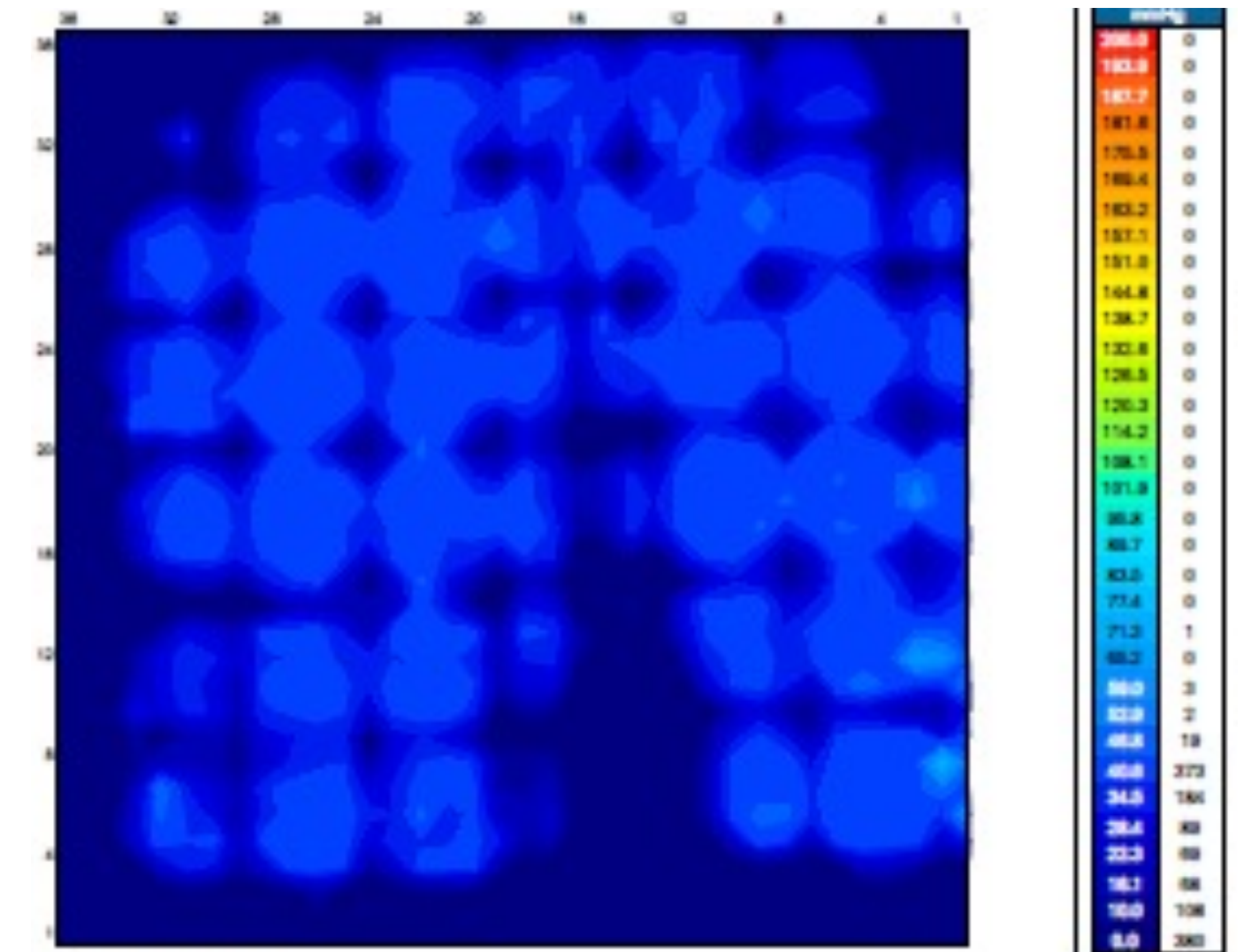
Freedom Ease Specifications

- Freedom Ease Cushion Series
 - Cell height: 2 inches
 - Cell material: PVC
 - 3 sizes available
 - Weight limit: 250 pounds
 - Cover available: Yes
 - Cover washable: Yes
 - Hand pump: Yes
 - Multiple patient use: Yes

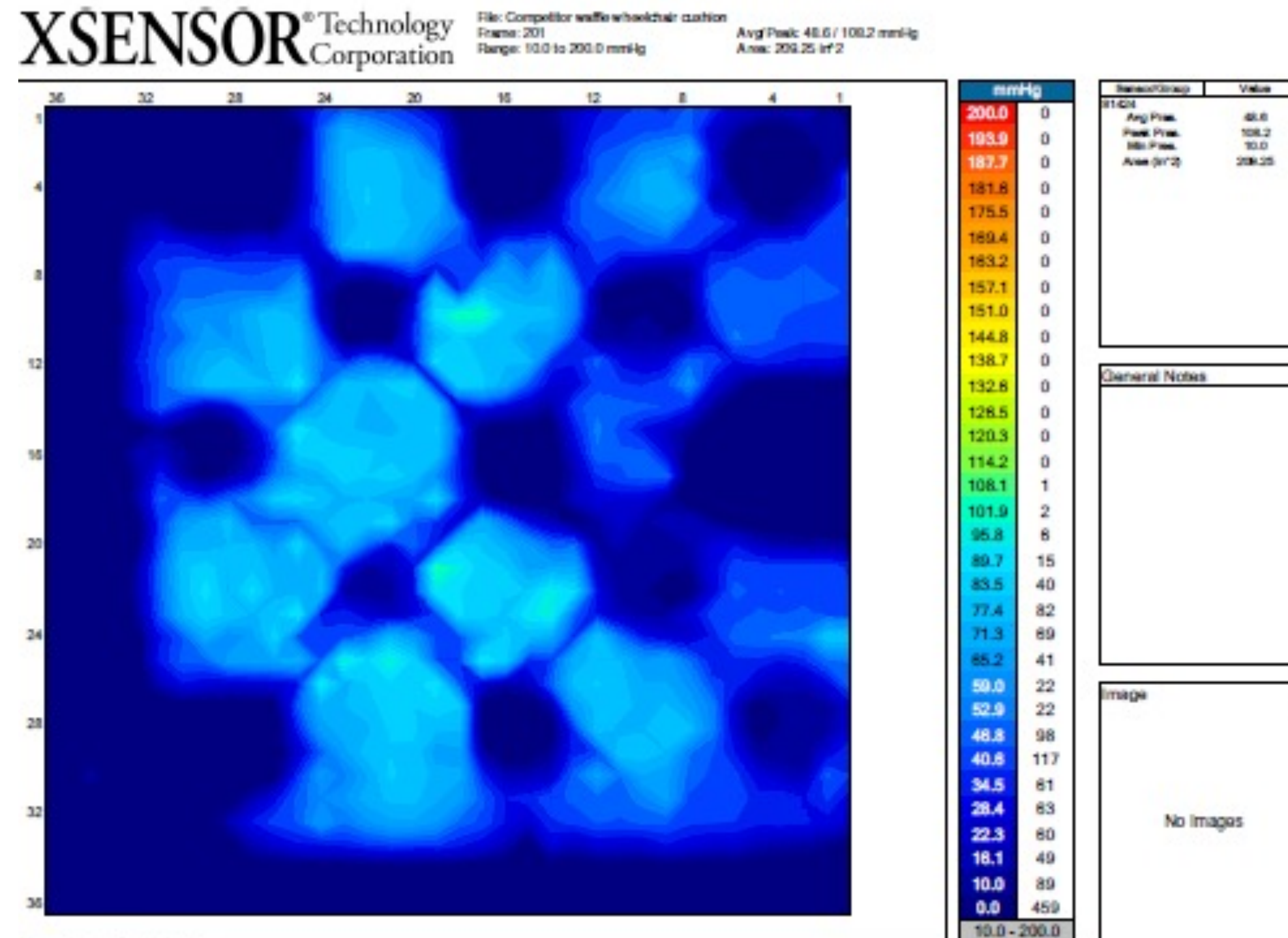


Pressure Mapping

- Freedom Ease
 - The average pressure mapping results of 31- 34 mm/hg
 - The leading competitor's cushion has pressure mapping of 46-52 mm/hg



Leading Competitor's Pressure Mapping



Freedom Ease Cushion Sizes

Model	Dimensions	Number of Cells	Weight Capacity
6406-09-A	16" x 16" x 3"	6 x 6	250 lbs.
6406-09-B	18" x 16" x 3"	7 x 6	250 lbs.
6406-09-C	18" x 18" x 2"	7 x 7	250 lbs.



Warranty

- 18 months on the cushion
- 6 months on the cover



Setup of Both Cushions

1. Remove product from the packaging
2. Check items: your product will come with the cushion, cover, manual, and hand-operated air pump
3. Placement of the cushion: Place your cushion on the chair, making sure it is centered and right side up, with the air valve in the left corner
4. Open the air valve by turning counter-clockwise
5. Attach the pump, via the silicon hose to the air valve
6. Pump air into the cushion, inflate cushion until it begins to slightly arch upward
7. Once inflation is complete, close the air valve by turning clockwise, remove pump from air valve
8. Place the client on the cushion in his/her normal sitting position
9. Don gloves and Slide your hand between the cushion surface and the client's bottom, feel for the lowest bony prominence, ensure palm side is up
10. Turn valve counter-clockwise and slowly let out air, the client should egress about $\frac{1}{2}$ inch - $\frac{3}{4}$ inch into cushion
11. Once the client has egressed into the cushion, ensure that the client is not bottoming out via the hand check method



The Competition



The Competition

- Roho - Quadtro Select
 - Made of Neoprene
 - \$458 includes cover
 - Sizes - 16x15.25, 16x17, 17.75x17, 17.75x18.5, 19.5x17 19.5x18.5
 - There is no weight limit
 - 3 year warranty warranty on cushion
 - E2634 and E2625



The Competition

- eHob – Waffle Seat Cushion
 - Made of Vinyl
 - \$28.41 to \$61.41
 - Sizes: 14x14, 17x17, 19x19
 - Capable of supporting patients up to 300 lbs
 - 3 month warranty



The Competition

- Star Cushion – StarLock Cushion
 - Made of Neoprene
 - \$319
 - Sizes:
13.5x13.5, 15.5, 17.25; 15.5x11.75, 13.5, 15.5,
17.25, 19.25; 17.25x13.5, 15.5, 17.25, 19.25;
19.25x15.5, 17.25, 19.25, 21; 21x15.5, 17.25,
19.25, 21; 22.75x17.25, 19.25; 24.75x19.25
 - There is no weight limit for this cushion
 - 2 year warranty
 - E2622



Wheelchair Cushion Product Line



Forever Cushion

Model	Dimensions	Cells
4040	16" x 16" x 3"	8 x 8
4044	18" x 16" x 3"	8 x 9
4444	18" x 18" x 3"	8 x 8



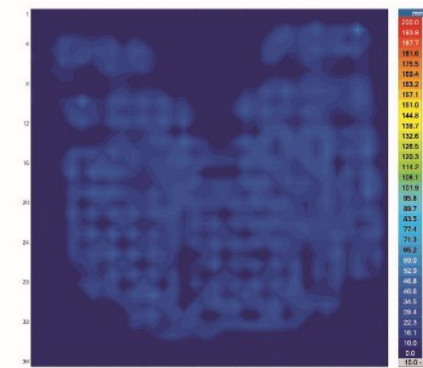
Forever Plus Cushion

Model	Dimensions	Cells
6406-10-A	16" x 16" x 3"	8 x 8
6406-10-B	18" x 16" x 3"	9 x 8
6406-10-C	18" x 18" x 3"	9 x 9
6406-10-D	20" x 16" x 3"	10 x 8
6406-10-E	20" x 18" x 3"	10 x 9
6406-10-F	22" x 20" x 3"	11 x 10

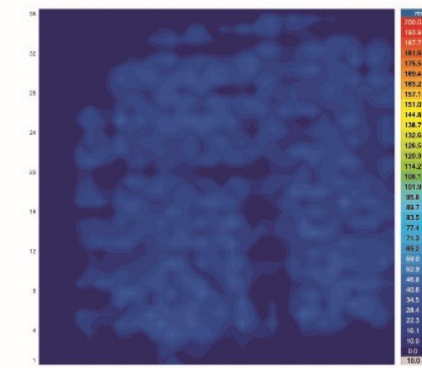


Freedom Ease Cushion

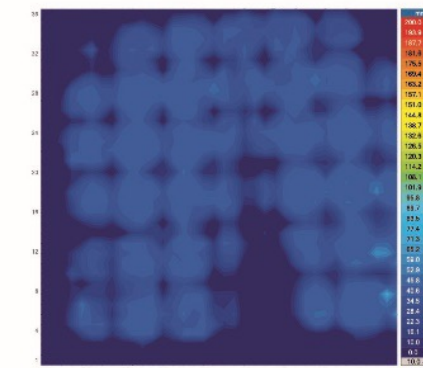
Model	Dimensions	Cells
6406-09-A	16" x 16" x 2"	6 x 6
6406-09-B	18" x 16" x 2"	7 x 6
6406-09-C	18" x 18" x 2"	7 x 7



Average Pressure: 23.6 mmHG
Peak Pressure: 57.8 mmHG
Area: 183.5 in²



Average Pressure: 23.0 mmHG
Peak Pressure: 47.6 mmHG
Area: 217.5 in²



Average Pressure: 34.6 mmHG
Peak Pressure: 73.4 mmHG
Area: 229.0 in²

	Forever Cushion	Forever Plus Cushion	Freedom Ease Cushion
Cushion Size (see table above)	3 Sizes Available	6 Sizes Available	3 Sizes Available
Cell Height	3"	3"	2"
Cushion Material	Latex	Neoprene	PVC
Maximum Weight Capacity	350 lbs.	300 lbs. (Models A-E) 550 lbs. (Model F)	250 lbs.
Average Pressure Mapping*	21-24 mm/Hg	22-24 mm/HG	31-34 mm/HG
Cover Available	Yes	Yes	Yes
Cover Washable	Yes	Yes	Yes
Air Pump Standard	Yes	Yes	Yes
Multiple Patient Use	Yes	Yes	Yes
HCPCS Codes	E2622	E2622 & E2623	E2622
Warranty	Eighteen month warranty on manufacturer's defect from the original date of purchase and six month limited warranty for cushion cover		

* Pressure mapping performed with X-Sensor pressure mapping equipment. Capillaries close at 32-34 mm/Hg.



Importance of Latex-Free

- Opens up selling into hospitals, LTCs, LTACs and SNFs
- Sell into hospitals
 - Each hospital will keep about 20 on-hand. Trash after use.
 - Call on Physical Therapy department
 - Material Management to confirm price savings & order
- Sell into nursing homes/LTCs
 - Director of Nursing
- LTACs and SNFs
 - Director of Nursing



Selling Strategies

- No need to market the Forever Plus nor the Freedom Ease to the outpatient arena
- Target for both lines need to be LTCs and Acute care
- We Have the Best Worlds: The treatment and prevention cushion





Questions & Discussion