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For Immediate Release

Strong growth prompts MEDiChair Ottawa to enhance store, services & staff

Ottawa, Ontario – “2007 was a year of exceptional growth for MEDiChair Ottawa,” says General Manager Jim Mullins. “The Home Medical Equipment (HME) business in Ottawa’s west end has never been stronger. Since the beginning of the year, we noticed that there was a steady increase in demand for HME products and services. We had already made a business decision to upgrade the store and expand our range of products and services, but the new business prompted us to move faster. As we reached the end of the year, we added new staff, gave our store a complete facelift and broadened our product lines.”

Mullins added, “Some of the growth we’ve experienced is attributable to our Veteran’s Affairs contract with the federal government, (maintenance of Lifting Devices), Ottawa’s healthy economy, an aging population of baby boomers and new retirees from Ottawa’s high tech sector. The bottom line is that people are living longer than in previous generations and many are choosing to remain in their homes while others move to condominiums or seek assisted living retirement homes. Regardless of the individual situation, MEDiChair Ottawa has all the latest products and services that can help people maximize their quality of life.”

Mullins was quick to point out that retailers in the HME sector are very competitive. “You can’t rest on your laurels,” explains Mullins. “You have to be constantly looking outside the box for ways to improve customer service. That’s why we completely renovated our store and hired two experienced HME specialists. Before year-end, we also added a third vehicle to our truck fleet. If customers can’t get to us, we’ll come to them. It will also quicken our customer response time. Building and maintaining one-to-one customer relationships is key to our long-term success.”

Regarding the new store, services and staff Mullins commented, “We have strived to provide our customers with a one-stop shopping experience in a relaxed, home-like environment that allows them to consult with qualified product experts and ‘test drive’ a broad range of products in every category from scooters and electric wheel chairs to stair lifts and walkers.

”Judging by the positive customer feedback that we have received so far, we appear to be on the right track. Our clients tell us they like the roomy layout and the way that we have grouped products into different sectors such as bathroom, bedroom, walkers, scooters & wheelchairs, and lift chairs.”

About MEDiChair ‘the home medical equipment specialists’

MEDiChair, a LifeMark Health Management company, is North America’s largest and fastest growing Home Medical Equipment (HME) franchise company with stores from coast-to-coast in Canada.

MEDiChair stores carry a comprehensive line of Home Medical Equipment products including wheelchairs, scooters, lift chairs, bathroom safety products, home accessibility solutions, and soft/disposable personal health care products such as incontinence supplies, wound care, compression, and bracing. These specialty products are designed to enhance the quality of life for people experiencing disabilities, injuries, surgeries, and aging. MEDiChair prides itself on providing caring, knowledgeable and highly trained consultants committed to finding the right home health care product solution for each customer. MEDiChair also promotes good health through its public education and awareness programs, and through its adherence to best practice management. www.medichair.com

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