

MK Battery



THE POWERLINE

OFFICIAL NEWSLETTER OF MK BATTERY

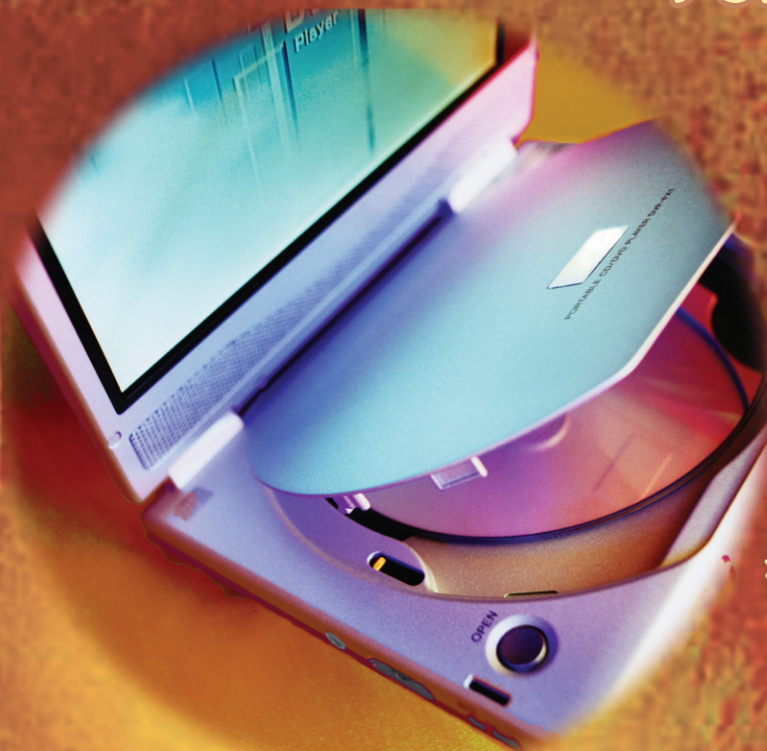
Volume 22
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WIN! DVD WIN! DVD WIN! DVD WIN!

Off to Atlanta?

Peachy!

*Your Mobility Partners
Are Giving Away
Portable DVD Players*



Visit MK BATTERY
At Booth# 2110

Answer 5 Questions
About HME Batteries And
Register For Our FREE
Daily Drawing
For A Portable DVD Player

SERVICE DEPARTMENT...

Clinical & Sales Support OR Profit Center?

Typical steps that your service center goes through for a wheelchair repair:

- Service call
- Repair diagnosis
- Pre-authorization
- Medical documentation
- Ordering parts
- Inventorying parts
- Labor hours to repair
- Delivery and set-up
- Collect co-pay
- Submit for reimbursement

When all of these steps are completed, hopefully without having to repeat any of them, there is rarely any gross profit left.

Many dealers have shared stories with us about a customer who has had a pair of MK Batteries in their wheelchair or scooter that have performed well and are still going strong after three years. Most dealers choose to put out a premium product; lessening the probability of an unneeded service call while providing the end user and the payor the best value to meet their long-term mobility needs.

Some dealers tell us (tongue in cheek, we hope) that our batteries last too long and while they provide an excellent value to the end user as well as the payor, they would prefer a shorter life so they could sell more batteries.

If a dealer is considering a strategy that replacement batteries are a revenue stream, they should closely analyze their business processes by assigning a cost to the steps listed above to determine if this is a profitable endeavor or an area where a longer life battery may be the best thing for their business.

Looking at power mobility repairs in general, **most full service dealers have a service department to support their clinical and sales needs**, rarely does this department show a profit.

If this does sound typical of your service department then you may want to consider using MK Battery products with proven long life quality because it is the best value for the end user, the best value for the payor AND the best value for you.

Do You Know The Number One Question Asked About Wheelchair Batteries?

How often should I charge?

Daily Users:

Charge daily. This applies to anyone who actually uses his or her equipment outside of the home.

Occasional Users:

Always be sure to charge before an outing and always after active use. The ideal recharge point is about 50% on a scooter or wheelchair gauge.

Storing Batteries for the Winter:

Store batteries fully charged. Check them once a month and recharge as needed. Sealed batteries can hold their charge from 6 to 12 months. Remember, if storing your chair for longer than a couple of weeks, it's best to charge the batteries and then disconnect them.



DOD Could Mean DOA

Would you have a five-gallon fuel tank on an SUV? Of course not, because your range would be severely limited.

That is why depth of discharge (DOD) is important. Batteries that are consistently run down to 70% or 80% + depths of discharge will suffer in terms of cycle life. Smaller batteries (17 Amp Hours or less) or batteries below manufacturer specifications, such as using a U1 in a full size wheelchair, are at the greatest risk. Very active consumers placed in this situation may find in a relatively short time their batteries are DOA.

Depth of Discharge (DOD) is becoming an important issue when it comes to matching chairs and scooters with prospective customers. With an increasing move toward smaller size batteries to reduce weight and meet tighter design criteria it becomes more important to give the customer a mobility package which avoids severe DOD.

Following manufacturer's guidelines will not only extend battery life and prevent unneeded service calls it will enhance customer satisfaction.

MK Goes Global...



MK Battery has been operating a warehouse in the UK since January 2001.

Beginning September 2003, we will begin Local Route Delivery servicing the greater London and Manchester Area.

If you are interested in MK Route Delivery, please call Tom Coyne at +44 (0) 1536 484009.



About a "Flea"...

by Dennis Sharpe

I wrote an article for the last issue of the NRRTS NEWS discussing the image of our industry and wondering what we should or more appropriately must do to change it. It may depend on what segment of the HME industry you are involved in whether or not you think it's even worth discussing. But recently we have had two more broadly reported articles, one from the Los Angeles Times about the high cost of wheelchairs to the state Medicaid program, and another in Louisiana about "scooter peddlers" that shed negative light in our direction.

I attended a discussion with Congressman Jim Nussle (R-IA), head of the House Budget Committee. In discussing competitive bidding and probable passage of legislation, Congressman Nussle said that the HME Industry was "the Flea on the last hair, at the tip of the tail, of the dog" when it came to being noticed on Capitol Hill. The Congressman emphasized he was speaking of reality, not his belief. Why aren't we noticed? And when we are noticed why is it usually in a negative way? Maybe it's because we do not work to build our image as an industry the way the AMA, Hospitals, and Pharmaceutical industries have. Of course they have the big money to spend.

So how do we change or for that matter develop the positive image we deserve? We represent a cost effective alternative to hospitalization. We help people have a better quality of life by giving them the tools to go home or get out of their home. To help them be as independent as they want to be. The constant pressure from State Medicaid programs, fee based Insurance Contracting, as well as the Federal issues make it imperative that we somehow address our image in the public arena. The question is HOW.

MK Battery sponsored a roundtable discussion at the recent NRRTS Leadership Conference. Our topic was PR. Public Relations. It's not the same as advertising. PR means taking the many great things people do in our industry and sharing that information so that our neighbors and others know how fortunate are to have HME suppliers to service and their loved ones. We need to make not be the target of news. Dealers try getting their story out in their local media. And we need to examine our image through our professional organizations.

Wouldn't you rather be the tail than the flea?



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ISO DEVELOPING NEW WC BATTERY STANDARDS

ISO (International Organization for Standardization) has just circulated a Draft International Standard for wheelchair batteries and chargers for review and comments by member bodies including the ANSI/RESNA Wheelchair Standards Committee. When this standard becomes a final work it will then become part of the ISO 7176 Wheelchair Standard.

There is of course important safety and application issues with both batteries and chargers and this new part to ISO 7176 can help to protect consumers and others working with mobility batteries from hazards and poorly designed systems. Items addressed include battery and charger compatibility, minimum cycle requirements, transportation labeling and documentation and information disclosure.

As participating members of the committee we have offered our suggestions on the draft and will provide the news when it is finally adopted. Next, we need to convince funding entities to accept ISO 7176 compliant products as a minimum standard for funding.

MK Battery products are ISO 9001 compliant

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DEPEND ON***



MK BATTERY

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Participating Member Of:

AAHomecare (NAMES 1985)

AT/ReHab Council

NRRTS - Charter Corporate FON

RESNA (Rehab Engineering Society of N. America)

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