

**EXCERPTS FROM
THE CAREGIVERS REPORT
Strategic Insights for HME Providers**

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About The Caregivers Advisory Panel

The Caregivers Advisory Panel, Inc. (TCAP) was established in July, 2000 to provide market research and consulting for companies and individuals trying to develop and deliver products and services that meet the needs of caregivers and care recipients. The panel members are individuals from all regions of the country who provide care or assistance to someone who needs help as a result of an illness, a disability, or the aging process. They reflect varied demographic characteristics and caregiving situations. To learn more about TCAP, call Paul Alper, President and Founder of TCAP, toll-free at (877) 595-6227 and visit the TCAP web site at www.caregiversadvisorypanel.com.

Survey Methodology

This report presents selected findings from a survey of members of The Caregivers Advisory Panel. The survey, *Caregiving in the U.S.*, consisted of five sections, with each panel member receiving three of the five. The four-page Reaching the Caregiver section of the survey was sent to 1,805 panel members. This section contained questions examining where caregivers seek and obtain information, who influences decisions regarding caregiving purchases, what caregiving products have been purchased, what drives brand loyalty, how caregivers respond to promotional strategies, and caregiver media habits.

Each of the 1,805 survey recipients was also sent two of four sections dealing with specific areas of care—Incontinence, Nutrition, Bathing and Skin Care, and Wound Care and Prevention. These three-page modules first assessed whether or not the specific area of care was an issue in the recipient's care. Caregivers who indicated it was an issue were then asked to report which specialty products are used by their care recipient, satisfaction with those products, where the products are bought, who influences brand decisions, which brands are used and what attributes are important in product selection. They were also asked about their experience and interest in caregiver skills training and what problems and concerns they have about that specific area of care.

The surveys were mailed in November and December, 2000 and 1,254 responses were received (just under a 70% response rate). Respondents were each given a five-dollar incentive for completing the survey. The overall margin of error for the results is plus or minus three percentage points.

This research was conducted by The Caregivers Advisory Panel, Inc./Mathew Greenwald & Associates, Inc. Collaborative Partnership for Caregiver Research.

EXCERPTED FROM THE CAREGIVERS REPORT. Caregiving Products Purchased

Overall, three types of caregiving products stand out as having been purchased the most in the last six months. Almost six in ten caregivers say absorbent products for incontinence have been bought in the past six months (58%), and more than half say that specialty bathing and skin care products (55%) or specialty nutrition products (52%) have been bought for their recipients in this time period.

Fewer caregivers—roughly four in ten—report wound care or wound prevention products (43%) or mobility devices or equipment (37%) have been purchased for their recipient in the last six months. One-quarter report having purchased home safety accessories (27%), and sixteen percent say respiratory care supplies were purchased.

Even though only about one in ten caregivers say electronic health monitoring systems (11%) or security devices (9%) have been bought for their recipient in the past six months, larger proportions say such items have been bought for their care recipient at some time in the past (40% and 27%, respectively).

Number of Products Purchased

Most caregivers report that products from several of the product categories above have been bought for their care recipient within the last six months. Two-fifths indicate buying products in at least four categories (41%), and another fifth bought three types of products (19%).

STRATEGIC INSIGHT:

Because so many caregivers report buying numerous types of products, HME dealers should consider stocking as wide a range of categories as makes sense in your market/with your business mix. Once a caregiver enters or contacts the store for a particular product, sales staff should generate interest and sales by initiating discussion about other needs the recipient may have and how the dealer could help meet them.

The staff could ask your customers about their care recipient's condition, what care they provide, and what needs they have. Train staff to match up products and information that meet those special needs.

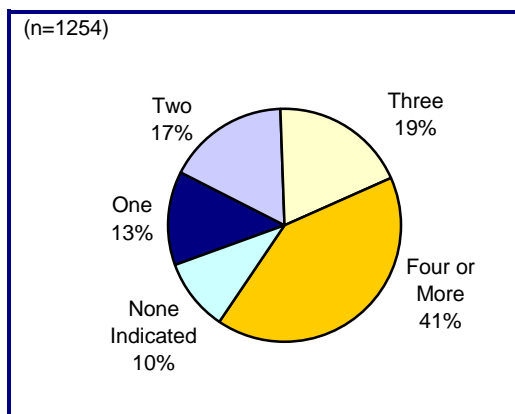
Caregiving Products Purchased

Have any of the following caregiving products been bought for your care recipient in the last 6 months?

(n=1254)	Bought In Last 6 Months
Absorbent products for incontinence	58%
Specialty bathing and skin care products	55%
Specialty nutrition products/supplements	52%
Wound care or wound prevention products	43%
Devices or equipment for mobility	37%
Home safety accessories	27%
Respiratory care equipment/supplies	16%
Electronic health monitoring systems	11%
Security devices	9%

Number of Product Types Purchased

Count of the number of product types bought in the last 6 months



EXCERPTED FROM THE CAREGIVERS REPORT

Decisions Regarding Caregiving Health Products

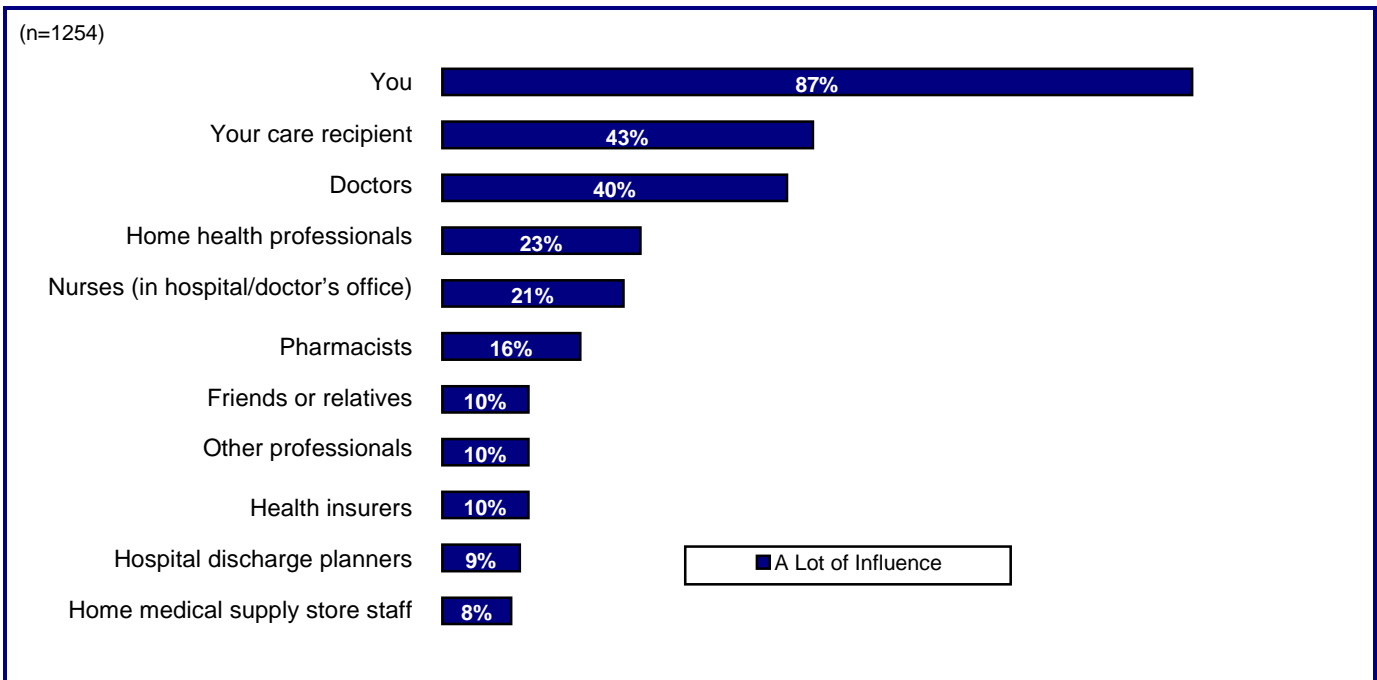
The large majority of caregivers—87%—say they have *a lot of* influence on decisions regarding purchases of caregiving health products. Half as many, four in ten, feel their care recipient or a doctor has *a lot of* influence (43% and 40% respectively).

From the caregiver's perspective, no other individual has nearly as much influence as the top three influencers—the caregiver, the care recipient, and doctors. Only about one-fifth indicate home health professionals (23%) or nurses (21%) have *a lot of* influence, and fewer feel pharmacists do (16%).

Only 8% of caregivers say medical supply store staff have *a lot of* influence on decisions regarding caregiving health purchases.

Influence on Decisions Regarding Caregiving Health Products

In your situation, how much influence do each of the following people have on decisions regarding purchases of caregiving health products?



STRATEGIC INSIGHT:

Home medical supply store staff could take steps to become more influential in caregiver product decisions, but may need to reach out to caregivers to do so.

HME/DME store staff could build upon routine transactions with caregivers to initiate dialogue with them about care recipient needs and to position themselves as a resource for the caregiver. The first encounter with the caregiver is the best time to do this. Be sure caregivers know the full scope of your capabilities and that you want to understand and serve their needs. Why? It may be the last opportunity; data show that most caregivers are buying core category products elsewhere.

A simple capabilities brochure could be a very cost-effective way to tell caregivers what you can do for them. Consider including a coupon for use with an out of pocket purchase (such as an incontinence or nutrition item) as a way to motivate a return visit.