Omantec LLC is a startup involved in the commercialization of a novel body lifting device to assist caregivers in positioning bedridden patients to provide access to the lower half body for personal hygiene and therapeutic purposes.

**How it works**

- The Lift is characterized by a motor-driven wall mounted cable-pulley lift system.
- The T-bar support used for lifting the patient hangs on the wall until needed. To use the system, the caregiver first guides the legs of the patient over this cushioned T-bar support.
- The cable-pulley system is anchored high on the wall behind the caregiver’s bed. This cable-pulley system is controlled by a remote, which drives the motor positioned on the floor behind the bed. Once the motor is activated, the T-bar slowly lifts upward revealing the backside of the patient to facilitate routine movement, changing, cleaning and bathing.

**Features and Benefits**

- **Compact wall mount, easy installation**
- **Eliminates strenuous caregiver lifting with improved safe patient handling**
- **550lb-pulling capacity**
- **Healthcare Improvements**
  - 4,742,500 receive care through home health agencies
  - 1,383,700 at nursing homes
  - 1,244,500 at Hospital
  - 713,300 at residential care communities
  - 273,200 at adult day service centers
- **Home Care Improvements**
  - 775,000 home healthcare patients
  - 677,546 homecare patients
  - 100% satisfaction

**Marketing Plan**

**Phase 1**

**Market Research**

- **Market needs, major competitors**
- **Number of injuries caused by manual lifting**
- **Prepare script and questions**

**Beta Program**

- **Identify potential partnerships**
- **Conduct interviews to identify customer requirements**
- **Find large medical equipment providers, large hospital purchasing group**

**Phase 2**

**Reaching out TO POTENTIAL PARTNERSHIPS**

- Locate potential suppliers and identify their interests, needs
- Make research about selected suppliers (size of the company, what products they carry, contact info, etc)
- Make phone calls to reach out and schedule meetings with potentials
- Prepare presentation to introduce the product

**Phase 3**

- Proven results with large patient population
- Contract with suppliers and produce in large quantities
- Launch to mass markets nationally and internationally

**References:**

2. NHPCO’s Facts and Figures Hospice Care in America 2015 Edition

**Company Background**

Giang Le Huong Truong, Suzanne Furlani, Samuel Morris, Michael Osika, Barbara Osika