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Company Background

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.

The product

Lift Motor Assembly

T Bar

Invented by Mr. Michael Osika while caring for his bedridden elderly father

Using a cushioned T-bar support, a caregiver can gently lift legs & lower torso of a bedridden patient

T-bar technology lifts the lower half of a patient's body to facilitate personal hygiene

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 care recipient'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

- 550lb. pulling capacity
- Eliminates strenuous caregiver lifting with improved safe patient handling
- Compact wall mount, easy installation

HealthCare Improvements

- \$750 Saved PER DAY
- 437.5 Hours PER WEEK SAVED
- 100% CAREGIVER SATISFACTION

Home Care Improvements

- \$239 Saved PER DAY
- 14 Hours PER WEEK SAVED
- 100% PATIENT SATISFACTION

Market Research

354 million [3] PEOPLE RECEIVE ACUTE CARE ANNUALLY

8,357,100 Long-term Care Patients [1]

4,742,500 receive care through home health agencies

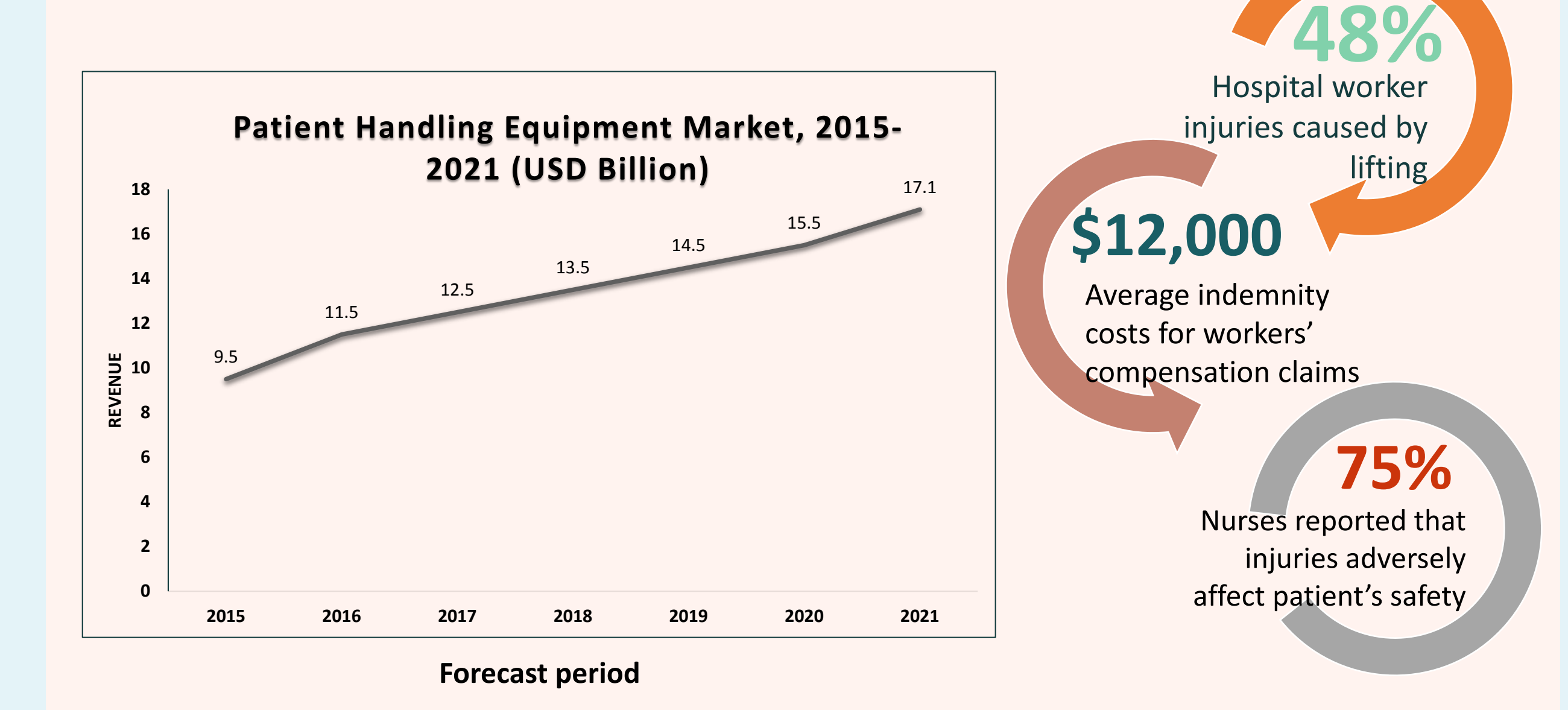
- 1,383,700 at nursing homes
- 1,244,500 at Hospice
- 713,300 at residential care communities
- 273,200 at adult day service centers

1.6 million [2] Hospice patients

1.4 million Home healthcare patients

❖ **Patient handling equipment market:** Hospital segment dominated the market followed by home care segment and it is expected to **grow at the highest rate in the forecast period.** With increasing home care service and demand for homecare patient handling equipment, homecare segment will exhibit significant growth in the forecast period.

Automated patient lifting and transfer techniques act as a potential driver of handling equipment market. The market of patient handling equipment is estimated to reach **\$17.1 billion** in 2021.



Marketing Plan

Phase 1

Market Research

- Market needs, major competitors
- Number of injuries caused by manual lifting

Market statistics

Beta Program

- Conduct interviews to identify customer requirements
- Prepare script and questions

Find large medical equipment providers, large hospital purchasing group

Identify potential partnerships

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

Going BIG

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

References:

[1] Harris-Kojetin, Lauren, et al. "Long-Term Care Services in the United States: 2013 Overview."

[2] NHPCO's Facts and Figures Hospice Care in America 2015 Edition

[3]Pitts, Stephen R., et al. "Where Americans get acute care: increasingly, it's not at their doctor's office." *Health affairs* 29.9 (2010): 1620-1629.