

**9 Key Benefits of Buying from Reputable Supplier
vs Online Company/Amazon**

Created by AAHomecare's Retail Work Group, June 2021

AAHomecare's Retail Work Group developed the following list of key benefits beyond price that influence an individual's decision to purchase retail products from a reputable HME supplier vs an online store. "Price is only an issue in the absence of value." – Anonymous

1. **Knowledgeable Experts** – HME staff are well versed in the products and services offered and can guide an individual through the various options to create tailored solutions to meet one's medical needs and lifestyle preferences.
2. **Education & Training** – HME staff educate and train the end user and/or family caregiver on how to properly use the equipment. This maximizes its benefits and prevents avoidable health complications that can arise from improper use.
3. **White Glove Service** – Products purchased at an HME company will be assembled for the end user and properly fitted/adjusted for them. Unlike drop ship items that are left at the doorstep, items delivered to one's home by an HME company are often brought into the home and set up by a trained technician.
4. **Holistic Needs Evaluation** – HME staff help the end user and/or family caregiver think holistically about how to meet one's needs. Individuals are often unaware of various products and tools that enhance quality of life and/or compliment the products they know they need.
5. **Customer Support** – HME staff are available after the sale and are accountable to addressing any issues or questions that arise after the point of purchase. Many also have showrooms where one can meet face-to-face with staff to address needs.
6. **Immediate Fulfillment** – HME companies offer many products that can be picked up (or delivered) the same day.
7. **Warranty & Services** – HME companies offer various services and warranties with purchased products, building confidence in the purchaser that any issue that may arise will be taken care of by the company.
8. **Home Assessments & Try Before You Buy** – Individuals can try out products in the showroom prior to purchasing to ensure proper fit and comfort. Many HME companies also offer home assessments prior to purchase for select products, which makes sure the product works well in the individual's home environment and will meet their needs.
9. **Reputation, Relationships, & Rapport** – Many prefer to purchase from companies with a strong reputation or presence in their community as it builds confidence in doing business with that company, supports local businesses/locations, has a customer service representative they enjoy working (and potentially build a relationship) with, etc.