

STANDING IN GOOD COMPANY

EAST COAST REHAB



Company: East Coast Rehab, LLC

Location: Alexandria, VA

Website: www.eastcoastrehab.com

Owners: David & John Buchbach

Diagnosis: Becker's Muscular Dystrophy

Date of Onset: John (1984) / David (1987)

East Coast Rehab was started by John Buchbach, who previously worked as an inside sales rep for a local rehab equipment supplier for about four years. He wanted to provide clients with a new generation of rehab, by selling and modifying rehab equipment to fit their specific needs. John turned to his brother David to help run his service department. Both John and David have Becker's Muscular Dystrophy and have two other employees at East Coast Rehab who have a disability and also use a stander on a regular basis. "Since we are end-users we help the client feel confident that their needs will be met." David says, "We recommend the EasyStand because it's easy on the eyes, and doesn't stand out like a sore thumb. It's extremely adjustable and will work with almost anyone depending on disability. We always try our clients in the stander to make sure it is the best fit for them."

A LOVE FOR LIFE & FAMILY

Soon after John started the company, his brother David joined him, "I decided to take my brother up on his offer and joined East Coast Rehab helping Robert, a technician who was part of the original start up company, running the service department." David's background was in Mechanical and Electrical Engineering plus he had been working on his own rehab equipment since he was eleven years old. David adds, "I've always had an interest in how things work so when we are introduced to a new piece of equipment I tend to rip it apart in my mind trying to figure out the 'ins' and 'outs' of how it works and to see if I can find any problems with the design." This supplier's team also includes additional players outside of the company. "We treat the EasyStand representative, Rick Gazo, as part of the East Coast Rehab Team," David remarks.

CUSTOMER SERVICE A KEY TO SUCCESS

Being end-users themselves, it is very important to the staff at East Coast Rehab to provide their customers with the same level of service that they would expect from their own equipment supplier. David remarks, "We think outside the box and provide our clients with cool accessories like light kits, stereos, custom seat covers, and custom designed accessories or positioning devices. Many of our clients have called us the Jesse James and Orange County Choppers of wheelchairs."

Some of East Coast Rehab's clients have turned to them to help design a working prototype of a piece of equipment that they thought up; others have asked them to help come up with ideas. "If we end up building a prototype for a client, it allows both of us the ability to work out any kinks or make improvements to create a more user-friendly product." David sometimes stands in his EasyStand while working on designs for prototype equipment. Being an engineer, he can offer his clients a special service by customizing products or making modifications to fit their abilities. He explains. "One example was a client that couldn't operate the swing away leg rest on his wheelchair. I designed a complete power option that allowed him the ability to swing his leg rest away by hitting a switch. The client was so happy that he got another wheelchair with power leg system to keep at work."

EAST COAST REHAB TEAM

STANDING LINE UP:

JOHN BUCHBACH
CEO/SALES
BECKER'S MUSCULAR DYSTROPHY

DAVID BUCHBACH
MASTER TECHNICIAN/ REHAB ENGINEER
BECKER'S MUSCULAR DYSTROPHY

DUNCAN BYRD
SALES DEPARTMENT ASSISTANT
CEREBRAL PALSY

TOM BRANAGAN
RECEPTIONIST
CEREBRAL PALSY

SELLING TECHNIQUES/TIPS:

DEMONSTRATE THE PRODUCT
PROVIDE EXCELLENT SERVICE
CONSIDER THE CUSTOMER
PROVIDE MANY OPTIONS

BENEFITS OF A DEMO:

REASSURES CLIENT & THERAPISTS
HELPS JUSTIFY PURCHASE
BUILDS PRODUCT KNOWLEDGE
LEADS TO FUTURE PRESCRIBING

THE POWER OF A DEMO

East Coast Rehab does many EasyStand product demonstrations to rehab facilities, schools, group homes, and nursing homes. "Trying the stander with a client before ordering reassures the client and the physical therapist that it's going to work," David explains. He knows the power of a demo from his own experiences, since his physical therapist at Mount Vernon Rehab requested a standing frame demonstration for him and it eventually lead to an EasyStand purchase. He advises, "During the demonstration, find out what the client's limitations are, and show multiple options on the stander that might work for them. Demonstrating the stander to referral sources gives them the knowledge about what type of equipment is available when it's time to prescribe a product."

When working with a multiple user facility (depending on the number of clients they see) East Coast Rehab tries to give them a demonstration unit to use for an extended time. "After an in-service, most physical therapists pick up on how the EasyStand works, so they can easily demonstrate and trial the unit with their clients without having to call us." David comments, "The only time they tend to call is if they forgot how to adjust something, have questions about accessories or other ways for positioning, or want to go ahead with the sale!"

FUNDING PERSPECTIVE

"The DME market for standers has really picked up in the last few years because more and more people are finding out about the benefits of standing, and it's getting easier to get funding." David comments. As a supplier, East Coast Rehab helps their clients with funding by working with the therapist to help write the justification letter needed to bill the client's insurance company. If it's going to be an out-of-pocket purchase, they might offer a discount or recommend buying a demo unit. David explains, "It all depends on the client's money situation or the amount their insurance is willing to pay."

UNDERSTANDING THE CUSTOMER

At East Coast Rehab, the customer comes first, "We strive to provide our clients with the best service possible. Having experience as end-users gives us more insight on how beneficial it is to use products, like the EasyStand standing frame. Standing helps me stay mobile by keeping me stretched out and preventing any pressure problems from sitting down all the time, so I know it can do the same for others." David explains. "Sometimes when working with a client we are able to tell them exactly how they are feeling before they have a chance to describe it to us." David, John, and the East Coast Rehab team use their experience to relate to their customers, and their expertise to help their customers find the best possible equipment to fit their ability.

CHALLENGE: HELP THE END-USER FEEL COMFORTABLE WITH THE PRODUCT BEFORE THEY PURCHASE.

SOLUTION: KNOW THEIR LIMITATIONS, DEMONSTRATE THE PRODUCT AND OPTIONS, GET REFERRAL SOURCES INVOLVED.



CHALLENGE: BUILD RELATIONSHIPS WITH YOUR REFERRAL SOURCES.

SOLUTION: LEAVE DEMONSTRATION UNITS FOR EXTENDED PERIOD IF POSSIBLE, EDUCATE THEM ON THE PRODUCTS, HELP THEM WITH THE LETTER OF MEDICAL NECESSITY AND PROVIDE EXCELLENT SERVICE.



www.easystand.com