



Quality service should be measured by much more than driver response time. AME redefines service in the many areas of our customer interaction.

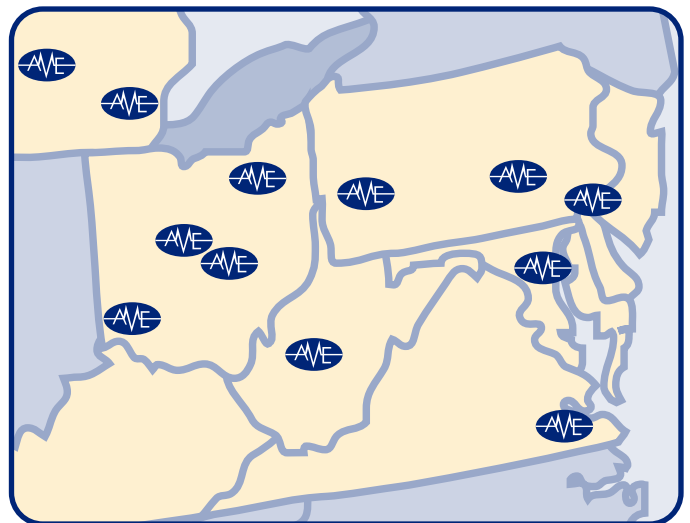
AME has the **RESOURCES** to deliver "24/7". With 12 service centers throughout the Midwest/Mid-Atlantic, AME has a location within 1-2 hours of most areas in the 9 States that we currently service. This size and scope translates into faster response time guaranteed product availability.

## "redefining service & satisfaction"

AME has developed a **TEAM** approach to achieving quality service. Knowledgeable customer service specialists, AME trained field service technicians, AME account managers, as well as, our Director of Customer Service, and Director of Operations are all assigned to the satisfaction of any individual customer.

AME comes to you with our **FIELD SERVICES**. AME representatives will seem like employees of your facility. Going beyond timeliness and professionalism, our Field Services staff will be on-site for rental tracking, in-rent product maintenance, equipment consultations, and routine staff inservicing.

AME has the **KNOWLEDGE** and **EXPERIENCE** to provide services uncommon to the industry. AME has been developing "out of the box" solutions for National, Regional and Local customers for over 12 years. Finally, as AME is locally owned and operated; we truly have a vested interest in our customers' satisfaction.



In an effort to reduce rental expenses, vendors are often compared based merely on a “daily rental price”. Conversely, AME’s “big picture” focus is to deliver our customers a **Total Cost Savings**. AME installs proven management tools to impact a customer’s equipment rental program from start to finish. In addition to the cost savings, this holistic approach is effective in standardizing, monitoring, and improving clinical outcomes.



## “managing cost from start to finish”

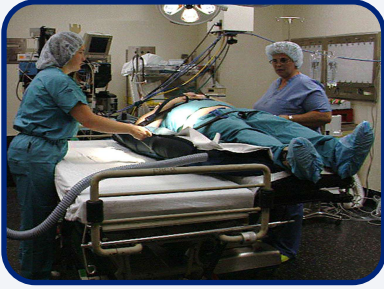
**AME’s COP™ Program** (Consistent Ordering Protocol) - AME’s clinical team works with your product committee to develop a proven, standardized decision making matrix. The result is less subjective ordering practices, more emphasis on least costly alternatives and a consistency for liability/risk management. Our customers soon realize the AME COP™ Program is the silent enforcer of the originally intended protocol.

**Proactive Clinical Management** – Periodic evaluation of clinical progress and appropriate intervention, including “step-down” alternatives, are important ways to affect the cost containment objective.

**AME’s REAL™ Management Reporting** – In 2004, AME unveiled our proprietary database system to provide real-time utilization data for our customers via fax, email or a secured web-site interface. AME realized the absence in the industry of timely, easy to read information which is necessary for rental customers to effectively and proactively manage their costs. AME now has management reporting capabilities that are unmatched; example data reports include “Snapshot” Utilization, & REAL™ (Rentals Exceeding Allotted Time).

**Always Competitive Pricing** – In apples to apples comparison, AME will usually have the lowest daily rental rates.





If you're looking for a **vendor**...after you've evaluated our product quality, our cost containment system, and our reliable services, we believe you'll have found AME to be the choice for your specialty equipment. If you're looking for a **partner**...AME has launched many unique services to help our customers in ways you wouldn't expect from a vendor, but would find in a partner.

## “concrete value added services”

**Education/C.E.U. Series** – AME believes that education is as important as the products that we deliver to achieve the desired outcomes. AME, in conjunction with our manufacturing partners, has developed a series in Continuing Education Programs ranging from the management of pressure ulcers, choosing the proper support surface, to the overall management of the Bariatric patient/resident. These C.E.U. programs are usually free of charge and on-site at your facility.

**Clinical Support** – AME can facilitate On-site Clinical Experts, (i.e. Certified Wound Specialist or an Enterostomal Therapist) whom can offer patient specific or system-wide clinical support to our customers on a contractual basis.



**Liability/Risk Management** – AME can help a customer manage their risks and liability through many resources. Some examples of risk management/safety initiatives include a “NO Lift Program” to reduce workers’ compensation risk, system development such as risk assessment tools or an overhauled protocol development. Finally, if the need is time critical, we can arrange for assistance via trained healthcare litigation consultants.

**Business Development** – AME has helped customers develop new initiatives, whether it is consulting on a new Alzheimer unit, outfitting a new Gastric Bypass Surgery Center, or developing an off-site inventory storage program. Once a customer gets to know AME's innovative style, we are often considered as a solution to our customer's other challenges.





Dear Valued Customer:

We began AME in 1993 with simple, yet concrete principles. We sought to improve patient care through the use of the most advanced technologies, while also delivering a significant cost savings for our customers. In essence, better products at a lower total cost, a value proposition all too familiar for any small business, but quite a novel concept in the healthcare community.

Over a decade later, AME has earned an unblemished reputation as an industry leading provider of Pressure Relief Management, Bariatric Equipment, and Patient Handling Systems. We have since launched our products and services throughout the Midwest and Mid-Atlantic. AME now proudly services Hospitals, Long Term Care Facilities and Home Care clients in a nine (9) State area.

Our customer driven approach demands that we truly listen to our customers, understand their needs, and develop product and service solutions to fill those identified voids. Through this process, we are reminded that our customers' needs are common and fundamental: **better clinical products, lower overall costs, and reliable services**. By attempting to view the challenge from our customer's perspective, we were able to construct comprehensive solutions and systems to respond to each of those three (3) common needs. Additionally, we have identified other **value added services, such as our CEU Education Series**, that further differentiate AME. In sum, we believe AME has developed an offering that is innovative and unparalleled in the specialty equipment industry.

On behalf of American Medical Equipment, we thank you for your consideration and are confident that you'll appreciate our unique way of developing partnerships with our customers.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Tushar B. Shah'.

Tushar B. Shah

A handwritten signature in blue ink, appearing to read 'B. Yakam'.

Bradley D. Yakam