

Assessing Your Home Health Care Opportunity

Area Competition

Outlet Name	Products Carried	T/O	Appeal of Location	T/O	Customer Service	T/O
<i>Spring City Home Care</i>	<i>Oxygen therapy; some wound care</i>	—	<i>Looks like a place a patient would be referred to rather than “shop”</i>	○	<i>Very knowledgeable, but mainly about durable medical/therapy supplies</i>	○
<i>Vale’s Family Pharmacy</i>	<i>Incontinence (mainly “big” brands); some wound care; two rollators; several canes</i>	T & O	<i>Located in a declining strip mall on the outskirts of town. More of a “drive by” than a destination.</i>	○	<i>One young person at the main check-out; pharmacy staff very busy w/ Rx</i>	○

