

## Headlines

- Dealer of the Year Award:** TotalKare receives the prestigious "Dealer of the Year Award" from Stanley Healthcare Solutions for being the #1 Dealer in the Country for Roam Alert Sales!



- TotalKare's Web Site:** TotalKare will be launching its newly redesigned web site in September, 2011, which will contain a lot more information & functionality. One of the new features allows Extended Service Contract customers to log in and access information not available to other customers.

- Kisses Tag Goes Green!:** Stanley Healthcare Solutions announces the newly redesigned Kisses tag that is smaller in size & is recyclable!



- New Hire:** TotalKare is proud to announce that Marty Salanger, Regional Sales Manager for Upstate N.Y. & New England, has joined its team of sales professionals. Marty can be reached at 315-471-4477, ext. 235 or via e-mail @msalanger@totalkare.com.

- RAC1 & PSST1 Certification:** TotalKare's team of highly skilled service & installation technicians have successfully completed the highest level of training available through Stanley Healthcare Solutions, the manufacturer of the Hugs & Roam Alert Security Systems, in order to provide you, our valued customer, with the best possible solution for your facility's safety and security needs.

- Extended Service Contracts:** Extended Service Contract customers not only get preferential treatment but also an annual full system evaluation to correct any problems that might jeopardize the facility's security.

- Customer Satisfaction Survey:** We value our customers input! Please take a moment to fill out our Customer Satisfaction Survey to tell us how we're doing! <http://www.totalkare.com/survey>

## Amsterdam Nursing Home

Located at 1060 Amsterdam Avenue in New York City, recently installed a Roam Alert wandering resident security system with tracking at their facility. Amsterdam Nursing Home has been rated one of America's Best Nursing Homes by US News & World Report (3/12/09) and has been a loyal TotalKare customer for many years.



One of the key factors in deciding to upgrade from their old WatchMate System to the new Roam Alert System was its reporting capabilities found with the computer based Integrity system. Tracking of last known location was also a key factor. When asked how the system was meeting their needs, Flor Nebres, Director of Nursing and Vice President of Nursing Services, commented enthusiastically that her staff loved the system. That it was, in her words, "very user friendly". When an alarm is generated, staff can quickly identify the resident from the photo and name that appears on the computer screen along with their last known location to expedite response time. Another feature is the ability to log and obtain a summary of the expiration dates of the alert tags. Flor was also very complimentary of TotalKare's responsiveness to any questions or concerns they had when the system first went live. We thank Amsterdam Nursing Home for their progressive approach to addressing their wandering resident security concerns by being one of the first facilities in the area to install the Roam Alert System with tracking.

## Service Corner

- ⬆ Limited time left for WatchMate customers to take advantage of the "Support Time Block Contracts – STBC's" and save hundreds of dollars on service support phone calls. This offer expires at the end of August, 2011. The cost of a service support phone call without an STBC is \$125 per hour (minimum charge).
- ⬆ Call TotalKare to discuss Extended Service Contract (ESC) options available. Special discounts are available during Q3, 2011 for 24/7 phone support ESC's.
- ⬆ Software Maintenance Agreements (SMA's) for the Hugs Infant Security System will keep your software up to date. Please make sure you renew yours before it expires.

**TotalKare's Premium Security Solutions from renowned vendors for the Health Industry include:**



- Wandering Resident Security Systems
- Infant & Pediatric Security Systems
- Mother/Infant Matching Systems
- Emergency Response Systems
- Nurse Call Systems
- Fall Prevention Systems
- Access Control Devices (Magnetic Door Locks, CCTV & Video Systems)
- Advanced Rapid ATP Hygiene Monitoring Systems
- WATCH THIS SPACE...!

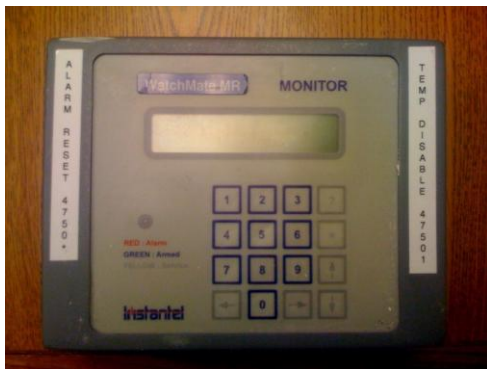


**TotalKare's new offices**

1112 E. Fayette Street, 2<sup>nd</sup> Floor, Syracuse, NY 13210-1922  
315-471-4477\*\*800-471-KARE (5273)

**TotalKare's Believe it or Not!  
(Or an example of what NOT to do)**

*Hmmm, not such a great idea to put the passwords on the device that is supposed to be protecting your residents from leaving the premises....*



**Ultimate Service**

TotalKare is revamping its service division with the objective of providing high quality service to our customer base. We are working at automating systems that will not only better track service calls but also enable the customer to log in to report a problem and potentially check on the status remotely. Through process reengineering, TotalKare is aiming to offer a new and unique customer experience with refined operations that will yield many benefits. Over the past few months, various solutions have been presented to provide service outside normal business hours and to accommodate a variety of budgetary requirements. Customers requiring after hours support are signing up for Extended Service Contracts (ESCs) that will enable them to call anytime. These customers also get preferential treatment when multiple calls come in at the same time, putting them at a higher priority level than non-ESC customers. ESCs are a great way to protect your facility from unexpected service issues. ESCs can be purchased for new generation systems and are based on the level of ESC purchased. A customer can choose one from several options available:

1. Basic 8 am to 5 pm free phone support
2. 24/7 coverage
3. "Parts only"
4. All inclusive

Also included with our ESC's is an Annual System Health Check, where we test and adjust your system to perform to manufacturer's specifications. With an ESC, a customer is always protected and costs can be budgeted for and contained. ESCs are not available for legacy systems such as the now obsolete WatchMate. To show our commitment to our WatchMate customers, we introduced the "Support Time Block Contract" program (STBC)". This helps reduce telephone support costs, assisting customers during the transition period to the Roam Alert System. STBCs enable customers to purchase "blocks" of support time up front and use them as required. Each time block is good for 15 minutes and costs only \$31.25. This means that, for a 15 minute phone support call without an STBC, a client would pay \$125, while with an STBC, the cost would be \$31.25 for the same time. This represents a significant savings of 75%. This promotion has been so successful that we are looking at possibly introducing it for other product lines as well. As TotalKare continues to grow, so will our options to introduce more attractive incentives to customers in order to provide service levels that meet and exceed their expectations.

Basil Mavropoulos – Director of Operations

**Fall Trade Show Schedule**

- NYAHSFA Fall Convention & Trade Show November 16-17<sup>th</sup>, 2011  
at the Sagamore, Lake George NY
- NYSHFA Fall Convention & Trade Show at the Hilton Garden Inn,  
Troy, NY on November 15, 2011

**TotalKare Contact Information:**

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Newsletter suggestions?



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