

Precision Medical's 'sales staff' are its specialty distributors

For 30 years, Precision Medical of Northampton, Penn., has had a few constants. For example, it remains under the ownership of Clyde Shuman and Mike Krupa, who founded the company in 1984. What's more, it has maintained its focus on manufacturing respiratory products. And it has relied on specialty distributors to carry its innovative products to hospitals around the country. "Our specialty distributors are our sales force," says Suzanne Moyer, director of hospital sales.

Precision Medical's first product was an oxygen flowmeter, explains Moyer, who has been with the company 21 years. "Since that first product, we have made products that help the clinician, and in turn help the patients receive better care. We work on making our products lighter, smaller and more durable." The company manufactures what it calls the world's smallest oxygen regulators, portable liquid oxygen systems, air-oxygen blenders, oxygen conserving devices, nebulizer compressors, battery-operated and AC aspirators, air compressors, vacuum regulators and flowmeters.

Recently, Precision Medical developed some hospital products that work in tandem with other manufacturers' products, including a suction regulator to work with a disposable subglottic lumen, to reduce the risk of ventilator-associated pneumonia.

"Our company has grown due to the products we have developed," says Moyer. "Our reputation for those products speaks for itself."

An integral part of Precision Medical's growth has been its distribution strategy. The company works with general-line distributors, but only on a limited basis. They can fill orders, but they can't discuss product attributes in depth, nor can they introduce accompanying products that might benefit the provider and patient, says Moyer.

"Specialty distributors are our main focus," she says. "The specialty distributor has supported us in showing those products across the country. If [a provider] requests a flowmeter, the general line distributor can fulfill the order, whereas the specialty distributor will say, 'Do you know that Precision Medical also has this product, which might help your staff?'"

"When you have a product that is for a specific department, such as respiratory care, who better to sell it than a dealer who specializes in respiratory?"

"Precision Medical has a very limited sales staff. We look at our specialty distributors as our sales staff, and that has made us stay competitive and financially sound."