

Durable Medical Equipment Agency

Business Model & Marketing Model

Medical equipment sales, rental & service

A one-stop equipment partner designed to make the transition from facility to home safer, simpler, and more dependable.

Global Care Philippines
North American Standards, Filipino Excellence

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INVESTMENT BRIEF

The model pairs immediate equipment access with recurring service relationships

This proposed franchise is a specialized durable medical equipment (DME) retail, rental, delivery, setup, and service platform for care at home. It is designed around a focused assortment, high-touch logistics, and documented equipment lifecycle management.

Core promise

One accountable partner from needs consultation through delivery, setup, servicing, and pickup.

Commercial engine

Retail margin, recurring rental revenue, delivery/setup fees, and service contracts. All fees, costs, and assumptions remain TBD.

Launch discipline

No public operations or recruitment until legal, regulatory, supplier, site, and operating gates are cleared.

Model at a glance

7 categories

Focused equipment assortment

5 service layers

Consult, deliver, set up, maintain, retrieve

4 revenue lines

Sales, rentals, delivery, service

4 customer groups

Families, seniors, providers, sister agencies

Investment thesis: the durable equipment need is not only a product transaction. Reliability, correct matching, timely delivery, clear setup guidance, sanitation, maintenance, and retrieval create the service moat. The model should scale only after its unit economics and compliance pathway are validated.

Mission

To help Filipino families and care providers access appropriate home-care equipment through a reliable, respectful, and professionally managed experience.

Planned status

This document describes a proposed franchise model. It does not represent operating stores, stocked inventory, executed supplier agreements, regulatory approvals, customers, or sales.

PRODUCT & SERVICE MENU

A focused assortment supports the most common home-recovery needs

Hospital beds

Home-use bed systems and compatible accessories selected for care needs, room conditions, safe use, and serviceability.

Wheelchairs & transport chairs

Mobility options matched to intended use, transport, dimensions, caregiver handling, and maintenance requirements.

Oxygen concentrators

Equipment access, delivery, setup support, maintenance, and documentation aligned with applicable clinical direction and product instructions.

Walkers, canes & crutches

Mobility aids supported by product education and referral back to a licensed clinician when fit or use requires clinical judgment.

Bathroom safety

Shower chairs, commodes, grab-support solutions, and related safety equipment selected for the home environment.

Patient lifts

Transfer-support equipment with suitability review, documented setup, caregiver orientation, and maintenance planning.

Nebulizers

Home respiratory devices supplied with clear operating, cleaning, consumable, warranty, and service information, subject to applicable requirements.

Five service layers make the assortment usable

Service	Customer value	Operating requirement
Retail showroom sales	Hands-on comparison and immediate education.	Approved assortment, trained specialists, transparent pricing.
Short/long-term rentals	Access aligned with recovery duration and budget.	Asset tracking, rental agreement, utilization and maintenance records.
White-glove delivery + setup	Equipment arrives ready for intended use.	Route control, site-readiness check, setup checklist, handover record.
Maintenance & servicing	Downtime and uncertainty are reduced.	Technician capability, parts plan, service log, escalation pathway.
Sanitization between rentals	Rental assets re-enter service through a documented turnaround process.	Approved procedures, segregation, cleaning records, release check.

Final products, accessories, consumables, clinical-documentation rules, warranties, and servicing scope must be approved before launch.

CUSTOMER SEGMENTS

The care transition is the entry point; trust and service create retention

The model prioritizes moments when equipment must be identified, delivered, and supported quickly: hospital discharge, rehabilitation, changes in mobility, progressive care needs, and planned aging in place.

Families of discharged patients

Need: coordinated equipment access before or soon after arrival home.

Offer: consultation, purchase/rental choice, scheduled delivery, setup, and follow-up.

Seniors aging in place

Need: safer mobility, transfers, hygiene, and daily routines.

Offer: practical equipment education, home-delivery coordination, and lifecycle service.

Hospitals, clinics & rehabilitation providers

Need: a dependable pathway for patients who require equipment at home.

Offer: referral intake, availability communication, service documentation, and escalation contacts.

Global Care PH sister agencies

Need: coordinated equipment support for Home Care, Home Health, and Hospice clients.

Offer: approved B2B ordering, delivery windows, service records, and account reporting.

Documented market signal: the Philippine Statistics Authority reported 9.22 million people aged 60 and over, or 8.5% of the household population, in the 2020 Census. The aging index rose from 23.4 in 2015 to 27.6 in 2020. This is a historical demographic baseline, not a sales forecast.

Decision roles differ by case

Role	Primary question	Information needed
Patient / senior	Will this support comfort, mobility, and dignity?	Plain-language use, fit, maintenance, and support.
Family caregiver	Can we obtain and manage it safely at home?	Dimensions, delivery timing, setup, cleaning, troubleshooting.
Clinician / therapist	Does the product pathway respect the care plan?	Specifications, documentation, escalation, servicing.
Discharge planner	Can the transition be coordinated reliably?	Coverage area, intake process, readiness, responsible contact.
Institutional buyer	Can the supplier meet service and reporting standards?	Terms, quality controls, delivery performance, account support.

REVENUE & COST ARCHITECTURE

Diversified revenue can balance product transactions with recurring asset use

Revenue streams

Retail margin

Difference between approved selling price and landed product cost, net of discounts, returns, and transaction costs.

Rental recurring revenue

Short- or long-term rental charges by equipment class and rental duration, subject to asset availability and serviceability.

Delivery & setup fees

Charges reflecting route, handling complexity, installation/setup requirements, and service area.

Service contracts

Planned maintenance, repair support, inspections, or institutional service arrangements within authorized scope.

Cost structure

Inventory & rental fleet

Product purchases, freight, duties/taxes where applicable, spares, accessories, loss/damage reserve. **All figures TBD.**

Showroom & warehouse

Lease, fit-out, utilities, storage systems, security, insurance, permits, and environmental controls. **TBD.**

Delivery fleet

Vehicles, drivers, fuel, route technology, handling equipment, maintenance, and insurance. **TBD.**

Servicing & sanitation

Technician labor, tools, test equipment, parts, cleaning supplies, PPE, waste handling, and documentation. **TBD.**

People, systems & marketing

Payroll, training, point-of-sale, inventory/asset tracking, CRM, accounting, launch, and local demand generation. **TBD.**

Unit economics must be validated by product class

Decision metric	Working formula	Why it matters
Retail contribution	Net selling price - landed cost - variable fulfillment cost	Separates volume from real contribution.
Rental contribution	Rental revenue - maintenance - sanitation - delivery - expected loss/damage	Tests asset productivity.
Payback period	Acquisition cost / monthly rental contribution	Guides fleet purchases; no target is asserted.
Service contribution	Service revenue - technician time - parts - travel	Tests whether service supports or erodes margin.

No franchise fee, investment range, revenue forecast, earnings estimate, return on investment, or payback promise is stated. Every financial input requires a territory-specific feasibility model.

CUSTOMER JOURNEY

One documented workflow turns an urgent purchase into a managed service experience

01 • Intake Prescription/referral or walk-in; capture request, timing, location, and contact.	02 • Consult Clarify intended use, home conditions, dimensions, duration, and documentation.	03 • Select Present suitable purchase or rental options, terms, lead time, and responsibilities.	04 • Deliver Confirm site readiness; deliver, assemble/setup, orient, and document handover.	05 • Support Follow up, service as needed, extend rental or schedule retrieval and pickup.
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Front-stage experience

- Single point of contact and plain-language communication
- Transparent product, rental, delivery, deposit, warranty, and service terms
- Documented equipment condition at handover and return
- Clear user/caregiver orientation within non-clinical scope
- Fast escalation when a request requires licensed clinical judgment

Back-stage controls

- Approved supplier and product master
- Serial/asset tracking and service history
- Availability, reservation, dispatch, and route control
- Preventive maintenance and calibration where applicable
- Sanitation, quarantine, inspection, and release between rentals
- Complaint, incident, return, and recall procedures

Critical operating records

Record	Minimum purpose	Owner
Consultation / order record	Captures customer request, decision, documentation, and terms.	Product specialist
Delivery & setup checklist	Confirms condition, setup, orientation, and acceptance.	Delivery / technician
Asset history	Tracks location, rental days, service, cleaning, damage, and retirement.	Inventory control
Service ticket	Documents issue, response, parts, resolution, and downtime.	Technician / service lead
Sanitation release	Confirms rental asset completed approved turnaround steps.	Quality / operations
Complaint / vigilance file	Supports investigation, escalation, and any required reporting.	Compliance lead

Scope boundary: product consultation supports informed selection; it does not replace assessment, prescription, or clinical advice by an appropriately licensed professional.

STAFFING & CAPABILITY

A lean hub needs clear accountability across retail, logistics, technical service, and compliance

Franchisee / General Manager

Owns local execution, budget, people, supplier performance, partner relationships, and operating discipline. Best suited to a retail-minded operator who values healthcare quality and process control.

Product specialists

Guide product comparison, rental terms, intake documentation, customer education, and handoff coordination.

Service technicians

Conduct approved setup, inspection, preventive maintenance, troubleshooting, repair, and service documentation within competency and authorization.

Dispatch & delivery team

Manage route planning, handling, site-readiness confirmation, chain of custody, delivery evidence, and retrieval.

Inventory / rental-fleet control

Tracks stock, serials/assets, reservations, turnaround, parts, losses, damage, reorder points, and retirement decisions.

Compliance / quality lead

Maintains licenses, product authorization files, SOPs, training, complaint/incident processes, audits, and corrective actions.

Global Care PH workforce role

Global Care PH is proposed to coordinate workforce standards, role profiles, training expectations, and staffing support. The franchisee remains accountable for lawful hiring, supervision, competency verification, workplace safety, and local performance management.

Commercial competence

Needs discovery, product knowledge, transparent terms, CRM discipline

Technical competence

Setup, servicing, asset safety, documentation, escalation

Care experience

Respectful communication, urgency, privacy, caregiver support

Franchisee profile

- Retail and service mindset rather than passive ownership
- Comfort with inventory, asset utilization, delivery logistics, and maintenance
- Ability to build hospital, rehabilitation, physician, and community relationships
- Commitment to regulated-product controls and honest marketing
- Capital capacity to fund the approved setup once all amounts are validated and disclosed

REGULATORY & QUALITY MODEL

Authorization and product verification are launch gates, not marketing claims

The proposed agency must operate only after Philippine counsel and relevant authorities confirm the exact licensing, registration, local-permit, tax, consumer, privacy, labor, transport, and technical requirements for its activities and product portfolio.

Establishment authorization

Philippine FDA Circular No. 2021-0021 states that medical-device retailers must apply for a License to Operate (LTO) and maintain specified records, a qualified person, SOPs, and product authorization copies. The current application route must be confirmed because FDA implementation of AO No. 2024-0015 has been staged across establishment types.

Product authorization

Only products with the applicable, current Philippine authorization should enter the approved catalog. Depending on device type and classification, evidence may include a Certificate of Medical Device Notification (CMDN), Certificate of Medical Device Registration (CMDR), or other applicable authorization.

Storage & distribution

SOPs should govern receiving, inspection, storage, environmental conditions, segregation, dispatch, traceability, returns, recalls, and disposal, aligned with applicable good storage and distribution practices.

Service & rental lifecycle

Competency, manuals, tools, parts, maintenance intervals, sanitation, calibration where applicable, equipment status labels, and complete service records must be defined before assets are deployed.

Marketing & online selling

Product claims must match authorized labeling and evidence. DTI guidance says online merchants must display applicable permit or license numbers for regulated items and comply with price, warranty, labeling, and consumer-protection requirements.

Clinical boundary & privacy

Staff must not diagnose, prescribe, or provide clinical judgments outside licensure. Intake should collect only necessary personal information, with lawful notice, access control, retention, and secure handling.

Claims guardrail: do not state or imply that Global Care PH or a franchise outlet is “DOH accredited,” “FDA accredited,” licensed, approved, operational, stocked, or serving customers unless the exact statement is verified and legally cleared at the time of publication. FDA generally issues authorizations and licenses; the correct term must match the actual document.

Pre-opening evidence file

Entity and local permits · confirmed FDA pathway and issued authorizations as applicable · qualified-person credentials · approved supplier files · product authorization verification · site and storage readiness · SOP approval · staff competency records · insurance review · customer agreements · recall/complaint drill · counsel-approved marketing copy.

GROWTH MODEL & KPI SYSTEM

Scale follows proof of asset productivity, service reliability, and account quality

Phase A · Prove the hub

Validate demand, assortment, pricing, delivery radius, service model, rental turnaround, staffing, and compliance in one approved territory.

Phase B · Deepen B2B

Build structured supply relationships with Home Care, Home Health, Hospice, hospitals, clinics, and rehabilitation providers.

Phase C · Replicate

Expand only with standard operating data, supplier capacity, trained teams, technical support, and territory-level feasibility.

Sister-agency supply path

Client	Coordinated need	Operating promise
Home Care	Mobility, bathing, transfer, and home-safety equipment	Approved catalog, delivery coordination, caregiver handover
Home Health	Equipment aligned with clinician-directed care at home	Documentation, service escalation, maintenance visibility
Hospice	Time-sensitive comfort and home setup needs	Priority workflow, respectful coordination, retrieval planning
Institutional contracts	Recurring or volume-based equipment and service requirements	Service-level terms, account reporting, product traceability

Core KPI dashboard

Rental utilization Days on rent ÷ rentable days	Rental turns Completed rental cycles by asset/class	Turnaround time Return to sanitation, inspection, and release	On-time delivery Orders delivered within confirmed window
First-time setup Setups completed without repeat visit	Maintenance adherence Due tasks completed on schedule	Service resolution Time from ticket to verified close	Customer satisfaction Post-delivery/rental feedback score
Referral conversion Qualified referrals becoming orders	Active B2B accounts Accounts with qualifying activity	Repeat/referral share Orders from returning or referred clients	Complaint closure Issues resolved within approved standard

Targets, definitions, measurement periods, and thresholds are TBD and must be approved before use in franchise disclosure, budgeting, or performance comparison.

POSITIONING & AUDIENCES

The brand should own reliable home-recovery equipment, not discount commodity retail

POSITIONING STATEMENT

For families and care teams preparing the home for recovery or long-term support, Global Care PH DME Agency is the one-stop equipment partner that coordinates selection, purchase or rental, delivery, setup, and servicing with clear communication and disciplined standards.

Four messaging pillars

Right equipment path

Practical consultation and clear options, with clinical boundaries respected.

Ready at home

White-glove delivery and documented setup.

Flexible access

Purchase or rental based on need and duration.

Support beyond delivery

Maintenance, servicing, sanitation, and pickup.

Audience-specific promise

Audience	Priority message	Proof to build
Families & caregivers	"One call helps organize the equipment journey home."	Clear catalog, availability process, setup checklist, support contact.
Discharge planners	"A documented referral pathway for equipment at home."	Intake form, service area, turnaround communication, escalation owner.
Physicians	"Product fulfillment that respects clinical direction and authorized claims."	Product specifications, authorization files, service documentation.
PT/OT clinics	"Mobility and safety equipment support connected to the rehabilitation journey."	Education materials, dimensions, handling and servicing information.
Hospitals & institutions	"Accountable delivery, traceability, and lifecycle service."	Service levels, reports, complaint/recall process, account lead.

Brand voice: capable, calm, clear, and respectful. Avoid fear-based selling, cure claims, exaggerated urgency, "best" or "guaranteed" language, and any statement that exceeds product labeling or verified operating status.

CHANNELS & REFERRAL PARTNERS

Local authority is built in the showroom, in community education, and at the point of discharge

Showroom experience

- Category-based navigation
- Product comparison and dimensions
- Rental terms and service explanation
- Home-readiness checklist
- Appointment and walk-in pathways

Facebook & community digital

- Local educational posts and short videos
- Click-to-inquire intake
- Service-area and showroom information
- Transparent prices/terms where required
- Lead tracking and consent-based follow-up

Hospital liaison

- Discharge-resource briefings
- Referral workflow and contact card
- Approved product/service sheets
- Status communication standards
- Regular relationship reviews

Referral partner engine

Partner	Value offered	Cadence	Integrity control
Hospitals / discharge teams	Clear intake, availability communication, delivery coordination	Onboarding + periodic service review	No inducements; patient choice and facility policy respected
Rehabilitation centers / PT/OT	Specifications, mobility/safety education, service contact	Quarterly education + case feedback	No clinical substitution or unsupported claims
Physicians / clinics	Product information and documented fulfillment pathway	Approved detail visits	Claims limited to authorized evidence
Barangay health workers	Plain-language home-safety and access information	Community sessions by agreement	Non-clinical education; local approvals obtained
Global Care sister agencies	Coordinated B2B ordering and support	Account-level operating review	Clear role, billing, privacy, and referral terms

Referral workflow

Identify Prioritize partners by patient need and service-area fit.	Qualify Confirm policy, contact, volume pattern, and documentation.	Enable Provide approved referral tools and service standards.	Serve Respond, update, deliver, and document consistently.	Review Share service metrics and resolve recurring friction.
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No paid referral arrangement, commission, exclusivity, or patient-steering practice is assumed. All partner arrangements require legal, ethical, privacy, and facility-policy review.

90-DAY MARKETING MODEL

A gated launch builds credibility before it buys reach

DAYS 1–30

Foundation

- Confirm counsel and regulatory pathway
- Approve supplier and product files
- Define territory, service radius, and catalog
- Finalize brand copy, intake, terms, and consent
- Build CRM, lead-source, and KPI tracking
- Create referral and home-safety materials

DAYS 31–60

Partner pre-launch

- Train team and test customer journey
- Run delivery/setup and retrieval simulations
- Introduce approved model to priority partners
- Schedule educational sessions
- Publish non-promissory educational content
- Test inquiry response and escalation

DAYS 61–90

Controlled launch

- Open only after every launch gate is met
- Activate showroom and local digital plan
- Begin approved hospital/clinic liaison cadence
- Monitor daily service exceptions
- Review funnel and operating KPIs weekly
- Adjust assortment and content from evidence

Content & community strategy

Home-safety education

Room-measurement guides; preparing for delivery; reducing trip hazards; bathroom-safety planning; caregiver questions to ask before bringing equipment home.

Equipment guides

Purchase versus rental; hospital-bed space planning; wheelchair and transport-chair basics; equipment cleaning; what service records matter.

Care-transition content

Discharge equipment checklist; who coordinates what; delivery-day preparation; follow-up and servicing expectations.

Partner education

Referral pathway explainer; service area; documentation checklist; escalation process; anonymized service-learning themes only after lawful operation and consent.

Marketing KPI set

Qualified inquiries

By audience, category, territory, and source

Lead response time

Inquiry to first meaningful response

Consult-to-order

Qualified consultations becoming orders

Cost per qualified lead

Channel spend ÷ qualified leads

Referral activation

Partners generating qualified referrals

Partner-to-order

Referral conversions by partner type

Showroom conversion

Qualified visits becoming orders

Content-assisted demand

Inquiries influenced by approved content

PUBLISH-READY CONTENT FRAMEWORK

A concise agency page can lead with service while keeping claims honest

HERO

Equipment for the journey home

Global Care PH's proposed Durable Medical Equipment Agency is designed to help families and care teams coordinate home-use medical equipment through sales, flexible rentals, white-glove delivery and setup, servicing, and rental pickup.

Support line: North American Standards, Filipino Excellence.

What we plan to provide

Hospital beds; wheelchairs and transport chairs; oxygen concentrators; walkers, canes and crutches; bathroom safety equipment; patient lifts; and nebulizers—supported by approved product information and clear service terms.

How the experience works

Prescription, referral, or walk-in inquiry → needs consultation → purchase or rental selection → delivery and setup → servicing, extension, or pickup.

For families

One coordinated path for comparing equipment, preparing the home, scheduling delivery, understanding setup, and knowing who to contact for support.

For care partners

A planned referral pathway for hospitals, physicians, rehabilitation teams, and Global Care PH sister agencies—built around clear intake, communication, and service records.

Why this model is different

It is designed as more than a product counter. The value proposition combines a focused catalog with rentals, professional delivery coordination, setup support, maintenance, sanitation between rentals, and responsible product lifecycle management.

Publication gate: retain “proposed,” “planned,” and “designed to” language until the relevant outlet, products, site, team, and services are fully authorized and operating. Replace planned-status copy only with verified, counsel-approved statements.

SALES

RENTALS

DELIVERY + SETUP

SERVICE

SANITIZATION

Corporate inquiry

For information about the proposed model: corporate@globalcareph.com

VALIDATION AGENDA & SOURCES

Public recruitment waits until the model's assumptions are validated

Board / investor diligence questions

- What legal entity and FDA establishment category will conduct each activity?
- Which products and suppliers have current, verifiable authorizations?
- What launch territory, service radius, facility, and fleet are feasible?
- What rental classes, terms, deposits, loss rules, and sanitation methods apply?
- What competency is required for setup, servicing, and escalation by category?
- What working capital, inventory, fleet, fit-out, systems, and launch spend are required?
- What validated unit economics support each sale, rental, delivery, and service line?
- What franchise disclosures, agreements, and recruitment rules apply?

Assumptions made in this model

- The agency remains proposed and pre-operational.
- All franchise fees, capital needs, pricing, costs, forecasts, and targets are TBD.
- Global Care PH coordinates staffing standards; local legal accountability remains with the operating entity.
- Home Care, Home Health, and Hospice may become B2B clients only under approved intercompany terms.
- Product scope and service claims will be narrowed to actual authorizations and capability.
- No exclusivity, institutional contract, supplier commitment, customer volume, or regulatory approval is assumed.

Official sources

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Final disclaimer: This corporate-edition model is provided for information and planning only. It is not a franchise offer, financial projection, earnings claim, or regulatory opinion. The proposed model is subject to Philippine laws and to confirmation of applicable national and local requirements. Prospective investors and operators should seek independent legal, tax, accounting, clinical, and financial advice. Philippine counsel review is required before any public franchise recruitment, solicitation, offer, or agreement.

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