



Connecting our Bodypoint® community to strengthen your position®

November 2016

BP News

[ISO 9001:2015-compliant Quality Management System](#)



Effective October 3, 2016, Bodypoint received certification for ISO 9001:2015 for Quality Management Systems. While we have always set a high standard for the quality of our products, we have improved our internal systems to ensure we continue to provide products that meet our customer and regulatory needs. To our valued partners in the industry, this translates to consistently meeting your expectations and lowering your risk. To help us with this, we welcome your [feedback](#) at any time.

Tips & Tricks

We continue to see competing postural supports with inserts and thick zippers that could cause pain and heat buildup; extra binding that could trap grime and chafe skin; rough webbing, frayed edges, loose/lost stitching and wrinkled pads, to name just a few concerns. No doubt you see these regularly as well.

Q: How do you sell against lower-cost competition?

A: Show how BP reduces risk and sales costs, and drives repeat business.

Reinforce themes such as:

- **Standards-tested products** provide comfort and long-term use and durability
- **Proper fit and performance**-avoid returns, replacements and rework
- **Basic and more stylish options** such as the Evoflex® and PivotFit™
- **Extensive product selection** to match client needs: a variety of buckle styles, pull styles, replaceable regular/secure push-button covers, dynamic and standard versions
- **Get it right the first time**-avoid labor and service calls
- **Simple or complex support**, from small children to large adults, shoulders through feet



These themes are backed by our unique differences:

- Fully machine washable and dryable products, with a CE mark on every postural support.



Why Positioning Matters

The power of a non-slip belt



A therapist emailed us about Larry. "I have a 4-point belt, neoprene style mounted at about 60 degrees, not wanting to pull the pelvis further into a posterior tilt. But we are having problems with the belt slipping (loosening) with his back and forth movements into and out of hip extension."

After getting the email, we met her client, a 42-year old manual wheelchair user with spastic cerebral palsy. Larry had tried many different kinds of belts over the years. His current belt didn't hold him securely, so he required repositioning every hour. Moreover, the belt dug into his bladder and was so uncomfortable that he had trouble urinating. So, he didn't like "belts." We decided to try the Evoflex® since it is less "strappy" and for its stable and predictable line of pull.

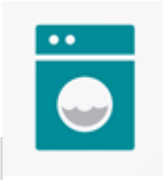


After the Evoflex was mounted easily at 60 degrees into the seat track rail, we added two sub-ASIS pads just below the ASIS. Larry immediately expressed that he liked it. For the follow up visit, Larry came in with a beaming smile and his dad said that it was his best position in over three decades! The Evoflex was comfortable, kept his pelvis in place against his high tone, and the sub-ASIS pads prevented bladder pressure.



These benefits are backed by our unique differences.

- Fully machine washable and dryable products, with a CE mark on every postural support.
- Patented designs, unavailable elsewhere
- Limited lifetime warranty
- Manufactured in Seattle, USA since 1991
- ISO 9001:2015-compliant Quality Management System
- Support available by phone, email and online technical library



Whether delivered by a therapist on staff, a visiting clinician or a sales representative, education can drive business through communicating these advantages.



[Register for our December 1st webinar](#) to learn more about how to differentiate Bodypoint products.

Year End Planning

1. Confirm that your dealers have updated their system with the [2017 pricing and new part numbers](#).
2. U.S. orders placed by 12/22/16 will ship by 12/30/16.
3. Bodypoint is closed: December 23-26, 2016 and January 2, 2017.



STRENGTHEN YOUR POSITION

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The next time we saw Larry was at a local gala event for his clinic. For 42 years, he had relied on a family member or other caregiver to push his manual tilt in space chair. Now, without the constant need for pelvic repositioning and his own desire to use a power wheelchair, he was able to use a head array and operate his own wheelchair for the first time. He had freedom to go where he pleased, which at this event was in the social area. When asked where Larry was, his dad laughed, "He must be in the lobby, flirting again."

Check out our new advertisement!

[Her safety, your security](#)



We want to hear from you

Do you have feedback or ideas for a future issue? Have an email address to add to receive this email publication? Send a note to the [editor](#).