



How to Build Your Business with Nurse/Emergency - Call and Intercom Systems



How to Build Your Business with Intercom & Nurse-Call Systems

Nurse / Emergency - Call

The Standard for Safety

If your business is providing **CCTV, Card Access, Fire Alarm, Video, Security, and/or Electrical Contracting services**, and you wish to broaden your product line, and in turn increase your business, then you won't want to overlook the opportunity to provide Nurse and Emergency - Call Systems to your new and existing customers.

Here are some facts that are hard to dispute. Facts that you need to know regarding the market potential for nurse-call and emergency call systems in your area:

FACT: Nearly 35 million Americans are age 65 and over. Over the next forty years, the number of people age 65 and older is expected to double and the number of people age 85+ is expected to triple. In fact, the percentage of older persons, who now comprise over 16 percent of the older population, is expected to grow to 22 percent by 2020. (US census reported only about 3 million Americans, 65 or over in the year 1900!)

FACT: In the United States, nearly one-half of women and one-third of men will spend part of their lives in a nursing facility before they die. (As reported to the Health Care Financing Administration).

FACT: In 1993 it was estimated that the use of nursing homes would grow by 76% over the next 30 years, in reality, 10 years later, that number is actually higher! Look around your market area and I'll bet there are assisted living residences being built or renovated.

FACT: Frost & Sullivan, a well-known business market research firm, noted just last year that the demand for medical communication systems is growing at 6% annually and would reach nearly 400 million dollars. Throughout this year, the demand in these areas is still going strong, despite the economic down turn in other areas. The boom in nursing home and assisted living quarters growth is reaching record numbers across the country. Together, with the chronic shortage of nursing staff, it is predicted that the demand for nurse-call systems will continue to skyrocket.

FACT: Since the passage of the **American with Disabilities Act** (A.D.A.) in 1990, schools, hospitals, factories, and office buildings are required to provide accessibility for handicapped persons. One major component of this A.D.A. stipulates most multi-story new buildings and certain existing structures must provide areas of rescue assistance to deal with the inherent problem facing both the disabled, and non-disabled when evacuating from a multi-story building.

FACT: Although the A.D.A. has been in effect for almost a decade, the word is finally getting out to local fire marshals and building inspectors about the importance of enforcement of this law. In the post 9/11 era, safe emergency evacuation of buildings for all occupants has taken on heightened concern. Adherence by architects, city planning boards, and inspection agencies to this law is on the rise and can be expected to be even greater in the future.

With statistics such as these, it easy to see why more and more dealers and contractors across the country are realizing the opportunity created by this industry.

One of the best ways to increase your company's profitability and value is to provide products and services that ***solve customer problems***, and can be joined with the installation of the existing services that your company provides.

The opportunities for dealers to provide services to hospitals, nursing homes/ assisted living facilities, schools, malls, apartment building, medical clinics, prisons and office buildings in emergency call is proliferating. Stricter enforcement of A.D.A regulations and increased concerns for legal liabilities have produced a demand to provide additional security solutions in garages and remote areas of building complexes that provide a more interactive interface for building occupants.

Here are four important suggestions for building your business with Nurse / Emergency-Call:

- ✓ **Providing property managers, architects, and general contractor customers with details of the A.D.A.'s guidelines for Area of Rescue will win additional business.** (*Alpha Communications® provides a complimentary 7 page technical white paper entitled "Complying with A.D.A. Guidelines for Communication in Areas of Rescue Assistance" It is available by calling 800-666-4800 or visiting our website www.intercoms.com*).
- ✓ **When it come to Nurse-Call, one size does not fit all. Utilize a supplier who can provide you solutions that are scalable to the needs of a wide variety of facility situations.** (*A good place to start is by reading the Alpha Communications® Nurse Call Primer*).
- ✓ **Facility managers are seeking information concerning "state-of-the-art" turnkey Nurse-Call solutions. Consider speaking before groups of healthcare facility managers, or conducting free site surveys.**
- ✓ **One again, If you are doing the security or electrical work at a facility, don't overlook the opportunities to upgrade your proposal of services to include these other services. If you are not sure of how to layout a system, what products to quote and at what price, call, fax or email the Nurse / Emergency-Call experts at Alpha Communications®. We are ready, willing, and able to go the extra mile to answer your questions, and satisfy your needs.**

Intercom in The 21st Century

Let's face it. We are all more concerned about safety in the home and workplace. Protecting ourselves, our families, and possessions are a high priority. As a result, more new products and services are being created to meet the demand by both commercial and residential consumers who desire the highest quality in safety and security.

Intercom Systems should be an integral part of every security, or low voltage commercial and residential proposal that you prepare.

Here are four important suggestions for building your business with intercom services:

- ✓ **Be pro-active in presenting Intercom as part of your alarm and other security surveys. Alarms protect property but, Intercoms help to protect people.**
- ✓ **Bundle intercom as part of your alarm system solutions overall features to help you differentiate your company's service from other installers selling the same alarm or CCTV systems only.**
- ✓ **Consider giving away inexpensive intercom packages for residences as a promotion to help you gain more alarm sales. (*The Alpha Communications® IK724 series is an inexpensive complete turnkey intercom kit that is a popular selection for this purpose.*)**
- ✓ **Sell access, convenience, and safety to your customers as a valuable add-on. Residential security systems can be difficult to sell without a bigger package including items like intercom. Upgrades such as this add profitability.**

Security in the workplace is an obvious market where dealers can address the needs and concerns of customers, by installing two-way communication and access control in the forms of intercoms (*for all applications*), telephone access systems (*apartment houses and commercial buildings*), talk-thru units (*banks, movie theaters, fast food restaurants, etc...*), and even emergency phone units (*hospitals, nursing homes, schools, malls, etc...*).

- ✓ **Target customers who operate convenience and retail stores, gas stations, movie theaters, health care offices, and general office suites with intercom installation.**
- ✓ **When installing security, card access, or fire alarm services at commercial facilities, suggest installing intercoms at entrances and loading docks.**

The heightened awareness of security in the public sector has spilled over into the residential sector as well, potential customers can afford, and are seeking out more sophisticated home security and communication systems. This interest in the residential market goes far beyond apartment complexes and condominiums.

- ✓ **Contact builders who are looking to provide value added features to their new construction projects relative to structured wire and home automation, security and communication, with information about your intercom Installation products and services.**

The System Is The Solution

- ✓ **Offer your services to builders of gated communities, property managers and private homeowners for add – on services such as telephone access, and intercom will help your company stand out and be recognized as a “total solution provider.”**
- ✓ **They say a picture is worth a thousand words... and they are right! Install intercom systems in your office or showroom. Add a demonstration to your company’s website if you have one. You will sell more systems.**

Although these systems are not complicated, the challenge for dealers is to identify growth markets, and provide the systems your customers will need. The key therefore to gain quick entry into this market is to find a manufacturer and supplier that carries a reputable product offering, with enough variety to encompass the solutions needed to accommodate the variance in building architecture and size. Partnering with suppliers who are readily accessible and willing to consult on layout and installation and can quickly provide backup support such as detailed wiring diagrams is an important element to success. Alpha Communications® makes it easy for you to quote jobs - by doing the work for you. Just call us, tell us what you need, and we'll lay out the quote for you, (or you can use our AlphaCat™ CD-Rom with AlphaQuote™ quoting software and configure a system right at your desk!)

In conclusion, be aggressive... when doing a security or electrical ‘walk thru’, look for opportunities to add intercom, video-intercom or emergency-call systems. Consider using a job lead service such as Brown’s Letters or Dodge Reports to find projects being built in your area. Offer intercoms or video-intercoms as part of your total security package. Add intercom, video-intercom and nurse/emergency-call products to your brochures, catalog, literature, and web site. Let customers know you install these products by adding this information to your letterhead, business cards, calendars, promotional give-aways, building signs, truck lettering, etc. Become educated... ask your suppliers if they provide any training materials or programs to learn more about these systems. A little effort on your part could result in many thousands of dollars more profit each year.

At Alpha Communications® we look forward to working with you on all of your intercom, video-intercom, nurse-call and emergency-call needs. For more information, please call us **TOLL-FREE at 1-800-666-4800 or visit **www.INTERCOMS.com**. Thank you.**