

Module 2 : Mobility Customers and their Needs

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Now that you've successfully completed Module One, it's time to take a closer look at mobility customers and their needs.

In this module, we'll explore the importance of customer evaluations and why we encourage developing a working relationship with an expert Bruno Mobility Equipment dealer.

We'll also provide you with some broad working descriptions of the various levels of disability, and some of the causes. We'll explore equipment financing and other funding sources. Finally, we'll provide a few guidelines on how to work with physically disabled customers.

A mobility customer evaluation is essential to selecting the right products for each customer. Every mobility customer is different and many mobility issues change over time.

A Bruno Mobility Equipment dealer is your best resource for making accurate equipment recommendations that will maximize each customer's short and long term satisfaction. Matching the right equipment to the customer involves several criteria.

Any thorough customer evaluation will involve finding answers to the following questions:

- Is the person physically able to transfer from their wheelchair?
- Can they walk a little or stand on their own?
- Do they have full use of their hands or their legs?

These questions and more are important in determining adaptive equipment requirements. In some cases, detailed measurements will need to be taken of the back, legs, buttocks, and joint flexibility.

A customer's mental state is of equal concern.

- Are they confident with their disability, or timid about using certain types of equipment?
- Will there always be a caregiver present, or will this customer want to be more independent?

- And finally, what type of financial assistance is available from insurance and/or government sources?

These are all important questions that need to be answered during the evaluation process. And again, the best person to ask these questions is a Bruno Mobility Equipment dealer.

It's great to have a mobility equipment dealer to help with customers who need a mobility solution. But it's also important for you to understand a little about the three different levels of disability.

Move your mouse pointer over each image to learn more.

[Text & audio for Severe Disability image]

The person with a severe disability has very poor control over their arms and legs. They are probably confined to a wheelchair. Their mobile chairs are very large and cumbersome and a caregiver is almost always present to assist them.

You're not likely to see this customer in your dealership, since they tend to get specialized service information from hospitals and therapists. However, if this customer type or their caregiver does visit your dealership, consult your local Bruno dealer representative as soon as possible.

[Text & audio for Moderately Disabled image]

The person with a moderate level of disability has some control over their arms or legs. They're also able to use different types of transportation devices, such as power chairs, scooters and wheelchairs.

Although the moderately disabled generally can't walk, many paraplegics can be athletes in their own right and can function normally in society. Some people in this class are, in fact, quadriplegics who have a lesser amount of paralysis in their upper body. Given the proper hand controls, many can drive.

[Text & audio for Less Able]

When we talk about the less able population, we're generally referring to senior citizens affected by severe arthritis, post-polio syndrome, poor circulation, and other ailments that restrict a person's ability to move around comfortably or walk any distance.

These people tend to be very independent. Most do not think of themselves as having a disability—hence the term Less Able. The less able may only want to transport a scooter or power chair, so that they can go shopping at the mall, or enjoy the outdoors at a park.

It sometimes helps to know the reasons behind a disability and the effect this may have on customers. Move your mouse pointer over each image to learn more.

[Text & audio for Accident Victims]

Accident victims with spinal injuries can be among the most fiercely independent people you will meet. Many were injured in an athletic accident and insist on maintaining an active lifestyle.

They also strongly desire normalcy, making a lowered-floor minivan their last choice in a vehicle. These are good candidates for lift-up seats, scooter lifts, or any other type of equipment that can be concealed within a vehicle.

[Text & audio for Progressive Illnesses]

Illnesses such as MS, MD, ALS, and Parkinson's disease, to name a few, are called progressive illnesses because their effects increase over time. For these customers, it can be particularly difficult to make an equipment recommendation without a trained mobility specialist.

[Text & audio for Aging]

Aging is a major cause of mobility problems. Arthritis is the single largest cause of disability in the United States today, and it contributes greatly to the lack of mobility among this group.

Stroke, hip replacements, or diabetes could all be reasons to invest in some form of mobility equipment. Remember, if someone buys a scooter to help them get around, they're going to need a method of transporting it. A good relationship with a Bruno dealer could mean a sales referral for your dealership.