



For Immediate Release

MEDiChair Home Medical Equipment (Peterborough) launches educational videos

Three-minute videos are aimed at finding solutions to keep everyone healthy, mobile and independent.



Peterborough, Ontario (February 01, 2012) – “Our new video series aimed at helping our clients to remain mobile and independent is part public service and part education,” says Allison Rolph-Seiderer, Owner, MEDiChair Home Medical Equipment. “The growing seniors population in the Peterborough area needs to know that there are easy, affordable and practical solutions to some of their common mobility and independence issues.”

“Every day we get people in the store that say that they wish they had known earlier the different product solutions we have that would allow them to remain safe, mobile and most importantly independent in their own homes. So, we decided to be proactive and launch a 12-segment video series that provides **solutions** to many of the quality of life issues that seniors or anyone with health challenges may be experiencing.”



**Allison Rolph-Seiderer, Owner,
MEDchair Home Medical Equipment**

Rolph-Seiderer says the three-minute video segments called **“Solutions”** will be aired on CHEX TV’s Five O’clock Show over the next six months. After being aired, the video will also be posted on YouTube and other social media such as Facebook and Twitter. The first segment on Lift Chairs began airing January 31.

The following is a list of planned videos to date.

LIFT CHAIRS (Solutions to help people with weak knees get in and out of chairs easily)

ASSISTED PHONE DEVICES (Solutions to help people with mild hearing and/or mild vision loss communicate easily by telephone)

BEDS (Solutions that improve sleep and promote rest safely)

BRACES (Solutions that help anyone manage permanent or temporary joint issues with proper bracing)



OXYGEN

(Solutions that allow people to remain mobile and independent with the latest portable breathing devices)

DRIVING AIDS

(Solutions to assist anyone with low mobility to be able to drive safely and comfortably)

CPAP (*Continuous Positive Airway Pressure*) (Respiratory Solutions that will assist anyone to get a better more restful night's sleep)



“Our plan is to produce 12 segments for the **‘Solutions’** video series that will run until end of July. We’ll gauge the feedback we receive from the public and decide at the conclusion of the 12-segments if we should do more. Anyone is welcome to call, or e-mail with suggestions if there are mobility or health issues that they would like us to find solutions for!”

About MEDlchair Home Medical Equipment - ‘the home medical equipment specialists’



MEDlchair Home Medical Equipment is a locally owned franchise that is part of MEDlchair, North America’s largest and fastest growing Home Medical Equipment (HME) franchise company with stores from coast-to-coast in Canada. MEDlchair. We are the only 100% locally owned/operated medical equipment supply store in the Kawartha/Northumberland region. We treat all our clients with the same respect, honour, dignity and care as we would our own family. We are located at the corner of Reid Street and McDonnell Street and have been in Peterborough since 1995. We are a licensed Medical Devices Establishment and an authorized vendor for ADP • ODSP • WSIB • VAC. We also work very closely with many insurance companies. MEDlchair is a full service home medical equipment establishment offering a full range of home medical equipment and supplies and services to each of our retail customers and professional clients. www.trent.medichair.com www.medichair.com

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For more information or interviews please contact:

Ms. Allison Rolph-Seiderer, Owner, MEDlchair Home Medical Equipment (705) 740-2650

trent@medichair.ca

Mr. Neil Bousquet APR, PR MEDlchair (403) 256-8834 neil.bousquet@medichair.com