



## Case Study:

Motif as a one-stop-shop  
for growing your  
maternity business



## OVERVIEW

# Benefits of Partnering with Motif Medical

## Background

Mom and baby is becoming an increasingly more popular and profitable sector for DME Providers around the country. However, not every DME Provider carries a mom and baby line. But why?

## Challenge

Some DME Providers lack the knowledge of how to add mom and baby products to their line and when the right time is.

## Solution

Enter Motif Medical. Motif Medical designs insurance eligible products for the modern mom and pediatric patients. Our line of breast pumps and maternity compression garments are sophisticated, discreet and made with our customers in mind. Motif is committed to creating quality products at the right price to make the DME Providers the most profit possible.





## The Method

We interviewed three of our current customers, Help To Moms, Bump Health and StorkPump by AdaptHealth, to understand their top reasons behind their decisions to partner with Motif Medical for their DME Provider needs. They shared with us their feedback on their overall relationship with Motif and the benefits from having Motif in their mom and baby space. Those highlights are outlined on the following pages.

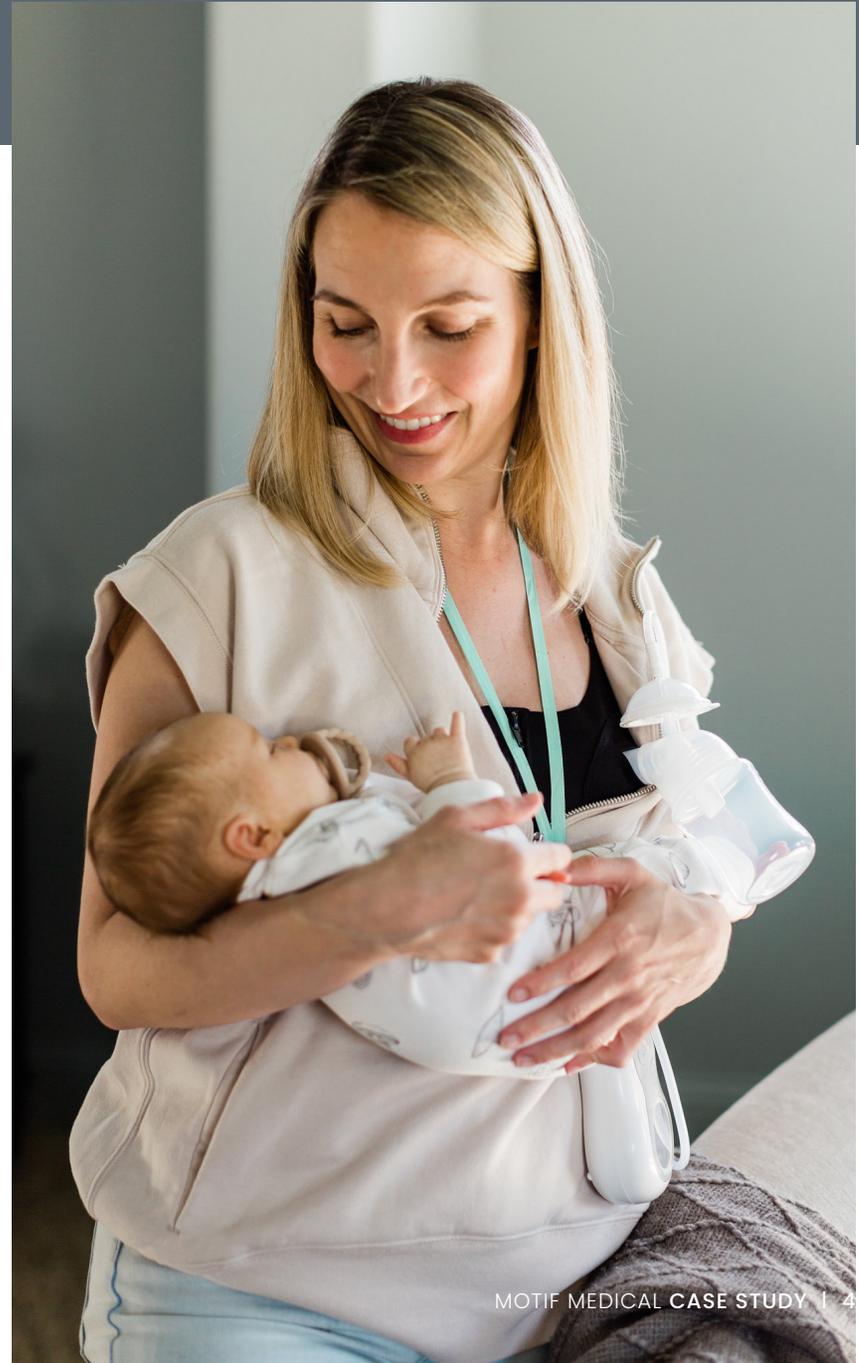
## Key Findings

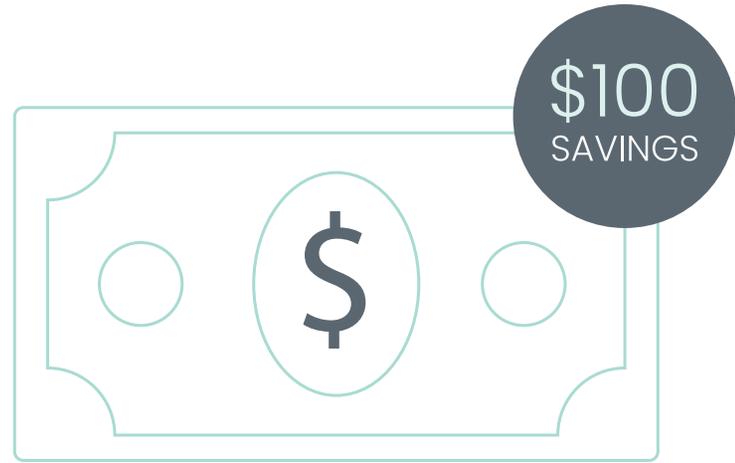


A brand new DME Provider to partner with Motif in 2023 has seen a **25% revenue increase** since adding Motif to their product offering.

**“The market intelligence and relationship has helped this.”**

- Help To Moms





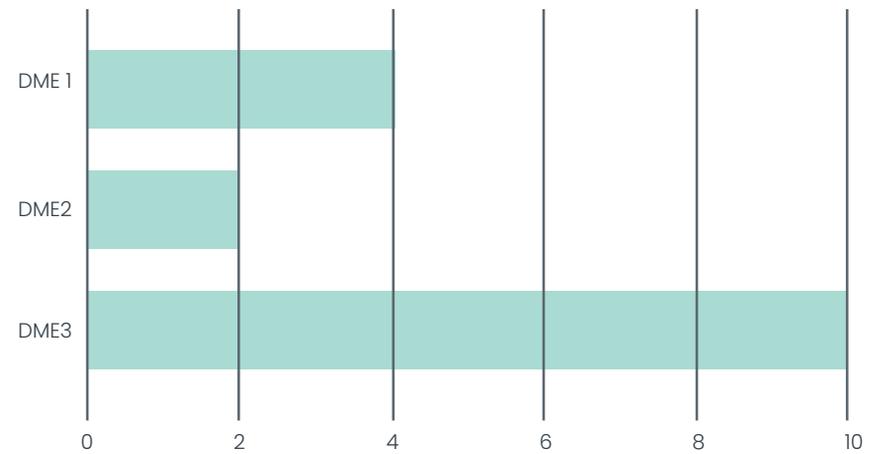
A new 2023 Motif partner has seen a **savings of approximately \$100 per order** since replacing other brands with Motif billable items.

The margin DME Providers receive with Motif products is significant. By placing more orders with Motif over competitors, DME Providers can get higher margins for billable products. Higher margins also means saving on fixed costs for DME Providers.



The average number of years DME Providers polled have been in the mom and baby space was between 1 and 10.

Years in Mom and Baby Category



## KEY FINDINGS CONTINUED

Most DME Providers surveyed entered the mom and baby category due to patient needs and demand.

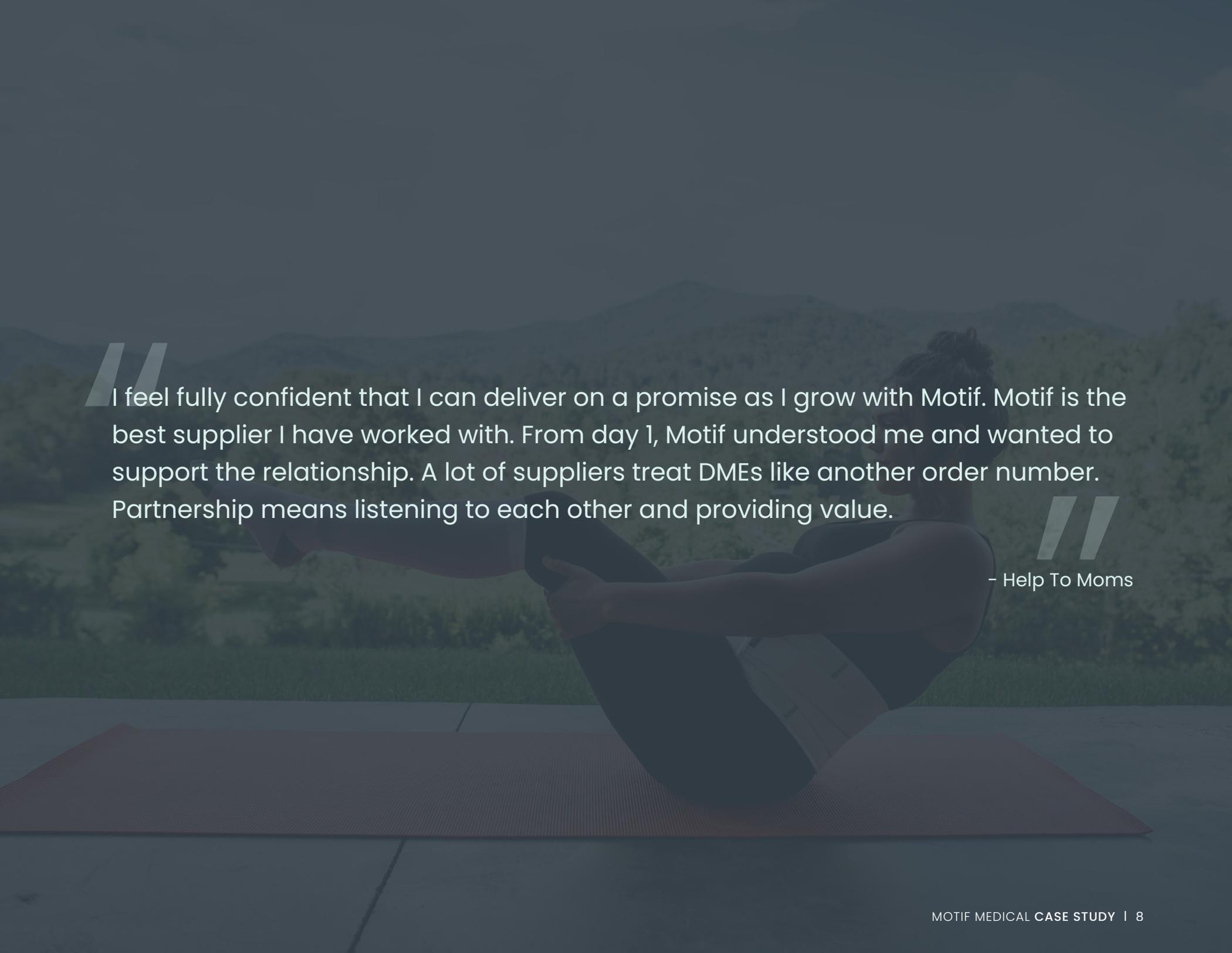
StorkPump by AdaptHealth found they were receiving numerous requests from local hospitals to provide breast pumps for local moms. However, they were providing a limited offering of acceptable breast pumps moms would enjoy. To address these limitations, they began redeveloping their program to include an expanded offering to address all reimbursable items moms deserve.

DME Providers surveyed valued one-on-one collaborative relationships with their Account Managers over anything else.

Help To Moms immediately felt that Motif Medical was set apart from other suppliers they have worked with. DME Providers like to feel like they are part of the process and an active participant while working in the mom and baby category. Motif provides this experience to our DME Providers.



**“We felt as a company we had a due diligence to support the patient.” - StorkPump by AdaptHealth**



“ I feel fully confident that I can deliver on a promise as I grow with Motif. Motif is the best supplier I have worked with. From day 1, Motif understood me and wanted to support the relationship. A lot of suppliers treat DMEs like another order number. Partnership means listening to each other and providing value. ”

– Help To Moms

## KEY FINDINGS CONTINUED

DME Providers who are able to bill for maternity compression saw increased revenue by adding that product category to their Motif line.

Help To Moms first came to Motif because they were in search of billable compression garments for their moms. They struggled with getting the information on this category of products from other suppliers. Not only did they receive a prompt call back from Motif, but they were impressed with the level of excitement Motif had to work alongside their DME Provider. Their Account Manager immediately asked all the right questions to learn about their business, listened to their issue, addressed the issue and added value. Help To Moms started their business with Motif with compression and then decided to order breast pumps as well.

Motif Account Managers stay up-to-date on market trends in the mom and baby category. They provide insights regarding billable products that moms are entitled to through their insurance. As such, Motif DME providers have the ability to offer a variety of items moms may qualify for.

Help To Moms has had a stellar experience with Motif. Their Account Manager was proactive in sending the full line of samples, which helped inspire Help To Moms to try more products and sparked more interest than they originally even expected.



**“Motif has products that actually work.” - Help To Moms**



DME Providers surveyed ranked Motif 8 out of 10 on average for level of customer service and support.

Motif provides one-on-one support from our Account Managers to our DME Provider customers. The Account Managers execute product demonstration calls to the DME Providers to give an in-depth overview of our wide range of products for mom. DME providers have expressed education on Motif products paired with up-to-date information on the maternity space is what sets Motif apart from competitors.





“ Motif has a larger understanding of the mom and baby space and a direct line of feedback [from DME partners], helping Motif understand the DME side.

- StorkPump by AdaptHealth



Margin profitability and marketing support were two of the biggest benefits DME Providers saw from partnering with Motif.

**“Value adds are more important than sticker price.”**

- Help To Moms

**“...To have the same products that are being heavily marketed allows moms to choose Adapt more frequently.”**

- StorkPump by AdaptHealth

## Conclusion

Thank you to StorkPump by AdaptHealth, Help To Moms and Bump Health who participated in this case study. This case study was built based on their individual experiences and successes with the Motif Medical product line. Partner with your Motif Account Manager to learn more about how these products can help grow your business.



# Product Categories

DME providers can benefit from partnering with Motif Medical to fulfill their mom and baby needs. Motif offers a full range of reimbursable products from pregnancy to postpartum for moms everywhere, making it truly a one-stop-shop for providers.

## Become a Distributor

Email us at [sales@motifmedical.com](mailto:sales@motifmedical.com) for more information.

### 3 - 9 MONTHS OF PREGNANCY



Pregnancy  
Back Brace



Maternity  
Compression Socks



Breast Pump  
Backpack

### POSTPARTUM

#### NEWLY POSTPARTUM



Breast  
Pumps



C-Section  
Bandage System



Postpartum  
Recovery Garment

#### ANY POSTPARTUM STAGE



Milk Storage Bags



Manual Silicone  
Breast Pump



Breast Pump  
Resupply Kit

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