



North Carolina Association for Medical Equipment Services

October 28, 2009

Dear Member:

Thank you for your continuing support of the medical equipment industry and NCAMES. As we navigate choppy economic and political waters in the weeks and months ahead, we will be focusing on a number of important current and future opportunities and issues affecting our membership including Medicare “competitive” bidding.

We are taking a proactive approach to strengthening support on behalf of industry, government, and consumer stakeholders for repealing this program, educating them about the importance of preventing reduced access to care for beneficiaries and declining quality of care. To that end, we have recently secured the services of a North Carolina public relations firm, Menzies Consulting, Inc., to help us get our message across in an organized, effective manner.

Based outside of Raleigh, Menzies Consulting, Inc. is experienced in helping businesses and organizations build and deliver strategic messaging to target audiences. The firm’s President, David D. Menzies, has 20 years experience as a professional communicator, sitting on both sides of the PR fence both as a member of the news media as well as an award-winning public relations practitioner. He has helped clients in the technology, pharmaceutical, political, and general business sectors secure high-profile media coverage internationally, across the country, and here in North Carolina in familiar outlets including the Charlotte Observer, Charlotte Business Journal, Raleigh News & Observer, Triangle Business Journal, WUNC/NPR, and a plethora of other print publications and television and radio stations. Mr. Menzies also has a personal connection to our cause, as his 83-year-old mother is dependent upon home oxygen and respiratory care to support her quality of life.

We are excited to have Mr. Menzies on board to help us raise awareness of the “competitive” bidding issue and build coalitions to help us reach our goals. Please join me in welcoming him to our industry, and feel free to contact me at ncames@nc.rr.com or the number below with any questions about our upcoming PR efforts.

Thank you again for your support.

Sincerely,

Beth Bowen

Beth Bowen
Executive Director, NCAMES

CC: Michael Reinemer, AAHomecare
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