



Health First Acquires Bon Secours Home Medical, Plans Service Enhancements

Health First, a Richmond-based leader in home medical equipment and supplies, has acquired Bon Secours Home Medical. The acquisition will expand Health First's ability to meet the needs of central Virginia patients and home care providers, delivering an array of medical care equipment, supplies, and services.

Richmond, VA -- June 19, 2009 - Home health care is a rising need as the Baby Boomer generation ages. Getting medical equipment and supplies at home, with supporting care, has gotten easier in central Virginia: Health First, a leading home medical equipment provider, has acquired Bon Secours Home Medical.

"This is good news for both Health First, and the great team who are joining us from Bon Secours," says Health First CEO Wayne Sale. "Acquisitions can sometimes mean job loss, but not in this case. We're getting a group of outstanding people, and we're planning on adding more."

Health First views the acquisition as an opportunity to merge strengths. In addition to team continuity, the core philosophies of both Health First and Bon Secours are in close alignment: each company has a strong service mission, with community support as its central pillar.

In pursuit of that service mission, Health First plans to make as few customer-touching changes as possible. Bon Secours patients and referral sources will call the same phone number, 804-266-2002, and talk to the same people. In addition, Sale has recommitted his company to delivering even more reliable service to all Health First customers, including those who have been relying on Bon Secours.

"We're going to provide medical equipment combined with education to achieve the therapy and treatment that will help patients stay healthier and happier in their own homes," says Sale.

Helping chronically ill people stay out of the hospital can save money for both patients and Medicare, and the equipment and care that the company provides are increasingly in demand. As the elderly population grows with the aging of the Boomer generation, the need for home care will rise exponentially, with the over-65 population in the U.S. reaching 40.2 million in 2010.

"We're a home healthcare resource with a 28-year proven track record," Sale states. "We see this as a very positive change, and a win-win-win situation for the hospital, our company and the patients we serve."

Health care providers see the acquisition as good news for them, and for their patients. "Health First has positioned themselves as market leaders in the area," says Kevin Parks, Executive Director of Odyssey Healthcare of Richmond. "They can certainly meet the needs of an expanded customer base. Odyssey Healthcare's service standard is that we admit all patients within three hours, 24 hours a day, seven days a week. Health First has consistently helped us meet our service standard. They've never let us down."

ABOUT HEALTH FIRST

Health First makes home care easy. Independently owned and operated, the company has provided home medical equipment and supplies in central Virginia since 1981, partnering with hospice, home health, and residential living facilities to offer health care providers and their patients an expert, caring source for medical equipment and supplies. Their mission is service: to patients, to health care professionals, and to the community. Licensed by the Board of Pharmacy and the Joint Commission on Accreditation of Homecare Organizations (JCAHO), Health First offers both professional expertise and caring customer service to help you manage, and thrive, with home health care.