



Company Description

Based in Milwaukee, Wisconsin, Direct Supply is the leading provider of equipment, eCommerce and service solutions to Senior Living. Founded in 1985, this employee-owned company provides quality, eldercare-approved products and services, an unexcelled response to customer needs and leads the charge for industry advocacy.

Direct Supply has five strategic business units to meet the challenges Senior Living faces. Direct Supply Equipment & Furnishings brings tremendous value to every step of equipment procurement, with one million product solutions, and streamlined capital project management. Direct Supply Aptura develops transformational living environments with specialized interior design, construction and renovation.

Direct Supply Services & Solutions is your best partner for business solutions and equipment-based services including resident monitoring, chemicals, generators and more. An innovative, web-based facility management system, Direct Supply TELS helps reduce downtime, increase warranty fulfillment and increase compliance.

Direct Supply DSSI is a revolutionary online system allowing you to automate procurement and spend optimization while driving compliance – it's your single purchasing and reporting source.

Geographic Area Served: U.S. & Canada

Segments Served: SNF, AL, IL, CCRC

2010/2011 Product & Service Innovations

- **Capital Project Services:** Elevates care and cuts costs by handling large orders and managing complex installations, interior design and construction for all your capital projects.
- **Aptura Transformations:** Direct Supply Aptura helps you create a consistent look and feel across all your communities, incorporating culture change theory and industry best practices into renovation and construction recommendations.
- **Industry-Leading TELS Platform:** Helps assign and track unplanned building management tasks online, so you can meet maintenance needs quickly, even in large communities.

Suggested Consultative Discussions

- **Culture Change Based Design and Development:** We will share with you industry best practices and thought leadership about why renovating your building is just the beginning of the process.
- **Loss Prevention Management:** Our customers have saved as much as 20% on their insurance premiums by using our methodology and products to manage their safety committee programs, lockout tagout procedures and OSHA record keeping.
- **Purchasing Best Practices:** We will share benchmarking data that will show you how to get the most out of your spend.



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