

MTI Introduces ‘Solutions Advisors’ to Help Specialty Practitioners Identify and Solve Practice Needs

By Barton Strawn

For over 25 years, MTI has designed and built some of the best specialty podiatry and wound care equipment on the market, but recently they’ve doubled down on their promise to support specialty caregivers with the introduction of their Solutions Advisors—MTI team members whose job is to help practices identify and solve equipment and process challenges.

When asked about the new role, Brad Baker, MTI President said, “We realized that every other brand is about the sale. However, care providers often need more help than your typical salesperson can provide. They’re looking for help understanding which product is right for their needs, how that product can help the patient flow improve outcomes, and how they can create a beneficial care experience for both the patient and caregiver. That’s why we created the Solutions Advisor role, to actually help our customers and prospective customers solve the problems they have, whether the ultimate solution is a piece of MTI equipment, a new piece of software, or even outlining a new process—we’re here to help.”

In the changing landscape of podiatry and wound care, it’s great to hear an equipment supplier trying to help their customers improve care. Plus, they have the expertise to truly help. In fact, their leadership team was a member of the US advisory board that helped advise regulators



you’re getting back, like helping your practice plan to maximize your ADA tax credits and depreciation from Section 179, so your purchases make sense for the short and long term. Or with constant consolidation of individual offices into larger groups, they also work with your managing partners or operations staff to create custom packages that can even further benefit your business with things like special pricing and extended support, helping you to manage your capital equipment for its life.

MTI’s Solutions Advisors can help you tackle today’s issues, plan for tomorrow, and stay ahead of future needs.

With all of the stress that comes with managing a practice and treating patients, MTI’s Solutions Advisors are a breath of fresh air in an otherwise taxing medical environment. They can help you tackle today’s issues, plan for tomorrow, and stay ahead of future needs (such as planning for upcoming ADA compliance that’s just around the corner). And if you haven’t considered an MTI product for your practice, now may be the time to

buy a chair that not only improves the patient experience, but also decreases the negative impacts on caregivers and potential burnout from patient handling while maximizing your tax savings.

Your MTI Solution Advisor is just a call or email away. Take advantage of their expertise and desire to help your practice take the next step. *Contact their Solutions Advisor team at solutions@mti.net or visit them online www.mti.net or click here.*



Reference

¹ 36 CFR 1195 Standards for Accessible Medical Diagnostic Equipment

The job of MTI team members is to help practices identify and solve equipment and process challenges.

in developing the Standards for Accessible Medical Diagnostic Equipment¹ required by the Americans with Disabilities Act. That’s why their chairs, like their well-known 529 model, qualify for the ADA annual tax credit.

MTI’s Solutions Advisors can talk through your equipment budget and determine ways to maximize the money