

## Industry Innovator Ed Radtke Launches New Venture Aimed at Generating Cash for DMEs



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As home health care providers adjust to an increasingly competitive climate, veteran industry innovator Ed Radtke is up-and-running with a new company designed to give providers a range of cash-generating products that make life a little easier for their home care patients.

The new company, Captive Technologies, has launched operations on the heels of the recent \$60 million sale to Chart Industries' Caire Division of SeQual Technologies, which Radtke founded in 1991.

Radtke's new firm has already begun shipping its first new product, the "O2Talon™," a patent-pending hand tool that eases the sometimes difficult act of separating oxygen tubing or canulae from O2 system "barbs." "An oxygen system connector that's inadvertently broken by an at-home O2 user just trying to separate tubing for cleaning isn't just a headache. It usually means they can't access their prescribed O2 flow until their provider can make a service call to repair it," Radtke said.

"Demographers have been telling us for some time that the new generation of seniors, unlike its predecessors, is far less willing to suffer inconvenience and discomfort, and far more inclined to own things that will make life better for them. They didn't come of age during the Great Depression, as so many of their parents did," Radtke noted. "So their willingness to buy a product that provides comfort and convenience represents a 'win-win' for providers."

Radtke says Captive Technologies ([www.captivetechologies.com](http://www.captivetechologies.com)) is already in the final phase of development on a second product, also aimed at improving the comfort and convenience of home-based O2 users. While he is mum about the application pending its expected spring roll-out, he does say it will represent a more comprehensive approach to improving quality-of-life for the at-home oxygen user.

"For oxygen users as well as dealer/providers, the delays and bureaucratic nature of the insurance claims approval process has real limitations, though it is a fact of life in the home health care field," Radtke said. "So Captive Technologies will be developing the market niche defined by products that patients will want to readily buy for their comfort and convenience, and that providers will want to offer because they represent new cash revenue apart from the insurance side of their business," he added. "That's the way the industry is moving. The key to survival and profitability for providers is to learn how to build relationships with their patients so they can serve them better and better."

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