

# Why Become a Tranquility® Preferred Medicaid Dealer?



Tranquility now offers multiple lines of incontinence care products that exceed the highest Medicaid standards, providing the protection your customers need and the reimbursement flexibility to meet your business goals. When you apply to become a **new Preferred Medicaid Dealer**, you can grow your revenue with an expanding audience by offering a trusted, high-quality product your customers will love.

Plus, you will enjoy these exclusive benefits:

- **New Medicaid referrals** providing repeat monthly orders and thousands in annual revenue
- **Strategic planning with the Tranquility team** to acquire and retain additional Medicaid referrals
- **Fun, interactive, virtual in-service** for your Customer Service staff, providing the product knowledge to expertly assist your Medicaid customers



## MEDICAID - A GROWING AUDIENCE

- According to most recent federal CMS data (2021<sup>1</sup>), **Medicaid spending grew 9.2%**, compared to declines in both private health insurance and out-of-pocket spend
- 1 in 4 people with incontinence are Medicaid-eligible



## PROVEN REVENUE GROWTH

*Example based on typical Medicaid order*

- 5 disposable underwear per day<sup>2</sup>
- Reimbursement of \$0.71 per each
- \$106.50 per month, per customer
- ➔ **\$1,278 in revenue per year, per customer!**



**Questions?** Ask for your regional Tranquility Rep today!  
**1-800-467-3224 ext. 6**