

## **New dispensers boost Direct Link**

BY LAURA EMERSON  
Monday May 9, 2011

Since expanding its product line, Direct Link's business is up 10 percent.

The Cincinnati-based company distributes a personal emergency response system and a medication management reminder device to its sister business, Home Helpers. Home Helpers offers in-home care services for seniors, new mothers, or those recovering from illness or injury.

The newest product, automated medical dispensers, was introduced in summer 2010. The dispensers can load up to 28 doses of medication and use a digital alarm clock to alert clients to take it. If the medicine isn't taken, the family is alerted.

"It has been a nice addition to our portfolio," Direct Link and Home Helpers President Emma Dickison said.

Costs for Direct Link's emergency response and medication reminder systems range from \$35 per month to \$85 per month.

"Every office has the ability to set their own prices," Dickison said.

Home Helpers has more than 500 franchise locations nationwide; there are two franchises in Las Vegas.