AT Exchange: Exploring Program Options and Strategies

Presenters:
Clayton Guffey, MSW, CRC, ATP, CEAC, Arizona Technology Access Program (AzTAP)
Bridget Gilormini, MST-SLP, Simon Technology Center and TIKES Project, PACER Center

Moderators:
Kathy Laurin, AT3 Center
Carolyn Phillips and Liz Persaud, Pass It On Center

Wednesday, May 9, 2018, 3:00 PM EDT

AT3 Center www.AT3center.net | Pass It On Center www.passitoncenter.org
Today’s Webinar and Objectives

- **Today’s Webinar is presented by the AT3 Reuse Community of Practice (CoP).**
  - The Reuse CoP focuses on practices and problem solving in device repair, redistribution, and recycling (both reassignment and open-ended loan) and device exchange by developing resources and addressing reuse policy issues.
  - To join this or another CoP, contact Crystal Bauer at crystal.bauer@ataporg.org.

- **Objectives:** We will explore two different models for AT Exchange programs:
  - a “traditional” Web Exchange program, and
  - the use of social media, specifically a Facebook buy and sell group.
- We will learn about strategies to optimize the use of these models.
AT Programs Trend Chart: Devices by AT Type

![Trend Chart: Device exchanges by AT type](chart.png)

**All programs with data for FYs 2017, 2016, 2015**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total number of devices exchanged</th>
<th>Vision</th>
<th>Hearing</th>
<th>Speech communication</th>
<th>&quot;Learning, cognition, and developmental&quot;</th>
<th>&quot;Mobility, seating, and positioning&quot;</th>
<th>Daily living</th>
<th>Environmental adaptations</th>
<th>Vehicle modification and transportation</th>
<th>Computers and related</th>
<th>&quot;Recreation, sports, and leisure&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>4,915</td>
<td>2.7%</td>
<td>1.6%</td>
<td>2.2%</td>
<td>5.0%</td>
<td>40.4%</td>
<td>30.6%</td>
<td>2.1%</td>
<td>1.1%</td>
<td>13.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>2016</td>
<td>3,458</td>
<td>2.8%</td>
<td>2.5%</td>
<td>3.3%</td>
<td>1.5%</td>
<td>11.3%</td>
<td>63.5%</td>
<td>1.9%</td>
<td>1.2%</td>
<td>11.6%</td>
<td>0.3%</td>
</tr>
<tr>
<td>2017</td>
<td>4,540</td>
<td>1.6%</td>
<td>1.9%</td>
<td>2.9%</td>
<td>2.0%</td>
<td>10.1%</td>
<td>63.6%</td>
<td>1.8%</td>
<td>1.4%</td>
<td>13.9%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
AT Programs Trend Chart: Savings on Device Exchanges by AT Type

<table>
<thead>
<tr>
<th>Year</th>
<th>Total dollar amount saved on all exchanged devices</th>
<th>Dollar amount saved on vision AT</th>
<th>Dollar amount saved on hearing AT</th>
<th>Dollar amount saved on speech AT</th>
<th>Dollar amount saved on learning AT</th>
<th>Dollar amount saved on mobility AT</th>
<th>Dollar amount saved on daily living AT</th>
<th>Dollar amount saved on environmental adaptations AT</th>
<th>Dollar amount saved on vehicle modification AT</th>
<th>Dollar amount saved on computer AT</th>
<th>Dollar amount saved on recreation AT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$1,758,997</td>
<td>$82,940</td>
<td>$12,959</td>
<td>$464,695</td>
<td>$7,357</td>
<td>$435,669</td>
<td>$140,063</td>
<td>$52,598</td>
<td>$508,999</td>
<td>$32,361</td>
<td>$20,256</td>
</tr>
<tr>
<td>2017</td>
<td>$2,018,995</td>
<td>$90,317</td>
<td>$11,142</td>
<td>$267,345</td>
<td>$10,621</td>
<td>$472,245</td>
<td>$122,787</td>
<td>$55,474</td>
<td>$916,527</td>
<td>$63,437</td>
<td>$11,100</td>
</tr>
</tbody>
</table>
AT Exchange takes place as program activity of the AT Act Programs, and as a commercial activity through online sites (e.g., Craigslist).

Collaboration of states with AgoraNet to create early AT Exchange sites online.

In 2017, 33 AT Act Programs reported saving consumers more than $2 million through Exchange sites, with 23% of that amount in the Mobility category. (Catada)
Exchange: A categorized listing

[Website screenshot showing a list of items available on the Alaska Assistive Technology Trading Post. Some items include:
- "Ocular Pop pack" - 25398
  Available for Loan, SESA, Anchorage, AK
  A "lollipop" style occluder for blocking the vision of one eye while testing the other.
- "Set of 8 fluorescent orange cones" - 25127
  Available for Loan, SESA, Anchorage, AK
- "Magnifier - Stand Magnifier - 03100"
  For Sale: $35.00 ATLA, Anchorage, AK
  COIL LED Raylite Illuminated Magnifier 14.8D X 4.7x NEW
- "10x Magnifier" - 25855
  Available for Loan, ATLA, Anchorage, AK
  Hand held magnifier 10x/38D/40 with light
- "10x Stand Magnifier - 25857"
  Available for Loan, ATLA, Anchorage, AK
  10x / 30D / 40 Head only"]
getATstuff now encompasses 6 states
Exchange in Schools: AT School Share

- Vermont’s AT School Swap facilitated exchange among 45 school districts

- AT School Share in MA and RI is a members-only sharing resource among schools
Our Guest Speakers

**Clayton Guffey, MSW, CRC, ATP, CEAC**  
Assistive Technology Specialist, Sr.  
Arizona Technology Access Program (AzTAP)  
[Clayton.Guffey@nau.edu](mailto:Clayton.Guffey@nau.edu)  
602.776.4699 or 1.800.477.9921 x5  
[www.aztap.org](http://www.aztap.org)

**Bridget Gilormini, MST-SLP**  
Director, Simon Technology Center  
Director, TIKES Project  
PACER Center  
[Bridget.Gilormini@pacer.org](mailto:Bridget.Gilormini@pacer.org)  
(952) 838-9000  
[www.PACER.org](http://www.PACER.org)
A Pioneering Exchange Site

Arizona Assistive Technology Exchange (ATEX)
Arizona AT Exchange (ATEX)

www.azatexchange.org

History: Started fall 2006 and launched spring 2007 – to present

Built via Agoranet in a collaborative with several other state AT Act programs
Over the years, we have done several rounds of “updates” / enhancements to improve user experience and data collection, including:

- Best practice suggestions for posters (sellers/donors) and recipients
- Creation of a “Terms and Conditions” disclaimer for usage in conjunction with PIOC contracted attorney; certify that user is at least 18 years of age
- Connection with FDA “Medical Device (DME) Recall” Information pages
- Helpful tips section for posting an ad – what to include, etc.
- Request for feedback/issues link on the site
- Page with the steps to post an ad on the site
- Many revisions on what (emails, etc.) gets sent to whom to help determine when exchanges happen
AZ ATEX – Policies

- Only one item allowed per ad; some will want to include a lot of equipment in one ad.
- Expired ads – notified by preference; given a week to respond and then ad is removed.
- Check new ads submitted against user’s account to find duplicate listings. If the same, clarify and re-post original ad with new information.
- Contact posters / users by listed preference – email or phone.
- Manage the site daily – amended ads, new ads posted, expired ads, etc.
- Try to keep users to one account (unless work and personal); merge multiple accounts.
- If we post via phone, send user disclaimer, copy of ad, FAQ via email/mail.
Understand the “perceived barriers” or disincentives to AT Reuse

Users don’t understand nature of and requirements of site in relation to Craig’s List, etc.

Users can be poor at follow-up or management of their ad(s); create redundancies in the system to follow up with folks to help identify exchanges

Know from time to time staff will need to “assist” with exchanges

Be prepared to be a sleuth to track down exchanges

Make it easier for folks to get updated log in information: Don’t create a new account; salvage the original one.
AZ ATEX: Helping “Posters” (Sellers/Donors)

- Most users need guidance/cues on how to write an ad; e.g., use make and model of wheelchair as opposed to “electric wheelchair”. [Example ad]

- Work with users to understand the realistic value of their AT: $6500 power chair funded via Insurance three years ago is not worth $5000.

- Give folks some ideas of how to price or at least “value” their equipment. Help them develop a conscience for things they got for free? Use: Best Offer!

- Cue posters to put pictures with their ad – have family, friends help
AZ ATEX – Helpful Tips for Users Seeking Devices

- List general types of equipment (walkers, wheelchairs, canes, etc.) users would find in each category to help with searching for needed items.

- Try to cue users to use a Rehabilitation Professional (PT, OT, SLP, ATP) to assist them in selection of or making a decision about a piece of AT.

- Encourage users to inform and educate themselves about the AT they are getting.
AZ ATEX Successes

- Good forum for distributing obsolete AzTAP inventory equipment or equipment refurbished by us

- Exchanges have increased or stayed steady for the last three fiscal years (46, 114 and 91) – mostly due to increase in refurbishment

- Recently ATEX has become a resource for school districts looking for free AT
AZ ATEX User Stories

- Handcycle to Ohio via a bike shop
- Lift chair donated and delivered – could not afford to ship hers
- Eyegaze device and mount to rural AZ family
- Video magnifier to low-income senior
- PacMate to recipient who eventually used it for trade in value of new unit
Questions?
Leveraging Social Media in Device Reuse

Bridget Gilormini, Director
Simon Technology Center
Minneapolis, MN
PACER’s AT Reuse Project SUPER

- **Still Useful Product Equipment Referral**
  - Dedicated page on the PACER website where consumers posted items for sale wanting to connect with people looking for those items
    - Minimal management by staff required
      - Maintain currency of postings
      - Answer questions
      - Maintain website
  - In operation from 2004 - 2017
SUPER – By The Numbers, Yearly

- 2004-2005
  - 66 postings / 7,100 website visits
- 2005-2006
  - 121 postings / 11,335 website visits
- 2006-2007
  - 85 postings / 11,402 website visits
- 2007-2008
  - 55 postings / 7,418 website visits
- 2008-2009
  - 82 postings / 6,888 website visits
- 2009-2010
  - 33 postings / 7,113 website visits
- 2010-2011
  - 64 postings / 5,787 website visits
- 2011-2012
  - 51 postings / 5,277 website visits
- 2012-2013
  - 42 postings / 5,537 website visits
- 2013-2014
  - 27 postings / 1,226 website visits
- 2014-2015
  - 29 postings / 1,158 website visits
- 2015-2016
  - 10 postings / 900 website visits
Rethinking How to Do AT Reuse

- Data led to a conversation about a better way to do AT Reuse
  - The numbers were dismal compared to the need.
  - Lack of awareness or knowledge with many of the AT Reuse initiatives available
  - The new idea needed to fit a no budget/minimal staff scenario.
Exploring a 21st Century Way of Doing AT Reuse

- Facebook Buy and Sell Group
  - Online groups separated by geographic location, item focus, etc.
  - Think virtual garage sale
The Search for Models

- Facebook Buy and Sell Group
  - Initial search results for existing groups yielded minimal results
  - Found one group in the UK
Started an open (versus closed) group buy and sell in 2017
- Four administrators
- Informed any exiting SUPER users of opportunity to use new site
  - “But I don’t have Facebook!”
- Marketing the new initiative
  - Placed information about the site in PACER eNews, on various parts of the web, invited personal FB friends, talked about it at AT trainings, etc.
Addressing the Issues

- Web administrators advised moving to a closed group
- Relatively rapid growth
- Ran into need to develop group rules based on Facebook Buy and Sell Culture
- Handling disputes
- Softly monitoring numbers via spreadsheet
MN Special Needs Equipment for Sale – One Year Later (October 1, 2016 – September 30, 2017)

- 939 members
- 335 postings (133+ confirmed placements)
- Active conversations amongst members
MN Special Needs Equipment for Sale – to date (May 2017)

✔ 1,387 members
✔ 595 postings
Anatomy of Facebook Buy and Sell Site

- Free platform attached to an individual or group account
- Open or closed group
- Managed by administrator(s)
- Rules of engagement
Facebook Buy and Sell: The Platform

- Free platform attached to an individual or group account
Facebook Buy and Sell: Open or Closed?

- Open or closed group
  - Closed group requires admin approval
  - Approved members can add members
  - Need to be a member of the group in order to see posts
  - Web admin recommends closed group to stimulate growth
**Facebook Buy and Sell: Administration**

- Managed by administrator(s)
  - Thus far has required minimal effort to manage to group
  - Administrators monitor activity, act as mediators, monitor posts and delete inappropriate content, etc.
  - Administrators track activity for reporting purposes (soft data)
Facebook Buy and Sell: Making the Rules

- Rules of engagement
  - Established rules in about/welcome statement
  - Request that members post item with price, description, pictures, etc.
  - Have revised and updated as needed

Find equipment and assistive technology after its initial use. Items such as, communication devices, walkers, adaptive switches and toys, motorized cars (that can be adapted), adapted keyboards, etc.

RULES FOR SELLING ON THIS GROUP
This is a free for sale group. Please only sell or post items and equipment for families with special needs. Include a picture, details, and price for the equipment. No commercial selling allowed.

First come, first serve. Please comment if you are interested. Also let the seller know in the comments that you have sent them PM so they will know to look for it.

Occasionally let everyone know that your item is still available. If it is not selling make a comment (which will bump it to the top), or consider lowering your price. Also remove items that have sold.

Items with no comments and no updates about availability will be removed by admin 3 months after date of initial post.

Also, as pointed out by at least one group member, it is considered fraud to sell items that have been purchased with insurance, medical assistance, or waivers/grants. Consider clarifying for buyers that items have not been purchased using insurance, medical assistance, or waivers/grants when creating your post.
Rules of engagement - language

- In Search Of – ISO
- Strategy for moving your post to the top – make a comment on your post, post the word “bump”, etc.
- Next in line to claim an item after it appears to have been claimed by someone else – Next
- Private Message – PM
- Or Best Offer - OBO
The Site: Language, 2

- Rules of engagement - language
  - X or Cross Posted – item has been posted to other sites
  - Pick up – PU
  - Sold pending pick up - PPU
The Site: Use of Photos

- Pictures matter
  - Members like to see the actual item that a user is posting for sale/give away
  - Pictures give people an idea of size and condition
  - Some sites will only let you post your own pictures; no stock photos allowed
Facebook Buy and Sell

- Current search results for FB buy and sell groups for AT yielded a few more results
- Share these resources with FB group via FILES which allows for the creation of documents within the group
Let’s Take a Look
Questions?
There are many additional contributors that help to make our work a success.

Thank you!
Marketing Your AT Reuse Program

Wednesday, July 11, 3:00 pm EDT

The Reuse CoP focuses on practices and problem solving in device repair, redistribution, and recycling (both reassignment and open-ended loan) and device exchange by developing resources and addressing reuse policy issues.

To join this or another CoP, contact Crystal Bauer at crystal.bauer@ataporg.org.
Contact Information

Kathy Laurin, AT3, ATAP
kathy.laurin@ataporg.org

Carolyn Phillips, Director and PI
carolyn.phillips@gatfl.gatech.edu

Liz Persaud, Program and Outreach Manager
liz.persaud@gatfl.gatech.edu

Sam Peters, Program Specialist
samantha.peters@gatfl.gatech.edu

Danny Housley, AT Acquisition Manager
danny.housley@gatfl.gatech.edu

Martha Rust, Direct Services AT Access Manager
martha.rust@gatfl.gatech.edu

Trish Redmon, Special Projects
predmon6@gatech.edu