



HealthFirst and MedPro Associates Join Forces to Deliver Enhanced Sales & Customer Support

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MedPro will provide national sales coverage on behalf of HealthFirst, actively selling across all healthcare facilities, clinics, and medical offices. This collaboration will expand access to HealthFirst's emergency medical kits and emergency medication management solutions, helping healthcare facilities strengthen emergency preparedness and medication readiness.

HealthFirst provides emergency medical readiness solutions designed to help healthcare facilities prepare for and respond to medical emergencies. Its portfolio includes STAT KIT® Emergency Medical Kits and emergency medication management through the Crash Cart Auto-Replenishment Program, helping facilities maintain organized, accessible, and ready-to-use emergency medications and supplies. With decades of experience supporting healthcare professionals, HealthFirst combines standardized products with ongoing education, monitoring, and support to help simplify emergency preparedness.

"Partnering with MedPro allows us to expand our reach and bring HealthFirst's emergency readiness solutions to more healthcare providers across the post-acute market," said Brian Sawyer, National Sales Manager at HealthFirst. "MedPro's established relationships and end-user-focused sales approach make them a strong partner as we continue helping healthcare facilities simplify emergency preparedness and medication management."

"We are excited to work alongside the HealthFirst team to represent a long-standing brand that brings next-level solutions for emergency-preparedness and medication readiness," said Albert Sands, EVP of Non-Acute Sales at MedPro. MedPro's national sales force will leverage their expertise and relationships to introduce HealthFirst to healthcare providers across the country. By combining HealthFirst's industry-leading products with MedPro's sales and marketing capabilities, this partnership will offer healthcare facilities a comprehensive solution for emergency preparedness.

For more than 55 years, **HealthFirst** has been a standard-bearer in medical emergency readiness, regulatory compliance and safety for US healthcare organizations. Our integrated solutions empower healthcare professionals to protect staff and patients. HealthFirst helps offices respond to about 1,000 emergency medical events per year. For more information visit: www.healthfirst.com.

MedPro is a national leader in contracted sales for medical manufacturers across all healthcare markets. MedPro utilizes a geographically focused enterprise sales model with teams of acute, non-acute, government and inside sales territory managers. Through longstanding relationships and collaborations between the sales team and national, regional, and local distributors, MedPro's focus is on in-servicing and building hands-on connections with the end-user. The company's mission is to maintain and grow existing manufacturer-based business while developing new business opportunities. Sales representatives are trained to initiate product demonstrations and provide clinical-level product training, in-servicing, and continued education. For more information and to view the Enterprise Map visit: www.mproassociates.com.