



**10th Anniversary & Grand Reopening of our newly built facilities**



Maxim Medical Head Office and Windsor Store.

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# Maximizing home health care services

Maxim Medical first opened its doors to Windsor-Essex years ago on a cool October morning. Managers Tarek Kaskas and Samer Hamoda started with a vision and rose to fill a void of home health care they felt the region needed. "There was a lot of excitement and hands on work," Kaskas said who, having received the building's key the month prior, worked hard with Hamoda to outfit the store with shelving, stock and other touches to ready it for business.

When it started, the company was run by the two managers, a full-time staffer, and a part-time staffer. Now, 10 years later, Maxim Medical has grown to 25 employees with three different divisions, Home Health Care, Mobility, and Physician Supplies. Their two retail locations, in Windsor as well as Tecumseh, service clients as far as Leamington. Maxim is celebrating their decade-long history with a grand reopening this coming June.

And what does 10 years mean? "Truly, one word: patience," Kaskas said. "I call it one step ahead," Hamoda said. "One step, that means many to go."

Their first location, a 1400 square-foot building, sat in Tecumseh at 13039 Tecumseh Road East and Kaskas and Hamoda already had their sights set on expanding into Windsor.

Kaskas and Hamoda even remember their first customer, Audrey, who

stopped in when they first opened on Oct. 4, 2004 and sent her home with a special gift.

Two years later, spring 2006, their vision became reality when they opened a 4400 square-foot store and office building in Windsor, by the intersection of Tecumseh Road and McDougall Street. The managers made the Windsor location the head office and expanded the business to also include mobility sales and services, providing, installing and servicing mobility equipment ranging from walkers, wheelchairs, to lifts in a home or vehicle.

As well, they became the only local company that provides physician equipment and supplies. They are involved from the conception phase to the opening phase of medical offices, clinics, and institutions.

Hamoda said the number one misconception their business deals with is the idea that home health care is only for the sick or the elderly. "It's for any age group or ability," he said, pointing out that they have many products, like support stockings that help people of all ages stay active.

The business model of the company is geared toward the customer. Privacy and repertoire with staff go a long way. "So they have to trust us from the get go and that's how we form relationships, because they come in time and time again," said Nancy Duffy, a Business Administrator who helps the management team in developing and

**"IT IS A VERY WELL RUN BUSINESS ... BETWEEN (TAREK KASKAS AND SAMER HAMODA) IT'S A VERY EXCELLENT TEAM. THEY COMPLEMENT ONE ANOTHER IN TERMS OF SKILLS, AND THEY HAVE TAKEN THIS BUSINESS IN THE SPAN OF 10 YEARS FROM 0 TO 100."**

— DR. ALFIE MORGAN,  
 UNIVERSITY OF WINDSOR  
 BUSINESS PROFESSOR

implementing the company's plans and vision.

"They're repeat customers more often than not," she continued. "And because they're repeat customers, they can develop those personal relationships with the staff."

Maria Plante was one such customer. Her uncle had been dealing with Maxim for several years. He in turn recommended Maxim to Plante and her parents.

"(They) went out of their way to help me," she said.

One time she needed some adjustments made to a wheelchair and Maxim sent a service technician right over to help. Another time Plante's mother required support stockings, but was unable to make it to the store to pick them up.

"(Hamoda) actually brought it over to my mother's house," she said. "That's what you call going above and beyond."



Tarek Kaskas, Sales Manager (left) and Samer Hamoda, Operations Manager (right).

**"(SAMER HAMODA) WENT OUT OF HIS WAY TO HELP ME. ABSOLUTELY, I WOULD NOT HESITATE TO RECOMMEND HIM OR MAXIM MEDICAL TO ANYONE WHO'S LOOKING FOR ANY TYPE OF MEDICAL DEVICES. IN FACT, I HAVE DONE THAT."**

— MARIA PLANTE,  
 MAXIM MEDICAL CLIENT

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