

PILOT & PROCUREMENT PACKET

RolIEZ Lift: compact patient-movement adjunct for structured EMS, fire/rescue, and facility demos



A first professional packet for demo conversations, pilot-site recruiting, and procurement readiness — with unsupported claims softened until testing and validation are complete.

Primary CTA: Request a demo • **Contact:** joyz@joyzmedical.com

Production capacity reported by JoyZ: 1,000+ RolIEZ units per week, subject to final procurement planning and lead-time confirmation.

1. Executive positioning

Recommended message: RolIEZ Lift is a compact, washable, non-powered patient-movement adjunct designed to help trained caregivers and responders evaluate selected repositioning, seated-assist, and confined-space movement scenarios where larger systems may be impractical.

The current strategic opportunity is not broad consumer advertising first. It is converting RolIEZ from an interesting patented product into a validation-backed, procurement-ready patient-movement platform with a narrow, credible beachhead.

2. Best-fit early audiences

EMS & fire/rescue

Training, safety, risk, innovation, and medical-direction champions evaluating movement challenges in tight or equipment-constrained environments.

Hospitals & facilities

Radiology, rehab, skilled nursing, hospice, and safe-patient-handling teams evaluating repositioning and workflow-support scenarios.

Home health / hospice

Care teams and families needing practical tools, once appropriate use, contraindications, and training are clearly defined.

3. Use cases to evaluate in pilots

- Turn/reposition in bed.
- Move upward or laterally on a support surface.
- Assist from a defined seated position under protocol.
- Simulate confined bathroom/bedroom movement.
- Bridge to the next device, such as a chair, cot, stretcher, bed, or approved support surface.

4. Claims matrix — safe language now

Topic	Use now	Hold until evidence exists
Patient movement	Designed to assist selected movement tasks under trained use and defined protocols.	Prevents injuries; one person can safely move any patient; replaces staff or powered systems.
Seated assist	Being evaluated as a potential differentiator for defined seated-assist scenarios.	One responder can safely lift bariatric patients; universally safe seated lifting.
Clinical outcomes	Patient handling is a real operational challenge; JoyZ seeks pilots to evaluate usability and workflow value.	Prevents bedsores, pneumonia, falls, hospital fines, or premature death.
Regulatory/reimbursement	Patent referenced; regulatory/reimbursement path should be reviewed by qualified professionals.	FDA-cleared for a specific use, Medicare/Medicaid reimbursable, or assigned a code unless verified.

5. Suggested pilot structure

Phase 1 — controlled demo

Review device, intended use draft, operator assumptions, cleaning/inspection expectations, and candidate scenarios.

Phase 2 — protocol design

Define tasks, stop criteria, contraindications, training, number/role of users, and documentation.

Phase 3 — simulation evaluation

Healthy participants/manikins and defined loads before operational field use. Capture usability, setup time, perceived exertion, and errors.

Phase 4 — limited operational review

Only after approvals, labeling, training, consent/oversight requirements, and stop criteria are defined.

6. Evidence and validation roadmap

- Regulatory/quality lead: classification memo, intended-use language, claims matrix, risk file, labeling/IFU outline, registration/listing plan.
- Independent biomechanics or ergonomics partner: force/posture and human-factors study for defined tasks.
- Product test laboratory: static/dynamic load, seam/handle, cyclic, laundering, material, and durability testing.
- EMS/facility advisory group: contraindications, protocol review, training requirements, and pilot-site credibility.
- Founder-content producer: approved demonstration clips, founder story, pilot interviews, and caption-safe video assets.

7. Procurement basics — placeholders to complete

To be added when confirmed:

- Dimensions and product weight
- Materials and construction details
- Cleaning/laundry protocol

- Contraindications, warnings, and inspection/retirement criteria
- Warranty and replacement policy
- Production lead time, order terms, and fulfillment process
- Training requirements and instructions for use

8. Media assets available for demo conversations

- Hero demo video: <https://www.youtube.com/watch?v=0NAqcktBWr8>
- Testimonial/social proof video: <https://youtu.be/c6e2T2gvFR4>
- Additional Drive media and demo videos archived under the review folder.

Media should be framed as demonstration/social proof unless and until independent testing supports stronger claims.

9. Recommended demo ask

Suggested outreach wording: “We are validating a compact, non-powered patient-movement adjunct for selected seated, bed, and confined-space scenarios. We are recruiting a small number of EMS/fire, facility, and care-team partners to help review the protocol and evaluate the device under controlled conditions.”

Request a demo

Email JoyZ Medical Concepts at joy@joyzmedical.com.

Helpful details to include: organization, role, phone, best time, use case of interest, and whether the request is for EMS/fire, facility, distributor, investor, or home/hospice evaluation.