

Better Business Bureau®


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Business Details

Layne Medical Supply Inc

 39047 County Road 54
Zephyrhills, FL 33542-6410

 <http://www.optimamanufacturing.com/>

 (813) 702-6376

Location of This Business

39047 County Road 54, Zephyrhills, FL 33542-6410

BBB File Opened: 2/20/2019
Years in Business: 1
Business Started: 1/23/2018
Business Incorporated: 1/23/2018 in FL
Type of Entity: Corporation

Alternate Business Name

The Doctor's Office
The Doctor Office
Comfortland
Optima Manufacturing
[Read More](#)

Contact Information

Principal
Ms. Elizabeth De La Cerda, President
Customer Contact
Ms. Elizabeth De La Cerda, President
Other Contacts
Maria McGuire Smith
Dr. Cornelius J O'Leary

Additional Contact Information

Fax Numbers
(888) 217-8256

Phone Numbers
(609) 225-5799
(833) 658-8596
(844) 508-1673

Business Categories[Medical Supplies](#)**Alerts**[See What BBB Reports On](#)**Licensing**

BBB received consumer complaint activity indicating this business makes unwanted calls offering durable medical equipment to be covered under Medicare and/or insurance.

In March 2019, BBB requested the business substantiate its telemarketing license.

Pattern of Complaints

BBB has received a pattern of pending complaints concerning Billing and Sales Practice Issues.

Specifically, consumer complaints allege the company will continuously call to offer durable medical equipment covered by Medicare or insurance. Consumer complaints further allege that consumers receive unauthorized products that were not ordered, finding that Medicare or insurance was billed.

In March 2019, BBB contacted the business to obtain its position.

In March 2019, the business replied:

"As a preliminary matter, please note that the Request letter seeks the disclosure of business information that is of a confidential, proprietary, and/or sensitive nature. Accordingly, Layne Medical desires to limit the information it furnishes in response to the Request Letter to information that is of a general nature or already public knowledge. To the extent that the BBB is aware of a specific complaint for which it believes the disclosure of more specific information is necessary, please notify Layne Medical accordingly so that Layne Medical may address the complaint on an individual basis.

To the best of its knowledge, the complaints referenced by the BBB in the Request Letter relate primarily to individuals alleging (1) the receipt of orthoses for which they did not request or order or (2) the receipt of unsolicited telephone calls marketing the orthoses. Layne Medical would like to make it clear that it does not solicit individuals and that it operates its business in full compliance with all applicable federal and state law related to solicitation, as well as Medicare rules and regulations--including those relating to patient solicitation and telemarketing. In particular, Layne Medical adheres to a strict policy of only calling customers directly after obtaining their express consent to be contacted. In addition, Layne Medical only furnishes items, including orthoses, that the recipient has requested or ordered.

In fact, Layne Medical utilizes online marketing platforms that provide the general public with information on medical supplies provided by the company. These platforms require potential customers to enter their information (name and phone number) and present potential customers with the option of giving their consent for Layne Medical to contact them by telephone concerning medical supplies. This written consent is obtained when the potential customer clicks a "Yes" box, which indicates the potential customer agrees to be contacted by Layne Medical at the phone number previously entered. Once a potential customer gives their consent to be contacted, Layne Medical uses that information to contact them by telephone. On this call, Layne Medical obtains the customer's

express consent or request for the item. As a further safeguard, Layne Medical delivers an item to a customer only after receiving a valid written order from the patient's treating physician.

While Layne Medical firmly believes in the appropriateness and compliance of its business operations, it understands that miscommunications and inadvertent errors may occur from time to time. As such, upon receipt of a customer, Layne Medical makes every effort to quickly address and resolve the customer's concerns. In particular, Layne Medical offers a 30-day return policy on all items provided to its customers and notifies them of such policy in writing with the delivery of an item. As evidence of its commitment to providing the highest level of customer service and satisfaction, Layne Medical appropriately refunds customers and third-party payors for all returns received in accordance with the written return policy."

Additional Complaint Information

BBB has received complaint activity through BBB Scam Tracker concerning Billing and Sales Practice Issues:

Business Name Used:
Layne Medical Supply

Date Reported:
Mar 02, 2019

"My mother resides in an assisted living facility and has mild to severe dementia. One day a box was delivered to her apartment. It contained 2 knee braces and a back brace. My mother is not in need of either of these. I checked with the physical therapist in the facility who assured me they did not order the items. After calling the "company", I was told my mother was referred by a "friend". I was told that the order was going to be charged to Medicare and her secondary insurance and there would be no charge to my mother. They told me they would cancel the order and this would not happen again. (??) While my mother does not know the name or address of the facility she does remember her social security number which I guess is how they got her information. I am now off to inform Medicare of the same scam."

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BBB Business Profiles are provided solely to assist you in exercising your own best judgment. BBB asks third parties who publish complaints, reviews and/or responses on this website to affirm that the information provided is accurate. However, BBB does not verify the accuracy of information provided by third parties, and does not guarantee the accuracy of any information in Business Profiles.

When considering complaint information, please take into account the company's size and volume of transactions, and understand that the nature of complaints and a firm's responses to them are often more important than the number of complaints.

BBB Business Profiles generally cover a three-year reporting period. BBB Business Profiles are subject to change at any time. If you choose to do business with this business, please let the business know that you contacted BBB for a BBB Business Profile.

As a matter of policy, BBB does not endorse any product, service or business.

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