

# MEET THE BOARD



**Willa Moats**  
HIRA Board President  
2018 - 2019

President & CEO  
Willcare Associates, LLC

*With so many members, it's not easy to get to know every rep, manufacturer and service provider.*

*"Meet the Board" is a new addition to the HIRA website that gives readers the chance to learn a little bit about our elected board, including how their time is spent in and out of the office.*

*For this profile, meet Willa Moats. She has been in the rep business for over 30 years and has been active in HIRA since 2011. She now serves as president of HIRA.*

*Board Secretary – Bailey Cobbs asked Willa a few questions, here's what she had to say.*

## **How long have you been a member of HIRA?**

I had opportunities to sign up sooner but failed to recognize the bigger purpose and regrettably waited until 2012

## **What is it about HIRA that makes you continue your membership?**

The exposure to so many influential people in the industry. The networking which has unlimited positive effects and the annual conference. All 3 of these reasons help me be a better rep and business person.

## **How long have you been in rep the business?**

Over 30. With several as an RN, I entered the IMR world in 1985. While the industry and I have both evolved I can't imagine my career any other way. I did have a 6-year stint as a National Sales Manager for a major manufacturer that allowed me to broaden my knowledge contact base.

## **Briefly describe your rep Firm?**

I never wanted to be a BIG rep group. I re-opened as an IMR back in 2001 after I resigned as National Sales Manager. I believe I am a better rep than manager.

Willcare Associates includes my Husband who handles most inside tasks and assists in the field when needed. It also includes Helene Specht who is my sister. She joined when I got very busy over 13 years ago and does a great job for Willcare in all our markets. Yes, I said ALL our markets because, while Med Surg via distribution was always my focus, changes in the market required us to focus in others as well, including: DME, LTC, Wound Care and Physical Therapy.

## **What Innovations, best practices and/or changes has your firm made recently?**

Over the last few years I became credentialed with 2 of the big 3 credentialing companies. I also became a CPMR graduate, a 3-year program that qualifies me as a Certified Professional Manufacturers Representative.

Helene became a CSR - Certified Sales Professional. Both programs have allowed us to be more professional and knowledgeable.

## **How has your product sector and/or market place changed in the last two years?**

Everyone in healthcare knows how much things have changed in the supply chain, physician office, acute care and technology arenas. To stay current, we read articles, attend and take notes at conferences (including HIRA's Annual Conference). To be of service to our customers we must adhere to these changes. Our focus is on the educational aspect of products vs. the sales aka "get the order attitude". Of course, this depends on the product and market we are in, but this general rule of thumb seems to be our best ROI.

Our product lines change too. Lines come...and lines go. It's part of the job. In addition, market emphasis may shift. One year we may focus on Wound Care, the next year may be more Capital Equipment. You follow the dollars and **sense!**

## **What have you learned and/or what contacts have you made through HIRA that have had the greatest positive impact on your business?**

My peers. They are just not my competitors, but my colleagues as well...even though we may share a common territory. Speaking to them and sharing knowledge has a positive effect on all of us.

## **What is one interesting fact that people may not know about you?**

I believe in helping the younger generation and mentoring in this industry. I only had a few helping me when I started out, so I like to help younger women and men.

## **Tell us a little about yourself, outside of your work as a rep.**

Some would say I am a workaholic. I do enjoy my downtime. I have two successful adult children. One PT in Tacoma, WA who is the father of my wonderful 12-year-old granddaughter. The other is an attorney that relocated to Sarasota, FL 2 years ago. She is VP Trustee at a major investment bank and is Mom to my 2 Gran-doggers! I love and enjoy them all, placing emphasis on traveling with them or to them. My husband and I enjoy quiet weekends but also enjoy cruising several times a year. Shopping is never out of the question. I love all water sports and beach days. Now that I am a bit older, I HATE the cold winters.