Alli-Health Consulting: is a service for business development of agencies, products, services based around the Medical and Rehabilitation Market [MRM].

*The term Complex Rehab Equipment [CRE] as is commonly used in the USA is an example of using local terminology that has little meaning to an international market – We work across all area of the industry working with companies serving both Institutional and Community Health and Rehab*

Andy O’Sullivan is the principal of the business and the managing consultant.

**Biography**: New Zealand born, raised and educated. Andy entered the Medical and Rehabilitation markets through the provision of orthotic footwear componentry in 1980.

In the mid 80’s Andy moved on to sales in Physical Rehab as first salesman, product manager and sales manager for a New Zealand wheelchair manufacturer, selling in NZ and Australia and managing the importer/distributor division of the business.

In the mid 90’s Andy set up the rehab division for the Ebos Group and in 3 years grew it by several hundred percent through critical market examination and finding products internationally that met the funding model.

End of the 90’s and Andy acted as an independent consultant and worked the Australian market for the ROHO group as a trainer and educator assisting to grow the product base for the local distributor.

The 2000’s saw Andy establish his own start-up company in New Zealand [DME Ltd] and mid 2000’s in Australia. An agency import and distribution business, fitting product and client outcomes to funding made this business very successful. In 2010 DME established a hospital rental business and sold in to a number of hospital contracts to prove to be very successful as well.

2017 saw Permobil Inc. approach and acquire DME as their New Zealand base to further their sales model globally. Establishing their own management specialists in the new Permobil New Zealand allowed Andy to move on and establish his own consultancy.