



182 SUSQUEHANNA AVE, EXETER, PA 18643-2694



570.655.5574 • TOLL FREE 800.800.8586



PRIDEMOBILITY.COM



August 24, 2020

Dear Pride® Provider,

We are writing to you today to implement a requirement associated with all advertisement of Pride medical device products. Below you will find the specific terminology that must be added to your website, and all third-party websites where you advertise Pride products, with some visual examples.

Although internet advertisements of Pride Power Lift Recliners, Pride Scooters, Go-Go Travel® Mobility and Jazzy® Power chairs may emphasize comfort, aesthetics and durability, they must also conspicuously acknowledge, where applicable, that Pride Products are FDA Class II medical devices designed to aid individuals with mobility impairments. **Pride, therefore, requires that advertisements by Authorized Pride Providers of Pride products must include the following designation**, whether such advertisement appears on an authorized provider's website (including catalogs & brochures posted online), a third-party platform or any other forms of advertising:

- The initial description of the product must conspicuously include the following verbiage:
"FDA Class II Medical Device*"
- The detailed description must be added to the above on the click-through page and must conspicuously include the following explanation referencing the asterisk above: **Pride FDA Class II Medical Devices are designed to aid individuals with mobility impairments**

Below you will find examples of the above requirements. As stated above, this verbiage should be included whenever the product is pictured not only on your company's website but also on the site of any third party through which you may sell or fulfill orders (Amazon, Craigslist and any other major retailer sites), as well as all other forms of advertising.


This action applies to all Pride Mobility products and all the trade names under the Pride umbrella that are coded as medical devices and have a HCPCS code designated to the product or parts therein. This includes all Pride and VivaLift!®, a majority of Pride scooter/travel mobility and all standard power chair units. Pride products that will **not** fall under this category of medical devices and therefore are not required to have this description are the iRIDE™, Wrangler® and Raptor.

We would appreciate your prompt response in making all the necessary changes as this **standard requires immediate implementation**. See the attached example of initial description and click through description. Providers may review their proposed modification to comply with this requirement by contacting Pride's Compliance Department at compliance@pridemobility.com

Sincerely,


Julie Piriano, PT, ATP/SMS

VP, Clinical Education, Industry Affairs and Compliance




All ▾

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Roll over image to zoom in



Pride ViVaLift Atlas V.2 Infinite Lay Flat Lift Chair (PLR985M) with Inside Delivery and Setup Option (Badlands Walnut, Inside Delivery and Setup) | FDA Class II medical device*

Brand: Pride

★★★★☆ 9 ratings

Best Deal

Price: **\$1,399.00** (\$1,399.00 / Count)

Pay \$116.58/month for 12 months (plus S&H, tax) with 0% interest equal monthly payments when you're approved for an Amazon Store Card

Color: **Badlands Walnut**





Size: **Inside Delivery and Setup**

Curbside Delivery

Inside Delivery and Setup

- 375 Lbs. Weight Capacity. Seat Width: 22" Distance From Wall: 16" Check images for all features and specifications.
- The Atlas Collection by VivaLift delivers comfort and relaxation that is fully customizable to meet your needs. A convenient remote with soft-touch buttons adjusts each function independently. Enjoy a beverage with the accessible cup holder.
- Curbside delivery means the trucking service will park in front of your home and you are responsible for moving the product into your home. The driver does not assist with bringing product to the residence.
- Inside delivery means deliveries are scheduled with the customer with a 4-hour delivery window during standard hours of operations. Product is delivered inside the home and placed in room of choice to main and/or second level (up or down). Items are unpacked, and packaging debris removed from your premises. Items are assembled as needed (not to exceed 15 minutes) and powered up.

**Pride® FDA Class II Medical Devices are designed to aid individuals with mobility impairments*

[Compare with similar items](#)

3 new from **\$1,399.00**

[Report incorrect product information.](#)



Pride ViVaLift Elegance V.2 Infinite Lay Flat Lift Chair (PLR975M) with Inside Delivery Option (Badlands...

★★★★☆ 2

\$1,199.00

Sponsored

\$1,399.00

This item cannot be shipped to your selected delivery location. Please choose a different delivery location.

Only 3 left in stock - order soon.

Qty: 1 ▾

Add to Cart

Buy Now

Secure transaction

Ships from and sold by

Add to List

Add to Wedding Registry

Share

📧

📧

📧

📧

Other Sellers on Amazon

\$1,399.00 (\$1,399.00 / Count)

Add to Cart

Sold by:

3 new from \$1,399.00

Have one to sell?

Sell on Amazon

Checkout	Qty	Product	Price	Total
	1	<div>  <div> <div>Pride LC-105 3-Position Reclining Lift Chair- Essential Collection</div> <div>FDA Class II medical device*</div> <div> <div>Options</div> <div>Color Choices: Select Color</div> <div>Luxury Custom Color Options (Fabric) - call for price: No Custom Color</div> <div>Luxury Custom Color Options (Leather) - call for price and additional colors: No Custom Color</div> </div> <div> <div>*Pride® FDA Class II Medical Devices are designed to aid individuals with mobility impairments</div> </div> </div> </div>	<div>\$629.00</div> <div>\$629.00</div>	\$629.00
		<div>Update Cart Totals</div>	Sub Total :	\$629.00

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 PRIDEMOBILITY.COM

PRIDE
MOBILITY
LIVE YOUR BEST®

ALL PRODUCTS

WHEELCHAIRS

SCOOTERS

LIFT CHAIRS

BEDS

PATIENT LIFTS

VEHICLE LIFTS

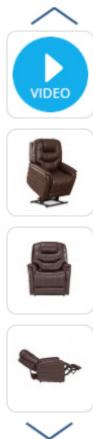
STAIRLIFT

LARGE TEXT ☐ OFF

Pride Viva Elegance

FDA Class II medical device*

★★★★★ 20 Reviews
12 Questions \ 14 Answers



Share:     


PRIDE
MOBILITY
LIVE YOUR BEST®

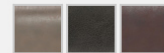
SKU#: PLR975


FDA Class II medical device*

\$1,199.00

Starting at \$78/mo with Affirm [Learn more](#)

 Ships Free!



Size (choose one) 

☐ Delivery & Setup \$200 

ADD TO CART

Earn 20 Rewards Points

 **Ships In: 1-2 Days **Steel
Color 15 Days**



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BREAKTHROUGH TECHNOLOGY!



 POWER RECLINE

*Pride® FDA Class II Medical Devices are
designed to aid individuals with mobility
impairments