



We carry
what you
need to care.

The Evolution of Howard Medical Company, a member of NDC, Inc. / NuEdge Alliance

A second generation medical supply distributor enhances their capabilities and refreshes their brand to better serve suppliers and customers.

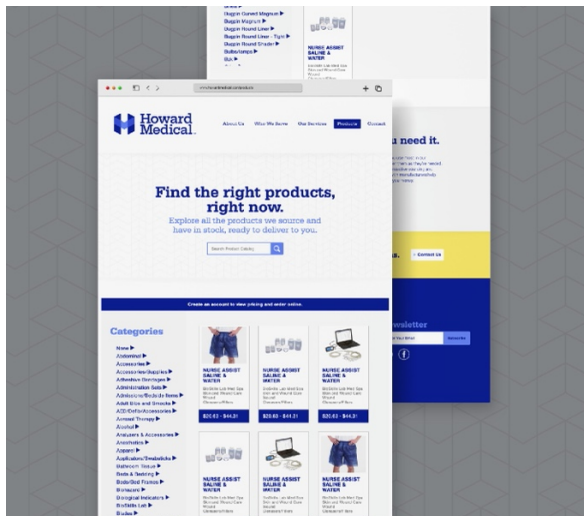
April 18, 2022

In 1978, Howard Medical's operations began with a single desk and a storage space under an apartment staircase in Chicago to serve a handful of clients. Howard Medical founder Ross Litton had the tenacity and vision then that paved the way for their current operations. In 2016, Ross's son Mark Litton became CEO and continued the path forward while retaining the family values his father built the business on.

After 40 years in business, it was time for a brand update to reflect the additional services now available for a growing client base across the U.S. "We've seen a lot of change over the years in our own business and the industry itself. I'm excited to announce one of our biggest transformations: launching enhanced services and a refreshed Howard Medical brand," said Howard Medical CEO, Mark Litton.



Aside from a new visual identity, [HowardMedical.com](https://www.howardmedical.com) underwent a complete transformation. It's now easier than ever to showcase manufacturers' products online in [the online product catalog](#). Howard Medical clients can quickly browse, order product, and view/manage their planned inventory from the online portal.



Solutions for Healthcare Providers and Other Industries Across the U.S.

Howard Medical solves supply chain challenges for major hospital networks, specialty practices, industrial companies, and every provider in between.

They offer their clients enhanced innovative solutions through:

- **Specialized Sourcing** for a direct line to brands and products for specific requirements,
- **Rush Supplies** for urgent, in-demand products that are hard to find, and
- **Planned inventory** for a guaranteed stock of products stored in Howard Medical warehouses for delivery anytime, with the ability to view/manage dedicated inventory levels in the online portal.

Howard Medical directly serves the following markets:

Acute Care

Hospitals
Physicians
Surgery Centers
Urgent Care Centers

Non-Acute Care

Home Care
Hospice
Long-Term Care Facilities
Pharma
Rehab Centers

Specialty

Dental Practices
Renal Centers
Med Spas
Tattoo Studios
Veterinary Practices
Industrial Companies

[Contact the Howard Medical sales team](#) to learn how you can offer your products through their online catalog.