

Association for Tennessee Home Oxygen and Medical Equipment Services



2017 ATHOMES SPRING CONVENTION March 30-31, 2017

Nashville Airport Hotel (formerly Holiday Inn becoming Hilton), 2200 Elm Hill Pk, Nashville, TN;
Hotel: 615-883-9770; Reservations: 844-886-4136 (\$129 held until March 3)

Wednesday, March 29th

4:00 pm ATHOMES Board Meeting - Executive Boardroom

Thursday, March 30th

REMINDER: email athomes@nc.rr.com

Sign up for meeting with BCBS & Amerigroup. Schedule: 2-3:00 pm - Amerigroup; 3-4:00pm - United & 4-5pm for BCBS

1:30 pm Registration for Convention
2:00 pm General Session - Welcome!! Exhibitors May Begin Set Up
2:30 pm Mark Higley - VP Reg. Affairs, VGM - **"HME 2017: Things Are Looking UP! We Have Finally Reached the Bottom"**

(The end of 2016 arguably offered some promising changes to the Medicare reimbursement climate. The CURES bill mitigated some of the rural roll-out pain, a Final Rule indicated future bid rounds will begin at a much higher ceiling, and a bid bond requirement may allow for some "out of area bidder" relief. Medicare reimbursement continues to be a key payer benchmark, and these positive events should raise the overall bar. We will see. In the meantime, the market continues to consolidate. The session will present current HME market statistics. Valuations are down, but the trend indicates an upward tick. Who are the buyers? Mark will explain and offer commentary in this new one hour session.)

3:30 pm **break**
3:45 pm Rhonda Hines - VP, The MED Group - **"Maximizing Reimbursement on the Patients You Serve"**

(With RURAL ROLL OUT, this Session is a MUST SEE. Deep dive into the different types of payers that a member should understand to find the most profitable option - Overview of Benefit managers, PPO, as well as secondary and complementary access-what questions to ask so you don't just say NO right away...learn about alternative payer sources!)

4:45 pm John Gallagher - VP Government Relations, VGM - **"VA Contracting - Does it Fit in Your Marketing Plan?"**

(In this presentation you will learn the best way for a small business to grow the federal government as a customer. Unfortunately many small businesses find it difficult to get a foot in the door. During this presentation you will learn about VA acquisition purposes, Veteran and Small Businesses must be independently owned and operated, not dominant in the field of operation in which they are bidding on Government contracts, and otherwise qualify as Small Businesses under the criteria and size standards developed by the Small Business Administration (SBA)..)

5:30 pm Vendor Reception - ticketed/cash bar & snacks. Entertainment TBA, then Enjoy Nashville for Dinner!

Friday, March 31st

8:30 am **Breakfast with Exhibitors**
9:00 am Wayne van Halem - president, The van Halem Group - **"RAC Rundown & Audit Update: Be Prepared"**

(The RAC is back and bigger than ever. With a national contract, Performant Recovery will begin audits in March. This presentation will provide an update of what to expect from the RAC as well as other changes we can anticipate in the audit environment in 2017.)

10:30 am Presentation from United Health Care: Aisha Hawkins-Higgins, statewide DME and Ancillary Provider Rep.

11:00 am John Gallagher - VP Government Relations, VGM & Jay Witter - SVP, Public Policy, AAHomecare
"Federal Update and the New Congress"

(The strong duo of John & Jay team up to give attendees the Legislative update with focus on the Trump Administration and how he projects the House and Senate will work together to make needed healthcare changes with a new head of HHS, our DME champion, Dr. Tom Price)

12:00 pm **Lunch with Exhibitors**

1:15 pm Jennifer Leon, VP Patient Collections, Brightree - **"The 4 C's of Patient Collections"**

(Are your patients walking out the door with 'free' equipment expecting not to pay? CHANGE the patient expectation and behavior, secure those assets without extra labor resources. Are your employees afraid to ask your patients for their copay because they never had to in the past? COACH them on why it's more important than ever & implement a companywide policy. Does your patient base require easy payment arrangements such as monthly payment plans, etc? CATER to your patient base by rolling out these important features creating a better experience for you and your patient. Are you at the end of your rope in trying to obtain patient balances on time? COLLECT by securing AutoPAY on items such as recurring rentals and be consistent in this quest. In this session, we will examine the truth behind what is really needed in a strong, solid patient collections strategy. Take away 'not so new' ideas to take patient collections game to a whole new level.)

2:00 pm **break**

2:15 pm Laura Williard - SVP of Payer Relations, AAHomecare - **"Payer Relations Update: Projects Benefit State & Federal"**

(Laura serves as our Liaison between payers and providers and will update attendees on bill's legislative effects on DME and work being done to minimize adverse effects and minimize benefits. She will also outline the initiative and groups she is working with to benefit DME.)

3:00 pm Lisa Marie Hofer, Senior Analyst, Provider Outreach & Education, CGS Jurisdiction C DME MAC, **"Medicare Update"**.
Wendy Hooper & Virginia Carraher, Quality Managers, C2C, **"Expanded Telephone Communication Demo"**

(Lisa Marie gives updates/answers questions regarding Medicare program participation. Virginia and Wendy explain the Formal Telephone Discussion Demonstration Update that CMS uses to give suppliers the opportunity to provide verbal testimony through a phone discussion that could possibly result in a favorable outcome. Q&A follows.)

4:00pm **Adjourn**

(SIGN UP for one:one segments 2:00 pm - 3:15 pm with BCBS. Or Amerigroup 3:15pm—4:30pm Email athomes@nc.rr.com for appointment)??

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