

# 2022 ATHOMES SPRING CONFERENCE AGENDA

## MARCH 16 - 17, 2022 (WEDNESDAY & THURSDAY)

Millennium Maxwell House Hotel

2025 Rosa L. Parks Blvd, Nashville, TN 37220

\$100/night held through **March 8** - (615) 259-4343 x 1376 (or 800-457-4460, ask for "in-house reservations"- ATHOMES Block)

**THANK YOU SPONSORS: ACHC, O2 Concepts, Permobil, Philips, & VGM**

### WEDNESDAY, MARCH 16, 2022 (all times are local, Central Time)

**9:30 am** ATHOMES Board Meeting - Polk Board Room; Exhibitors May Set Up- Grand Ballroom EAST (2nd floor)

**12:30 pm** Registration Open - Grand Ballroom

**1:00 pm** General Session - James Rogers, ATHOMES President's Welcome and ATHOMES Committee Updates

**1:15 pm** Laura Williard, VP, Payer Relations - AAHomecare - Payer Relations Update

AAHomecare serves as our liaison with payers on both a national and state level. VGM works in tandem on state issues as well. Laura & Craig will update attendees on current issues and what to look for with your managed care contracts. They will share work being done to minimize adverse effects and maximize benefits and will outline their initiatives to benefit DME providers in our states.

**2:30 pm** Belinda Yandell, CGS Community Coach (Updated to In-Person!)  
What's NEW with Medicare?

Don't miss this great opportunity to hear the latest news from Medicare! Belinda Yandell, our friend from the Provider Outreach and Education team at CGS, the DME MAC for Jurisdiction C, will get you up-to-date on what's new, what's changed, and what's coming up, as well as valuable information on the newest tools available on the CGS website.

**3:30 pm - 3:45 pm** Commercial Break - Associate Member "Brag Time" - EXHIBIT TIME opens at 5pm

(Each Associate Member in attendance can have time to explain what THEY can do for ATHOMES Providers - "Live Commercials" provide "Brag Time" for a WIN-WIN Benefit)

**3:45 pm** John Gallagher, VP of Government Relations - VGM - **Thank you SPONSOR**  
Current Status of Legislative Activity

This portion of the session will provide participants with **recent and timely** information and government updates, explaining what they mean for the HME/DME industry. Topics will include current health care reform and the following HME issues: The competitive bidding program, Where the industry is going forward; fixes to the current program, State HME licensure progress, How to develop a grassroots campaign at the state/local level.

**4:30 pm** Ronda Buhrmester, Director of Reimbursement - VGM  
Is the Allowable Covering All Your Costs?

We all know that payers follow CMS fee schedules, and finding those fee schedules can be a challenge. Ronda will review the multiple fee schedules within the DMEPOS industry. With increased acquisition costs and overhead expenses, including recording breaking payroll expenses, it's time to let CMS know this is not acceptable. Unfortunately, this means passing on costs to patients. Ronda will give options on how this can be done (non-assigned) and submitting claims non-assigned is not scary. There are also opportunities for cash sales.

**5:30 pm - 6:30 pm: Vendor Reception - Food, Drinks and Network with YOUR Suppliers Who Support ATHOMES!**

**8:00pm - EXCITING MEMBER EVENT follows Reception - food & live music at the Station Inn. Visit Broadway for more music to fill your night!**

### THURSDAY, MARCH 17, 2022

**8:30 am** BREAKFAST EXHIBIT TIME & Networking

**9:15 am** Sarah Hanna, CEO & Kit Shellhouse, VP - ECS North  
Responsibility and Accountability: Managing Your Team in a Result Driven Environment

Responsibility and accountability are the key words when evaluating staff. How do providers drive those two areas within their organization? Connecting with your team in the 'sea of change' which is the HME industry is a must to build the emotional attachment to your vision and mission that produces the results which drives your company's bottom line. In addition to loyalty and "buy-in" by your team, managerial coaching and data analysis are needed to bring about the desired results from team members. This presentation will address various areas to guide your team to become accountable for their performance.

**SPECIAL - 10:30 am - Christopher Kelly - Health Leg. Assistant from the Office of Senator Marsha Blackburn (virtual)**

**10:50 am - Commercial Break - Associate Member "Brag Time" & EXHIBIT TIME**

**11:30 am** Mark Higley - VP Regulatory Affairs - VGM **Thank you SPONSOR**  
HME in 2022 & Beyond: Research, Analysis & Commentary on Key Issues

HME providers have weathered a brutal pandemic, a major upheaval in competitive bidding contracting and reimbursement methodologies, and an overall bit of apprehension as to the future of the industry. However, the surge of investment/acquisition activity continues with healthy valuations, as well as a perhaps unexpected uptick in new entrants into the market. Regulatory and Legislative issues and outcomes remain a concern; while uncertain, there are, arguably, encouraging indicators. Mark will research the data, crunch some numbers, monitor the trends, opine with some predictions, interview some key players and offer their synopsis in this must-attend session for senior management.

**12:45 pm** Lunch Served SPONSORED BY PHILIPS RESPIRONICS - EXHIBIT TIME

**1:30 pm** **PAYER UPDATES** - Amber Casteel, BCBST (virtual)  
MCO Resources & Coordination. Update on Respiratory DME DRT Project

Amber will outline resources available and provide an update on the Respiratory DME Project plus other important information to assist your business.

Other payers invited to contribute by presentation and ONE ON ONE MEETINGS can be scheduled onsite in a private setting during our meeting.

**2:45 pm** Tim Safley, Program Director - ACHC **Thank you SPONSOR**  
What do the CMS Quality Standards Mean to You?

CMS requires that each DMEPOS provider be accredited to acquire and maintain their PTAN. What do these standards really mean and how does this affect your business. This will be a recap in ways that these requirements can actually help your business rather than just be a task without having value. Is there an opportunity for your business?

**3:45 pm** Adjourn - Safe Travels and thank you for attending! **NEXT MEETING: SEPTEMBER 14-15, 2022 - Nashville**