

Association for Tennessee Home Oxygen and Medical Equipment Services



ATHOMES 2016 CONVENTION AUGUST 11-12, 2016

Holiday Inn - Nashville Airport, 2200 Elm Hill Pk, Nashville, TN;
800-315-2621 (Reservations) or 615-883-9770 (\$125 held until 7/25)

Wednesday, August 10th

4:00 pm ATHOMES Board Meeting - Executive Boardroom

Thursday, August 11th

Session Canceled 8:00 am - "Don't Hold Your Breath"

**REMINDER: Sign up for meeting with BCBS and/or Amerigroup - email athomes@nc.rr.com
Amerigroup: 4:00pm - 5:30pm; BCBS: 2:45pm-4:00pm**

1:30 pm Registration for Convention
2:00 pm General Session - Welcome!! Exhibitors May Begin Set Up
2:15 pm *Phillip Morrison & Kit Dockery, BCBS, "Program Updates"
ONE:ONE Meetings with BCBS & Amerigroup
(SIGN UP for one:one segments 2:45pm - 4:00 pm with BCBS. Or Amerigroup 4pm—5:30pm Email athomes@nc.rr.com for appointment)
2:45 pm Mary Ellen Conway, President, Capital Healthcare Group, "How Can I Survive Without Medicare?"
It's a new day in DME. The payer reimbursements are SO low these days and the audits are SO crazy. Can you become a non-participating provider? How can you do more cash sales and not be caught in Medicare's grasp? Come see how your peers are doing it and surviving!
3:45 pm **break**
4:00 pm Jeff Baird, J.D., Brown & Fortunato
"Value-Added Services vs. Prohibited Beneficiary Inducement: When is the Line Crossed?"
The line between a value-added service and a prohibited inducement can be unclear. This program will discuss the difference between "value-added services" and "prohibited inducements" and how the supplier can be aggressive in providing great services without "crossing the line."
5:00 pm Vendor Reception - ticketed/cash bar & snacks. Ends at 7:00 pm - Enjoy Nashville for Dinner!

Friday, August 12th

8:00 am **Breakfast with Exhibitors**
8:30 am Lois Duncan, Mobile & Digital Design Specialist, Mobile Mojo Media Solutions, inc.,
"Strategic Marketing: Social Media and Content Marketing"
This informative session teaches you what tools are available to you at no cost and how to use them to promote your business effectively
9:30 am John Gallagher, VP VGM, "Washington Update & How ATHOMES Advocates Make a Difference"
John reports on what's happening legislatively in Washington, 2016 election insight and how ATHOMES' efforts made a difference and continue to!
10:30 am **Exhibit Time**
11:15 am Jeff Baird, J.D., Brown & Fortunato - "What Business Practices Will Get You Investigated? DOJ Hot Buttons"
Health care fraud continues to be a top priority - this program will discuss the types of activities by DME suppliers, that the DOJ is focusing on and how they attack the problem. Learn "nuts and bolts" steps that you can take to reduce the risk of being targeted plus what to do if you are a target.
12:15 pm **Lunch with Exhibitors**
1:15 pm Jennifer Leon, Brightree/Strategic AR, Sr. Director Brightree Patient Collections
"Stop Billing Your Patients! The Facts, Fakes, and Feasibility of AutoPAY."
Discover advanced technologies in patient collections and reasons to implement in your day to day; Learn best practices for collecting up front via AutoPAY versus cash in hand & Examine results from other providers and learn from their success
2:15 pm **Break with Exhibitors**
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, "Telephone Communication Demo"
Lisa Marie gives updates/answers questions regarding Medicare program participation. Wendy & Virginia discuss the Telephone Communication Demo
4:00 pm Adjourn

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