

**Wednesday, May 8, 2019**

**8:00pm to 10:00pm Vendors Reception with the Convention Attendees :** Join us at this casual gathering as we network with our vendors who are invaluable to our convention and thank them for their participation. There will be beverages and light hors d'oeuvres.

**Thursday, May 9, 2019**

**7:00 to 8:00am**

**Registration & Light Continental Breakfast** - included in registration fee

**8:00 to 8:25am**

**Welcome, Opening Comments & MAMES Business Meeting with Board of Director Elections: MAMES President, Al Neumann**

**8:25 to 9:25am**

**Keynote Speaker: The Elite Leader, Jared Johnson**

Motivating and practical, "The Elite Leader" is a high-energy presentation that captivates management team members, motivating them to strive toward their absolute best by connecting their mission with practical ways to empower an elite mindset throughout their own teams and even in their personal lives. Johnson challenges attendees and inspires them to be passionate about their purpose as leaders who are capable of delivering elite results.

A 18-year veteran of healthcare administration, Jared Johnson is part of the management team at Texoma Medical Center, a 378-bed acute-care facility located in Denison, Texas, and serving North Texas and Southern Oklahoma. He also oversees the operations of numerous outpatient service lines within the organization while continuing to handle all legislative advocacy and patient experience initiatives.

A highly engaging speaker, Johnson regularly addresses corporate management teams on various leadership topics such as Elite Leadership, Defining Culture, and Customer Experience Best Practice. A summa cum laude graduate of Southeastern Oklahoma State University, he was recently profiled as an "Outstanding Southeastern Alumni" by the university.

At the age of 27, Johnson was elected to the Denison City Council where he served two terms. In 2012, he was elected the youngest mayor in Denison's history and was re-elected to a second term in 2015. He received the Community Leader Award of Excellence at the Denison Development Alliance's economic summit in 2018. He was also recognized by the Texoma Marketing and Media Group as a recipient of the "Top Forty Under Forty" designation.

**Proudly Sponsored by: Tamra Maxfield, Acuity Billing and Consulting**

**9:25 to 10:15am**

**Round 2021 Competitive Bidding: Elaine Hensley, Chief Liaison, Competitive Bidding Implementation Contractor.** CMS announced Round 2021 of the Competitive Bidding Program is set to begin on January 1, 2021. Elaine will provide the key changes in the future competitive bidding program.

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**10:15 to 10:30am**

**Telephone and Email Break**

**10:30 to 12:00pm**

**The 2019 Legislative and Regulatory Landscape: Now What? Cara C. Bachenheimer, Brown & Fortunato, P.C. and John Gallagher, VGM Group**

In 2018, the HME industry had a few minor improvements. There was the release of the Interim Final Rule; the ESRD/DMEPOS Final Rule that provided a bit of relief in the rural areas through 2020; and suspended the bidding program so that changes could be made that should improve future bidding program. However, the improvements do not go far enough to stem the losses of HME providers.

The HME industry needs to continue to work to get relief in non-rural areas; reform and improve the bidding program; address the outdated budget neutrality provisions that affects oxygen rates in rural areas; ensure that access to manual CRT accessories; and keep ventilators out of the bidding program.

This is no longer just about fixing Medicare. It is about fixing the entire payer system with Medicaid, Managed Care Organizations, large payer like BCBS, UnitedHealthcare, etc., have all adopted the flawed reimbursement from Medicare. If we address the issues in Medicare, other payers will follow.

We need you to join in the roundtable discussions about the legislative and regulatory efforts needed, and the importance of being engaged.

**Proudly Sponsored by: VGM Group and Brown & Fortunato, P.C.**

**12:00pm to 12:30pm: MAMES Award presentations:** This is our annual opportunity to recognize our valued MAMES Annual and Convention Sponsors from across the MAMES territory for their wonderful support. In addition, we will recognize a MAMES Member for going above and beyond the call of duty on behalf of our members, our industry and the people we all serve in such a dedicated fashion.

**THURSDAY SCHEDULE CONTINUED ON NEXT PAGE**



**ACUITY**  
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**2019 MAMES Spring Excellence in HME MIDWEST**  
**Thursday, May 9, 2019      Schedule of Events**

**Thursday, May 9, 2019**

**12:30pm to 1:30pm: MAMES President's Networking Luncheon** This year's MAMES President's Luncheon format is your opportunity to network and discuss the morning's activities and the latest industry news with your peers over lunch.

**Proudly Sponsored by: Health Mobius, LLC and GF Health Products, Inc.**

**1:30pm to 3:45pm: Speed Networking with the Experts and Your Peers: OUR MOST POPULAR SESSION!** Have time with the experts and an opportunity to learn with your peers! Visit with experts on topics that you are most interested in – attend all or the ones you are most interested in. Each session will last 25 minutes – so you will be able to get to as many sessions as you want!

**Management: HME Key Performance Indicators (KPIs) Roundtable: Joey Graham, Exec. Vice President & General Manager, Prochant:**

It is a challenging time for HME providers. As labor costs rise and reimbursements fall, you might have little time to focus on the metrics that matter. Join Joey Graham, EVP & General Manager at Prochant, for a roundtable discussion on the KPIs crucial to your business, how to calculate them, and what influences them. This is your opportunity to ask questions, share your stories, and discuss steps for improving your metrics.

**Management/Sales: Creating Double Digit Sales Growth with Metrics and Cadence: Ty Bello, BS, RCC, President, Team@Work.** When is the best time to plant a Tree? The answer is not the Spring, Fall, Winter or even Summer. The Answer is TODAY. So, when is the best time to set a Strategic Sales Plan? The same answer applies, TODAY.

Ideally a Strategic Sales Plan should be done before the end of a year, typically in September or October. Considering those months are past, TODAY is the best day for you to establish and ground your sales efforts with a Strategic Sales Plan. A Strategic Sales Plan will guide leadership and the sales team to impact their sales efforts with well-defined and clear metrics. The Strategic Sales Plan will also require a commitment of your time so that appropriate measurements of leading and lagging indicators, benchmarking, and best practices can take place to promote greater sales.

**Online Marketing: Where Social Media is headed & what it Means for the HME Business: Cassi Price, Manager of Marketing Strategy, Forbin.** Cassi will dive into the successful social media strategies savvy healthcare businesses are using to drive deeper connections with their customers in this new social media landscape. She will provide insights into where social media is headed in the near future and how to prepare for it. Stop waiting for social media to stabilize and start finding the social strategy that will take your business into the future today.

**Audits Gone Wrong: Medicare and Managed Care Nightmares: Wayne H. van Halem, CFE, AHFI, President, The van Halem Group – A Division of VGM Group, Inc.** In today's environment, it is not a question of if a supplier will be audited, but when a supplier will be audited. Managed Care Plans are also now running rampant with requests for documentation. The goal is to minimize the effects of the audit which sometimes is impossible. Join in the discussions in what you need to be aware of when you get audits.

**Round 2021 Competitive Bidding – get educated: Elaine Hensley, Chief Liaison, Competitive Bidding Implementation Contractor.** Elaine provides an overview of the changes in the competitive bidding program. Have an opportunity to ask questions to help you prepare for 2021!

**Management/Operations: Jim Knight, AcuServe. Partner & CEO.** Discussion on leveraging technology to get results with limited resources.

**Reimbursement-Respiratory: Ronda Buhmester, VGM Group.** There are a lot of hot topics in the reimbursement world. Topping the list in the respiratory realm are CPAPs, oxygen, and ventilators.

**Billing Medicare Non-Assigned: Cara C. Bachenheimer, Brown & Fortunato, P.C.** HME suppliers have another option to provide products and services at higher reimbursement rates by electing to serve Medicare beneficiaries on a "billing non-assigned" basis. Many suppliers may not be aware of what is legal and what isn't. Join in the discussion on what is legal when billing non-assigned from well-known HME legal and educational expert Cara Bachenheimer.

**Medicare Chat: Medicare Representatives from JB and JD: Tanya Gillies from Noridian & Ashley DeCoteau with CGS:** Pursuing the agenda to be review of the audit results - results and reason for the errors and come back with what's wrong. Give examples of what the most current audits results are for the common items i.e., Oxygen, Hospital beds, CPAP, power wheelchairs, ventilators etc. And then provide examples of what needed to be done to not be errors. There will be a call for questions from the Attendees: and will request that the Medicare staff be prepared to answer the questions.

**Management: Growth Essentials: Sal Grillo, Strategic Account Executive, Cardinal Health at Home** Let's get back to basics... It is a challenging time for HME providers everywhere. Your workface and margins are running slim. Let's discuss a strategy where you can put a focus on what matters most. The PATIENT. If we enhance the patient experience can we drive better outcomes and become more profitable?

**Peer Networking:** Bring any topic you want to discuss with your peers.

**3:45 to 4:00pm                      Telephone and Email Break**

**4:00 to 7:00pm                      Vendor Exhibit Hall Open with reception, hot and cold hors' d'oeuvres and door prize drawings** Please show your support and appreciation by joining your fellow attendee's in visiting with this year's exhibiting vendors. See what's new, revisit the familiar, find new ways to grow your bottomline with new products and improved proven products. Join us for the vendor reception while continuing to visit with our vendors. **Drawings between 4:00 and 7:00pm for packages with gift cards, beverage tickets and education discounts - must be present to win. Visit every display and be eligible for one of 5 MAMES MYSTERY DISPLAY GRAND PRIZES! MUST BE PRESENT TO WIN!**

**Proudly Sponsored by: SnapWORX, Professional Medical Supply, ACU-Serve, McKesson, Computers Unlimited, Therafirm**

**8:30 to 10:30pm                      Reception & Entertainment: The Dueling Pianos of Andy Anderson & Mike Leeds**

**BACK BY POPULAR DEMAND!** Since 2008, the entertaining duo of Andy Anderson & Mike Leeds have been traveling the Midwest performing their high-energy, engaging dueling piano routine for audiences of all ages. Having performed together for nearly a decade in other musical projects prior to forming their popular dueling pianos act, they have a distinctive, almost brotherly on-stage chemistry that accommodates hilarious spontaneity, crowd-pleasing antics, and a musical camaraderie that delivers a one-of-a-kind, unique show.

**MAMES Spring Convention Entertainment - included with your registration**

**Proudly Sponsored by: Niko Health**

*\*MAMES reserves the right to change the schedule.*

**2019 MAMES Spring Excellence in HME MIDWEST**  
**Friday, May 10, 2019 Schedule of Events**

**Friday, May 10, 2019**

**7:30am to 8:00am** Light Continental Breakfast - Danish, Coffee, Soda - included with your registration fee.

**8:00am - 11:00am** State of the States followed by breakouts for state meeting sessions. States in the MAMES territory have a lot in common. Every year we are getting more threats at the state levels due to transitions to Medicaid managed care organizations, state payers being more restrictive, state legislative threats to balance budgets, etc.

In the state of our states we will learn what successes/threats that can help you in your state. This session will provide you a prelude to the breakout state meeting discussions following the State of the State updates. Don't miss out on this opportunity to meet with your fellow state members to further discuss the latest issues impacting your state and develop the state teamwork that will help you beat the odds in your state.

**Convention will adjourn as state meetings conclude.**

**\*MAMES reserves the right to change the schedule.**



Are excuses holding your collections back?

Tired of hiring more staff to throw at the problem?

***Don't want to outsource your billing?***

Connect with us at our booth to learn more.

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**Tamra Maxfield, President**

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