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APRIL 13—15, 2021

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MAMES 2021 VIRTUAL CONFERENCE

APRIL 13 15, 2021

We're going virtual!

Since 1990 MAMES has gathered the best DME Providers in the Midwest each spring to network, learn from one another, and build our businesses together. Over the past 30 years, this conference has grown into one of the most popular events of its kind in the country, and in April 2021 we will continue to bring our members the very best education, networking and vendor interaction in the country by staying in the virtual environment due to the COVID-19 pandemic.

By moving to a virtual event, not only will we protect attendees from potential harm and illness, our reach will go even further, as we can open this premier online event to even more of your management and staff.

While we will miss seeing our wonderful members in person, we pledge to do everything in our power to make this the "Gold Standard" of DME Provider events, providing you the best educational and networking opportunities to grow your business.

MAMES will offer six live virtual session spread over the three days of April 13—15 2021. These are the sessions our MAMES Members are asking to see and we have done our best to provide! In addition, we will have respiratory and rehab CEU's available to registered attendees, with recorded sessions available for 18 days starting April 13!

And finally we will have a full Vendor Exhibit Hall available to all of our attendees. With booths from across the spectrum of our industry that will include chat functions as well as meeting scheduling so you can meet with the vendors you need to see all from the safety and convenience of your office!

We thank you for your continued support and we look forward to "seeing" you all in April!

Rose and Jim Schafhauser

Sara Schafhauser-Wright

MAMES

Our Special Thanks!

On behalf of the MAMES Board of Directors and all of our MAMES Membership we would like to offer our sincerest gratitude to each of the companies shown below for their support in bringing this virtual platform to the state and regional HME associations and MAMES!

The support of the companies below has allowed MAMES to once again bring our MAMES members the Premier educational and vendor interaction in the country this spring.

Thank you for your support of MAMES, our Members and our Industry!



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Attendee Registration form

Please note: We do incur a significant cost for each registrant for this event for set up. Please register attendees who will be able to attend the sessions or the exhibit hall, we are happy to add additional attendees for you. Thank You.

Secure Online Registration Access Thru MAMES Website:

www.mames.com

Events Page

[Click Here to Register](#)

Attendee Registration Fee Schedule

These rates are for DME Provider Attendees Only

Note: Rates are for each grouping: ex: You may register up to 5 people for a total of \$179

<u>Registration</u>	<u>Rate</u>
1—5 attendees	\$179.00
6—10 attendees	\$229.00
11—15 attendees	\$279.00
15—20 attendees	\$329.00
21—25 attendees	\$379.00

ALL Attendees must register using a unique email address in order to receive login access.

**You will need the following required information for each attendee when registering:
Name, Title, Unique Email Address, Telephone**

**These registration fees include access to all education, networking,
virtual exhibit hall and the cost of the CEU's!**

Contact Jim Schafhauser at the MAMES office 651-351-5395 with any questions

TERMS and CONDITIONS: Because this event platform is being handled through an offsite platform there will be no refunds or transfers to a different MAMES event available.. Upon receipt and acceptance of this registration by Eventbright and MAMES, this registration shall become a binding agreement between the Attendee(s) and MAMES. The Terms and Conditions set forth are hereby incorporated by reference. The Attendee(s) acknowledge that no portion of the registration fee is refundable.

MAMES reserves the right to cancel meetings due to emergencies, pandemics, insufficient registrations, etc.

MAMES takes pride in presenting speakers on topics of interest, and the speakers we offer are widely recognized as experts in their field; however, the MAMES staff, its officers, and Board of Directors are not able to evaluate the accuracy and content of their presentations, which are highly technical in nature and often require professional judgements. For this reason MAMES and its staff, officers, and directors assume no liability growing from advice and information such speakers present.

Consent to Use Photos and Registration Information: Registration, attendance at, or participation in MAMES meetings and other activities constitutes an agreement by the registrant to MAMES' use and distribution (both now and in the future) of the registrant's or attendee's contact information, image or voice in photographs, videos, electronic reproductions, and audio tapes of such events and activities.

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MAMES HME 2021: "Forward Together" - Virtual Exhibit Hall

MAMES is proud to present to our attendees the largest virtual gathering of HME Exhibitors in the country in our MAMES HME 2021: "Forward Together" Virtual Exhibit Hall!

Full Access into the Virtual Exhibit Hall is included in your registration for this event!

Visit with **Exhibitors** from across the country. Stop by each eBooths and check out the latest products and services to benefit you and your patients.

Actively engage! E-chat/Zoom Call with each vendor! Ask questions about new products and services! Schedule a meeting! Watch their video! Give them a call! Let them know you appreciate them supporting MAMES!

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Virtual Exhibit Hall schedule

All times are Central Time

Tuesday, April 13

12:00 – 5:30p: eBooths open

4:15 – 5:30p: Dedicated eBooth time

Wednesday, April 14

9:00a – 1:30p: eBooths open

12:15 – 1:30p: Dedicated eBooth time

Thursday, April 15

11:30 – 5:30p: eBooths open

11:30 – 12:45p: Dedicated eBooth time

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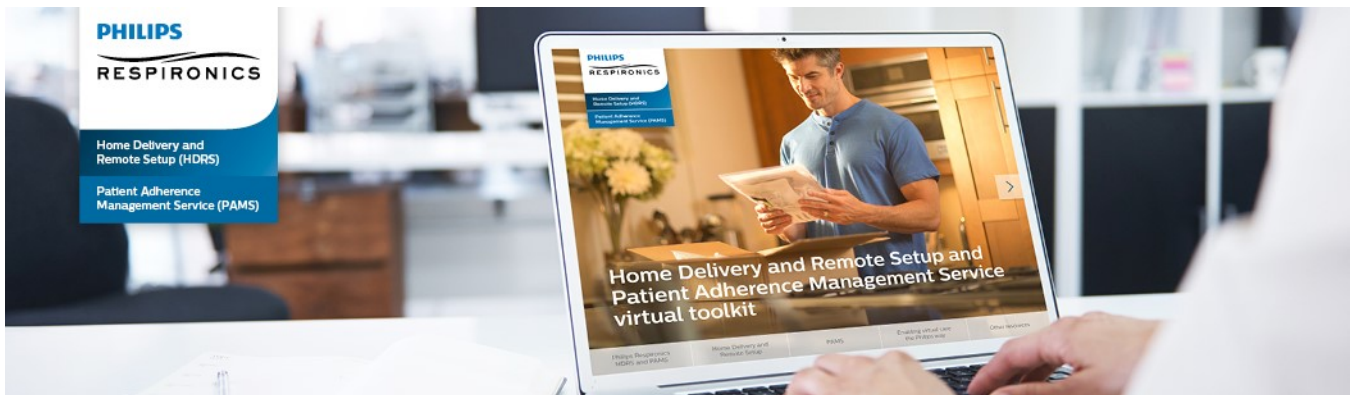
TUESDAY, April 13, 2021
1:00 – 2:30p (Central Time)

OPENING KEYNOTE SESSION: TIME TO REFRESH!



Everyone is so tired of the ongoing pandemic. With Spring around the corner, it is time to bring some positivity into our HME world. Join us for our light and uplifting session with Bob Stromberg that will get you fired up for the rest of the week!

Bob Stromberg is a very funny man. He travels all over the world performing his very unique and perfect blend of story, standup and shtick. He is the co-author and one of the original stars of the megahit theatrical comedy, Triple Espresso, which has been seen by almost two million people from San Diego to the West End of London. The Chicago Sun-Times called Bob "...a mesmerizing physical comedian". The London Times called him "...a genuinely funny man." And so, he is.



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We know these are challenging times to operate your business. DMEs who rely on in-person services must pivot operations to include home delivery, remote setup and virtual support of patients.

Philips Respironics wants to help. We're making it easy for DMEs to quickly and efficiently develop their own **home delivery, remote setup and virtual support programs**. We've created useful resources and packaged them in a downloadable toolkit so your business can take advantage of the Philips Respironics proven suite of services that can help your business adapt to the future of patient care.

[Download toolkit now >](#)

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TUESDAY, April 13, 2021
2:45 – 4:15p (Central Time)

LIVE SESSION WITH Q & A: CURRENT STATUS OF LEGISLATIVE ACTIVITY:

John Gallagher, Vice President VGM Government Relations for VGM Group, Inc. and Jay Witter, Senior Vice President for AAHomecare: This session will provide participants with recent and timely government updates, illustrating how government policies have an affect the HME Industry. Topics will include the 2020 elections and the Congress committee assignments, federal legislation for HME and state level reimbursement concerns. John will also discuss recently released studies that support the industry's concerns for declining Medicare reimbursement.

4:15 – 5:30p: Dedicated eBooth time

(12:00 – 5:30p: eBooths open)

- First of three Virtual Exhibit Hall sessions
- **Passively open for visits from 12:00 – 4:15p.** During this time you can visit the eBooths to leave your "virtual business card" and request/schedule a meeting. Please note: The booths may not have vendor reps available to chat with at this time.
- **Actively open for visits from 4:15 – 5:30p.** During this time we ask vendors to be available for live interaction with attendees.
- **Door Prizes** – MAMES will give away prizes in the Virtual Exhibit Hall during active exhibit hall sessions. More details will be provided closer to the event.
- **Mystery Booth Prizes** – MAMES will also give away "Mystery Booth" Prizes in the exhibit hall during this event! Visiting every booth and **ACTIVELY ENGAGING** with our exhibitors will greatly increase your chances to win! The more you engage with our vendors the better your chances to win!

Prizes range in value from \$150 to over \$600!

***Please engage! Schedule a Meeting! E-Chat/Zoom Call with the Exhibitor!
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Welcome to MAMES. Our team has put together three “lighting” webinars to address relevant topics related to DMEPOS accreditation. The webinars will be 10-15 minutes and hosted by our Senior Leadership team: *Accreditation and COVID-19, Patient Quality Measurement Simplified, DMEPOS FAQs.*

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Wednesday, April 14, 2021

9:00—10:30a **MEDICARE SESSION: TALKING ME THROUGH IT:** Cindy White, Provider Outreach and Education Consultant, Jurisdiction's A & D, NORIDIAN HEALTHCARE SOLUTIONS LLC. Jurisdiction B DME MAC CGS Administrators, LLC. This session will provide a dive into specific concerns providers have related Medicare policies surrounding things like what is acceptable vs. what is not acceptable for refills; ABN's; and so much more.

10:45am – 12:15p **SALES AND MARKETING CHALLENGES IN THE AGE OF MASKS AND SOCIAL DISTANCING!** Louis Feuer, MA, MSW Dynamic Seminars & Consulting, Inc. Every crisis in live presents new challenges and creativity. The pandemic in strange ways will make as a more vital and valued industry. This program is dedicated to discussing the new roads to customer engagement, new way to build revenues and grow your business connects. There may be no better time to talk about the customer connection. Leave this program with new ideas and strategies that have allowed masks and social distancing to actually help our business. The pandemic has been a learning experience and it is not time to turn education into profits. Louis leads us all on the path to some of the most exciting marketing and sales options for your home care company. Get motivate and educated in one dynamic program.

Additional information on these sessions coming soon!

12:15 – 1:30p: Dedicated eBooth time

(8:00a – 1:30p: eBooths open)

- Second of three Virtual Exhibit Hall sessions
- **Passively open for visits from 8:00a – 1:15p.** During this time you can visit the eBooths to leave your "virtual business card" and request/schedule a meeting. Please note: The booths may not have vendor reps available to chat with at this time.
- **Actively open for visits from 12:15 – 1:30p.** During this time we ask vendors to be available for live interaction with attendees.
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Thursday, April 15, 2021

1:00 – 2:30p MANAGEMENT SESSION: WHAT WILL THE FUTURE LOOK LIKE? A Panel Discussion with your Peers: If you think back to a year ago, we do not believe anyone would have known how much their business would change, almost overnight. In this session, hear from you peers on the lessons learned over the past year. What are they doing now that is so completely different than what they were doing a year ago? What will probably be different than what they are doing now to what will it be a year from now? A few of the topics covered will be hiring and retention of employees; monitoring productivity; what works better than before; what didn't work; cost savings that didn't exist before and more.

Panelists: Jesse Neumann, President, Corner Home Medical; Rick Adamich, Regional Vice President, AeroCare; Cindy Coy, Patient Financial Services Manager, Avera@Home. Moderated by Miriam Lieber, Lieber Consulting who is being sponsored by ACU-Serve.

2:45 – 4:15p LIVE REIMBURSEMENT ROUNDTABLE: TIME WITH THE EXPERTS AND YOUR PEERS: Craig Douglas, Vice President, Payer and Member Relations & Ronda Buhrmester, Senior Director of Payer Relations & Reimbursement, VGM Group, Inc. Build on your networking by joining your peers along with Craig Douglas and Ronda Buhrmester from VGM for a roundtable discussion on the landscape of payers. The discussion will include updates regarding some of the prominent TPAs and MCOs in our industry, some recent developments surrounding UHC, and any other State managed care or commercial plans that you would like to discuss. This will be an interactive session (no presentation) which means bring issues and trends that your company has identified with payers in order to work towards a resolution with the experts and peers.

4:15 – 5:30p MAMES CLOSING NETWORKING SESSION – DOOR PRIZE GIVEAWAYS

11:30a – 12:45p: Dedicated eBooth time

- **Passively open for visits from 11:30a – 4:15p.** During this time you can visit the eBooths to leave your "virtual business card" and request/schedule a meeting.
- **Actively open for visits from 12:15 – 1:30p.** During this time we ask vendors to be available for live interaction with attendees.
- **Door Prizes** – MAMES will give away prizes in the Virtual Exhibit Hall during active exhibit hall sessions. More details will be provided closer to the event.
- **Mystery Booth Prizes** – MAMES will also give away "Mystery Booth" Prizes in the exhibit hall during this event! Visiting every booth and **ACTIVELY ENGAGING** with our exhibitors will greatly increase your chances to win! The more you engage with our vendors the better your chances to win!

Prizes range in value from \$150 to over \$600!

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ON DEMAND CEU RESPIRATORY TRACK:

In addition to the live sessions all attendees will be able to customize their education by selecting any combination of the following sessions. These sessions can be taken anytime (24/7) from April 13—April 30, 2021.

1 contact hour for each class approved by BOC, AARC and IACET

Maximizing Profitability with Your Complex Respiratory Program, Ronda Buhrmester, Senior Director of Payer Relations & Reimbursement for VGM Group, Inc. & Dave Lyman, Vice President of Sales & Respiratory for VGM Group, Inc.

Description: Within the complex respiratory space (vents, cough assists, vests, trach care, etc.), the number of HME suppliers getting involved are increasing. Having increased investments in inventory as well as clinical staff, the question becomes how are leading suppliers maximizing profitability while providing distinguished service to both patients and referrals. Join industry leaders, Ronda Buhrmester and Dave Lyman as they explore how leading HME suppliers are structuring and executing a complex respiratory program to achieve maximum profitability.

COPD/Chronic Respiratory Failure Overlap/Wrap-around Syndrome, Ron Hosp, Vice President National Accounts for Breathe, LLC

Description: This course is a presentation of a 10-year work-in-progress research these focusing on other disease states that are either pre-disposed to and/or are a comorbidity of COPD.

Clinical Application of EtCO₂ monitoring for Non-invasive Ventilation Therapy, Timothy Quinn, Senior Director of Clinical Services for Masimo

Description: The clinical use models for proper patient identification for NIV and the use of EtCO₂ monitoring in follow up and education.

Oxygen Patients on the Move: OCDs, POCs, and Device Best Practices, Nick Macmillan, Director Market Access & Strategy for Ventec Life Systems

Description: Oxygen reimbursement reductions have driven organizations to re-evaluate the methods used for assessing and delivering portable oxygen. This interactive presentation will review the results of recent provider surveys covering Oxygen Conserving Device and POCs, and how they affect product development, product selection, and best practices for travelling oxygen. Participants will be provided the opportunity to share challenges and successes in their practice.

Transitioning into Pulmonary Service Provider: How to build a payor program, Dan Easley, Chief Strategy Officer for Encore Healthcare, LLC

Description: This topic will help DME providers to transition into a pulmonary service provider by mastering 3 strategic steps to position themselves with payors/systems.

Caring for all your Existing Patients' Airway Clearance Therapy Needs, Bobby Lankford, Director of Sales for International Biophysics

Description: The course is designed to provide in-depth coverage of advanced Airway Clearance Therapy devices and how they benefit patients. In the course we will discuss symptoms to identify that would indicate a potential need for advanced Airway Clearance Therapy and what key identifiers to look for in the chart notes of existing patients. We will introduce tools to help DME staff to have open conversations with existing patients to enhance the conversations with the clinicians that could potentially lead to additional therapy that the patient would benefit from. The teachings will lead to a better understanding of how they can provide a continuum of care to the respiratory patients to enhance the care they are providing to this growing population.

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ON DEMAND CEU REHAB TRACK:

In addition to the live sessions all attendees will be able to customize their education by selecting any combination of the following sessions. These sessions can be taken anytime (24/7) from April 13—April 30, 2021.

1 contact hour for each class approved by BOC and IACET

Wheelchair Repairs - The Good, The Bad and The Ugly, Dan Fedor, Director of Reimbursement for VGM Group, Inc. & Jim Stephenson Reimbursement & Coding Manager for Permobil

Description: In the world of wheelchair repairs, there are The Good (suppliers taking care of their customers); The Bad (vague and unrealistic documentation requirements); and The Ugly (auditing on vague documentation requirements). There are a range of scenarios encountered with wheelchair repairs such as is it a repair or a replacement and what is required for each situation. It's critical for wheelchair suppliers to understand the documentation requirements for each situation in order to service customers timely and accurately.

Clinical Benefits of Power Standing for Pediatric Clients, Steffen Tiskus, Training & Development Coordinator of Power Positioning for Motion Concepts

Description: This course focuses on the clinical benefits of standing for a wide range of diagnoses with the focus on pediatric clients. With the use of case studies, a review of guidelines for a thorough assessment and proper final fit along with potential contraindications for a standing system will be discussed.

Documenting the Medical Need to Operate Power Seat Functions through the Joystick, Julie Piriano, Vice President of Rehab Industry Affairs & Compliance Officer for Pride Mobility

Description: This course will walk clinicians and supplier ATPs through a decision tree that considers single vs. multiple power option capabilities and limitations; emphasizes what a non-expandable and an expandable electronics system is and does, and examines the need to operate power seat functions through the drive in

"Wow That's A Cool Device": Funding and Justifying New Technology, Ashley Detterbeck Clinical Education Manager for Permobil

Description: Ongoing technology changes with CRT can be exciting and frustrating. As an industry we have strived to provide our end users with the latest and greatest from special materials for manual frames to standing power wheelchairs. With these advancements in technology comes the frustration of trying to not only justify the equipment but fund it as well. In this course we will discuss how to navigate the current funding structure in providing new technology as well as walk through clinical justifications to better support its use.

Tilting the Odds: Manual Tilt to Improve Rehabilitation Outcomes, Debbie Pucci, Clinical Educator for KI Mobility

Description: Neurologic disabilities such as CP, ALS, MS, and SCI figure more prominently in discussions about the impact and importance of complex rehabilitation technology than CVA, yet more than 795,000 people in the United States suffer a CVA annually. Moreover, stroke reduces mobility in more than half of those over age 65. Medicare qualification requirements and reimbursement cuts have negatively influenced the caliber of wheeled mobility devices CVA survivors receive. Many obtain an upright, manual wheelchair that qualifies for Medicare rental reimbursement. It is well documented that manual tilt-in-space wheelchairs provide seat angle adjustments that can facilitate pressure relief, postural control, and activity specific positioning, but these chairs are

From the Inside Out: Exploring the Clinical Applications of Wheelchair Cushion Materials, Angie Kiger, Clinical Strategy & Education Manager for Sunrise Medical

Description: Clinicians working in seating and mobility have a wider choice of seating materials, shapes and technology than at any point in the past. Understanding the relationship between human biomechanics, seating shapes and materials is essential for the most successful outcomes for clients with mobility needs. This one-hour session will review the key factors in posture, skin integrity and function and how to provide seating technology to meet those needs.

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ON DEMAND CEU BILLING/REIMBURSEMENT TRACK:

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Audit Update: What can we expect? Wayne van Halem, President The van Halem Group - A Division of VGM Group, Inc

Description: After receiving a short reprieve during a portion of the pandemic, CMS is back at it with audits. The “toe in the water” approach that they indicated it would be seems a bit more aggressive than that. This presentation will discuss what the current audit environment looks like for suppliers during the pandemic and what we anticipate once the public health emergency is declared over. From OIG to RACs, SMRCs, UPICs, and MACs, everyone seems to be interested in auditing claims for durable medical equipment again. We will discuss why this is happening and what suppliers can do to mitigate their audit risk.

Start Gaining Traction with Commercial Payers, Sarah Hannah, CEO for ECS North

Description: Do you feel that commercial payers and managed care contractors employ claims processing stall tactics, denials, and give no provider manual in hopes that you just give up and write off the balance owed you? Navigating these waters is challenging and the payer practices frustrating. That being said, dealing with these entities to get the reimbursement which you deserve takes contract knowledge, perseverance and tenacity. This seminar will address some of the billing challenges providers face when dealing in the commercial world as well as provide ideas on how to combat denials and reimbursement run-arounds.

COVID-19 Policy Changes – What is Temporary and What is Here to Stay, Craig Douglas, Vice President of Payer Relations for VGM Group, Inc., Ronda Buhrmester, Senior Director of Payer Relations & Reimbursement for VGM Group, Inc. & Dan Fedor, Director of Reimbursement for VGM Group, Inc.

Description: We know the COVID-19 pandemic has caused many changes in many areas with one well known area being Medicare FFS. The arena of managed care is no exception. Payers have waived, relaxed, or changed their policies around prior authorization, telehealth, coverage criteria, etc. Some changes are temporary, while others may be permanent. We will look at these payers along with Medicare FFS as to where to look at what has changed, how long it has changed for, and how to be prepared when the changes expire and policies return to where they were prior to the pandemic.

Entering Medicare FFS – What is Needed For Coverage? Ronda Buhrmester, Senior Director of Payer Relations & Reimbursement for VGM Group, Inc.

Description: When a beneficiary hops from insurance plan to another, do you find yourself trying to put the pieces of puzzle together in order to get a claim submitted and paid? What type of documentation is needed (e.g., order, medical records, proof of delivery), if any? This session will focus on the different situations where a beneficiary transitions from another payer (e.g., commercial payer, Medicare advantage plan, or any Medicaid plan) into traditional Medicare FFS as the primary payer. The emphasis will be on simplifying the 5,000 piece jigsaw puzzle into just a few key pieces that are necessary.

Intake and Documentation: The Key to Positive Cash Flow, Sarah Hannah, CEO for ECS North

Description: Intake is one of the most important aspects of your operation. Gaining the appropriate gaining the correct medical documentation and prior authorizations sets the tone for the viability of the claim (s). Due to the many auditing bodies, developing a strong intake team and understanding the documentation requirements is essential in today’s environment. Let’s walk through the process together!



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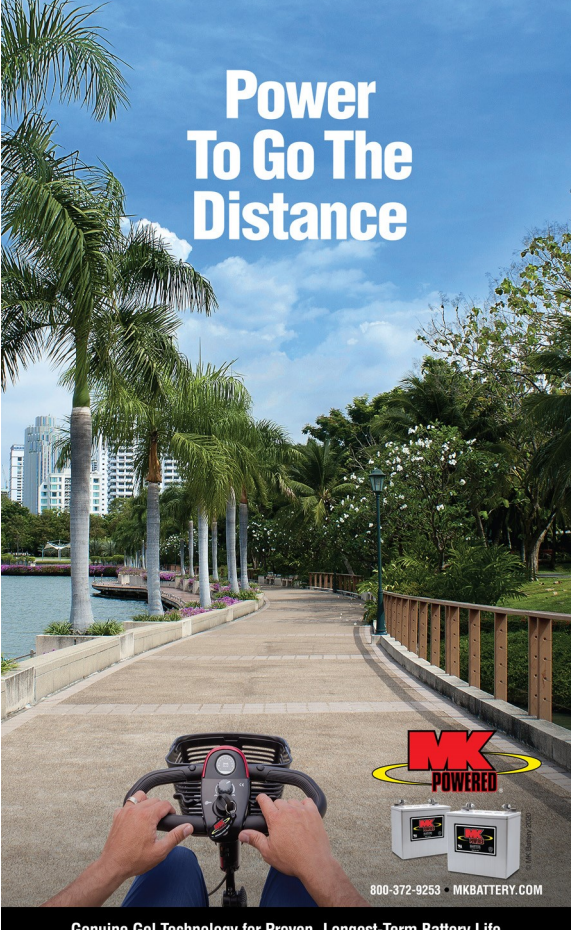
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1 contact hour for each class approved by BOC and IACET

Follow Your Strengths: Maximize Your Potential and Your Team's Potential, Paul DiMarco, Vice President of Organizational Development

Description: All people have a unique combination of talents, knowledge and skills -- strengths -- that they use in their daily lives to do their work, achieve their goals and interact with others. When people understand and apply their strengths, the effect on their lives and work is transformational. People who use their strengths every day are six times more likely to be engaged in their work and three times more likely to say they have an excellent quality of life.

Managing your Business's Financial Health During Tough Times, Jim Nygren, CFO for VGM Group, Inc.

Description: There are many complexities to running a business, complexities that are compounded when aberrant events impact normal operations. This session will provide attendees practical guidance to help insulate them from uncertainties, and better position their businesses for long-term sustainability.

Human Capital: The new landscape of HR, Kelsey Burke, Human Resources Business Partner for VGM Group, Inc., Amy Streeter,

Vice President of Talent Acquisition for VGM Group, Inc., Katie Morris, Director of Employee Benefits for VGM Group Inc., & Paul DiMarco, Vice President of Organizational Development moderated by Sara Laures, Chief People Officer for VGM Group, Inc.

Description: The landscape of Human Resources is evolving. What was previously an administrative and compliance focused department is now a forward-thinking, strategic partnership with business leaders. Innovation, technology, data, consultation, and a proactive-approach are the new standard in every branch of Human Capital.

Leadership and Data – A Hand in Hand Approach, Miriam Lieber, President for Lieber Consulting LLC

Description: One way to assure your longevity in HME today is to employ good leaders. It makes all the difference in the success of your business. In fact, it is the difference between a thriving and a failing company. Using data to promote leadership will enhance productivity and help you find the next best leaders in your organization. We will discuss how to use data for outcomes and success as well as for motivation and more. Examining how to find and retain good leaders while using relevant data will be included. After all, good leaders armed with data are the keys to a successful company.

Embracing Patient Engagement, Cheryl Henninger, Director, Population Health and Community Services for Gerould's Professional Pharmacy Inc/Community Cares Health Solutions

Description: In this session, she will teach about the types and importance of patient engagement and discuss opportunities for patient engagement. Attendees will learn about patient engagement strategies, new revenue streams, and how to contribute to improved outcomes by creating community networking opportunities and partnerships with other agencies and health care professionals to circle around your community.

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