



MAMES SPRING 2024

Conference & Display Hall

APRIL 24—26, 2024 WEDNESDAY—FRIDAY

DES MOINES MARRIOTT DOWNTOWN

Networking

- All provider registrations include all education and networking events.
- Wednesday evening dinner and entertainment—*Entertainment by: Mud City Band*
- Thursday Networking Breakfast and Luncheon.
- Full access to the Thursday afternoon Display Hall Reception.
- Access to prescheduled 1 on 1 private vendor meetings—Thursday afternoon.
- Friday Networking Breakfast.

Premier Education - Designed by Providers for Providers!

Education sessions Wednesday 1pm to Friday 11am

- Operations, Reimbursement, Leadership/Management and more
- Networking with the Experts sessions State of the States & State Breakouts

Full Exhibit Hall

- Newest products and services Display Hall Reception Plus our famous MAMES giveaways!

ALL PROVIDERS ARE WELCOME!

Register today at: www.mames.com

Thank you to our 2024 MAMES Annual Premier Partners & MAMES Platinum Event Sponsors!



Attendee Registration form

Three easy ways to register:

1. **Online:** www.mames.com, click on **Events** tab
2. **Fax:** Fax completed form with credit card payment information to: **218-216-8139**
3. **Mail:** Mail completed form with payment information to: **MAMES, PO Box 3007, Duluth, MN 55803**

Registration Open

Registration Type

MAMES Provider Attendee (each)

(non-mbrs: \$199)

\$179.00

Display Hall-Only **

FREE!

*(**DME Providers only—MAMES does not allow non-exhibiting vendors in the display hall at this rate)*

Payment Information

___ Check (payable to MAMES) Check #: _____

___ Charge my: ___ Visa ___ MasterCard ___ AMEX

CC#: _____

Exp. date: _____ Security code: _____

Name on CC: _____

Billing address: _____

Email for receipt**: _____

Cardholder Signature: _____

Attendee Information

Company Name: _____

All information is required for every attendee for registration and attendance:

Name: 1. _____ Telephone: _____

Job Title: _____ Email: _____

Attending Wednesday Evening Event: Yes: _____ No: _____

Name: 2. _____ Telephone: _____

Job Title: _____ Email: _____

Attending Wednesday Evening Event: Yes: _____ No: _____

Name: 3. _____ Telephone: _____

Job Title: _____ Email: _____

Attending Wednesday Evening Event: Yes: _____ No: _____

Name: 4. _____ Telephone: _____

Job Title: _____ Email: _____

Attending Wednesday Evening Event: Yes: _____ No: _____

Company Address: _____

City/ST/ZIP: _____

Registration Deadline: April 24, 2024

Cancellations must be received in writing at the MAMES office no later than April 1, 2024 to qualify for a refund less a \$35.00 processing fee. There will be no refunds after April 1, 2024 due to hotel guarantees.

By registering for this event you attest that you and your companies registrants agree to the registration terms and conditions as described in this brochure.

WHAT'S INCLUDED IN YOUR REGISTRATION FEE:

Wednesday Afternoon General Education Sessions: 1pm start

Our Conference will kick off with our MAMES Annual Business Meeting followed by an amazing Keynote Speaker, Premier Partner Recognition, Legislative Update and State of the States Session. Don't miss this great opportunity to network with your fellow MAMES Members!

Wednesday Evening: MAMES Social Hour, Dinner and Entertainment!

Join Us for: Mud City Band, the Midwest's top-rated variety dance & variety party band.

Thursday Morning Concurrent Education Sessions: 9am start

Conference Sessions are being finalized and will include: Reimbursement, Management/Leadership and the topics you need to operate your DME in today's world!

Thursday MAMES Networking Luncheon

Conference Sessions will break together for the MAMES Networking Luncheon. Join us and enjoy lunch with your peers. Compare notes on your morning sessions and enjoy lunch!

Thursday Afternoon Two Concurrent Education Sessions:

Plus: Newly Formatted Roundtables with the Experts

Plus: Availability to schedule 1 on 1 vendor meetings for you and/or your Purchasing Staff

Thursday PM Our Famous MAMES Display Hall Reception Returns

Thursday afternoon 4:00 – 7:00pm with beverages and appetizers and our famous door prize drawings! Join in the fun as you visit our amazing sponsors and exhibitors in our hall!

Friday Morning Education Session: 9am start

Thursday Morning: Breakfast in the Rock River Bar & Grill (voucher provided at checkin)

Friday Morning: Danish and Coffee in the education room.

All events will be held at:

**Des Moines Marriott Downtown
700 Grand Avenue
Des Moines, IA 50309**

Hotel Information & Reservations: All Conference activities will be held at the Des Moines Marriott Downtown.

Reservations must be made through the reservation link on the MAMES events page.

The overnight room rate is **\$150.00** plus applicable taxes (currently 12%).

Some rooms remain for Tuesday and Wednesday night

Please see [MAMES website Events page](#) for Overflow hotel suggestions.

Wednesday, April 24 — Schedule of Events

9:00—11:30am: MAMES Board of Directors Meeting - Dubuque Room (3rd Floor)

11:00—1:00pm: **Provider Attendee Registration Opens in the 2nd Floor Foyer**

12:30—12:50pm: 1st Time Attendee Orientation - Get the most from your experience !

1:00 - 1:30pm: Opening Comments/MAMES Elections, Rick Adamich, MAMES President

1:30 - 2:45pm: **Keynote Presentation: "The Safari Way To Greater Happiness." Steve Fredlund**

Is it possible to be successful and still be happy? Or do we have to choose? Is there a way to have both? Through his career experience and research, Steve "The Safari Dude" Fredlund has uncovered the "Big 5" drivers of success and happiness – and they are the same factors that make an African safari incredible. Join Steve on this epic adventure to approach life, work and leadership The Safari Way.

After the talk, the audience will:

- Understand the impact of external pressures (defaults, expectations and 'shoulds') on decisions
- Feel empowered to implement the "Big 5" ways to have more fulfilling adventures in every area of life
- Realize greater agency in life, work and leadership

Steve Fredlund is the only actuary -- in the history of actuaries -- you actually WANT to sit next to at a dinner party!" This declaration by a finance leader is a testament to Steve's diverse and successful background. His impact has been felt by individuals, small businesses, nonprofits and Fortune 500 companies from Minnesota to Europe to Africa. As an award-winning actuary, Steve's analysis of human resources data uncovered the surprising drivers of employee motivation. This breakthrough is transforming how businesses recruit, hire and onboard new team members. The impact has been staggering. Steve's revolutionary team-building approach has radically improved employee productivity, engagement and retention – making him a highly sought-after leadership coach and speaker.

2:45 - 3:15pm: **Premier and Corporate Partner Recognition:** The support of our MAMES Partners and Event Sponsors is critical to the success of MAMES and our ability to produce the highest caliber events in the country. Please help us celebrate the support of our two highest levels of MAMES Partner support! Please support those who support you and purchase your products and services from MAMES Partners, Sponsors and Associate Members!

3:15 - 3:45pm: **Industry Legislative Update: John Gallagher, Vice President, Government Relations and Regulatory Affairs, VGM & Associates** Hear the very latest from Washington D.C. where we stand and what we must do in this CRITICAL fight for our industry!

3:45—4:00pm: Telephone and Email Break

4:00 - 5:00pm: **State of the States:** In our State of the States session we will learn what successes and threats are happening across the MAMES territory that can help you in your home state. Get an overview of the payor environment as well as the Insurance/Medicaid/Legislative workings in the states.

State Meetings: Dive into the details at the individual state level as we break into state/regional groups to discuss what is happening in your area and plans to work together on the issues. This is an outstanding opportunity to meet and network with other attendees from your state or area. Learn what is happening and meet some new friends here at the event! Don't be bashful - MAMES Members are a pretty cool and welcoming group of folks!

5:30 - 10:00pm: **MAMES Reception, Dinner and Entertainment:** (included in your registration fee) Join us for an enjoyable evening, renewing old friendships and making new ones as we gather together for networking, dinner and entertainment provided by: *The Mud City Band - The Midwest's Top Rated Party Band! MAMES is famous for having a great time - join us as we let our hair down and rock Des Moines to end Day 1 at MAMES!*

Located on 2nd Floor Iowa Ballroom ABCD

Thursday, April 25 — Morning Schedule of Events

9:00—10:30am

Two Concurrent Sessions will be held.

REVOLUTIONIZE YOUR DME GAME: Unveiling the latest Industry Secrets! Embark on a journey of innovation and success. Our exclusive session unveils the latest industry updates regarding policies and reimbursement, game-changing technologies, and strategic insights that can transform your business. Don't just keep up—lead the pack! Join us for a dynamic experience that promises to elevate your DME venture to new heights. The most valuable part is you get to participate and share your successes (and struggles). Seize the future of healthcare equipment—your success story starts here! **Ronda Buhmester, CRT, Sr. Director of Payer Relations & Reimbursement, VGM Group, Kimberly Cuce', Director of Business Optimization, VGM Group**

Technology in Healthcare: AI; Cyber Attack; What's Next? Moderated by Miriam Lieber, Lieber Consulting: The world is changing faster every day and the saying that change is constant seems to be an understatement. Join other leaders in the open discussion surrounding today's opportunities with technology and challenges that come with it:

AI in healthcare:

Where are we today and what does it look like in the future?

How do I start?

Impact on staffing?

Cyber Attacks in healthcare:

Lessons learned

What's Next?

10:45—12pm

Two Concurrent Session will be held.

Navigating Critical Medicare Provider Enrollment Updates: Safeguarding Your PTAN: Kelly Grahovac, General Manager, The van Halem Group—A Division of VGM Group: In this presentation, Kelly will delve into the recent changes to Medicare provider enrollment requirements that went into effect January 2024. With a focus on protecting your Provider Transaction Access Number (PTAN).

Let's explore the key points:

- Expanded Authority: CMS has expanded its authority to revoke or deny enrollment in the Medicare program. One mistake could cost 12 months of cash flow disruption.
- Risk Mitigation Strategies: Learn how to mitigate risks associated with provider enrollment to remain proactive in abiding by the supplier standards.
- PTAN Protection: Understand the critical role of your PTAN and how to safeguard it.

When, Not If: Strategies for Cyber Incident Preparedness: Nick Dideriksen, Director of Business Technology, Forbin In today's interconnected digital landscape, cyber-attacks are no longer a distant possibility; they are an inevitable reality. HME's must shift their mindset from "if" an attack will happen to "when" it will occur. Join us for an insightful session where Nick will explore:

- The Cyber Threat Landscape: Understanding the evolving threat landscape and the tactics employed by malicious actors.
- Proactive Measures: Strategies to fortify your defenses, detect vulnerabilities, and prevent breaches.
- Incident Response Planning: Developing robust disaster recovery plans that minimize downtime and data loss.
- Lessons from Real-world Incidents: Case studies and best practices from organizations that have successfully navigated cyber crises.
- Collaboration and Resilience: Building a culture of preparedness and fostering cross-functional collaboration.

Thursday, April 25 — Afternoon Schedule of Events

12:00—1:00pm **MAMES Networking Luncheon** (included in your registration fee) Join us for lunch and networking as we review the morning sessions and share experiences.

1:00—2:30pm **Two Concurrent Sessions will be held.**

Value-Based Care & the Transparency Rule: How Do They Impact You? **Laura Williard, Vice President of Payer Relations and Alexis Ward, Senior Director of Payer Relations, American Association for Homecare:** Hear the latest updates from the Payer Relations arena from two of the best in their fields!

Leadership from the Outside In: How to Grow and Keep Staff: **Miriam Lieber, Lieber Consulting:** Knowing that staff will emulate behaviors their leaders exhibit, how much does management personify the leader they want others to mimic? According to Gallup, “employees who [strongly agree they] trust the leadership of their organization are 4.0 times as likely to be engaged and 58% less likely to be watching for or actively seeking a new job.” In this session, we will explore this and other leadership trends that impact staff retention and engagement. The key is not only to hire good people, it is to keep and grow them once they are on board. Join Miriam for an interactive, case study approach to best practices in leadership from the outside in.

Objectives: Identify leadership traits that staff mimics. How to grow and develop staff for optimal engagement . Examine ways to improve staff development and retention.

2:45—3:45pm **Roundtables with the Experts:** Attendees are able to customize their own education by choosing two topics that they want to learn more about from the experts. Each session is 25 minutes long with a break in between for attendees to move to their next expert. The expert provides overview of the topic and attendees join in for an interactive session. **Experts will continue the discussions from the sessions they were a part of so far in the conference.**

- **Managing your Medicare Enrollment.** *Kelly S. Grahovac, The van Halem Group – A Division of VGM Group, Inc*
- **Policy Updates and Claim Trends in the Billing and Reimbursement area.** *Ronda Buhrmester, VGM*
- **Operational practice for Revenue Cycle .** *Kimberly, Cuce’, Director of Business Optimization, VGM Group*
- **Securing the Future: Cybersecurity Strategies for today’s HME Landscape .** *Nick Dideriksen, VGM Forbin*
- **Miriam Lieber, Lieber Consulting LLC**
- **John Gallagher, VGM & Associates**
- **Laura Williard, AAHomecare**
- **CRT Contracting Tips and Best Practices.** *Alexis Ward, AAHomecare*

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Pre-Scheduled 1 on 1 meetings in the Display Hall: Thursday 1-3:15pm

1:00—3:15pm: **1 on 1 Vendor Meetings:** Many vendors will be offering private 1 on 1 meetings in the display hall. These meetings must be scheduled in advance with the vendor. This is the perfect opportunity for you or your purchasing staff to meet privately with your current and prospective vendors in attendance. Meetings are normally 20—30 minutes long and will be held at the vendor's display in the hall.

Please note: *The Display Hall is not open to general traffic during this time.*

Visit the best of DME in the MAMES Display Hall: Thursday 4—7pm

4:00—7:00pm: **MAMES Display Hall:** The MAMES Display Hall is famous in the industry for a reason! Join us in the largest regional display hall in the country where our amazing sponsors and exhibitors will be displaying the newest products and services from across the spectrum of our industry!

Have a beverage and grab a snack from our full appetizer selection, register for our famous MAMES door prize drawings—over \$3000 in prizes! And visit with each displaying vendor in the largest state or regional association display hall in the country! The best of the very best are here for you!

You won't find this caliber of vendors all in one place at any other show this spring! Your buyers and purchasing managers need to be here and they may attend the display hall with a free display hall ticket available at mames.com. The private meeting option above is included in this free display hall ticket.

PLEASE NOTE:

THURSDAY EVENING AFTER THE DISPLAY HALL CLOSES IS A FREE EVENING IN DES MOINES. WE ARE LOCATED RIGHT DOWNTOWN AND ON THE SKYWAY.

MAMES Associate Members have made a significant investment in this event as Event Sponsors and Exhibitors, allowing us to lower your registration fees and to bring you THE premier display hall in the country this spring.

Providers registered to attend ANY education have full access to the display hall.

Your Buyers, Purchasing Managers and Staff can **Register for complimentary tickets** to visit this **Premier Display Hall** and visit with our **Premier Exhibitors** from across the country for **FREE!**
Includes 1 on 1 meeting access!

Over \$3,000 in giveaways will be awarded!
There are FIVE "Mystery Booth" Door Prizes in the exhibit hall—check in at every booth to win!

Check out the latest products and services to benefit you and your patients and say thank you to the exhibitors who have made this event possible!

***Register for tickets at www.mames.com
or call Jim at the MAMES office: 651-351-5395***

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MAMES 2024 - Friday Session

8:30—9:00am:

Danish and coffee will be provided in this mornings session.

9:00—11:00am:

Medicare - A Panel Discussion: Moderated by: Ronda Buhrmester, VGM Group: This is an opportunity to have back and forth discussions with Medicare on the challenges you may be having with policies, billing and audits, etc.

All attendees are asked to provide the hot topic you would like to have discussed with Medicare. We will spend the appropriate amount of time on each hot topic. An overview of the topic will be provided. Ronda would then ask a series of questions related to the topic being discussed and will then open up for questions from the audience. Any questions asked that there is not an answer for, will be placed in a "parking lot" that will be followed up on and provided after the conference.

ACTION NEEDED: Please send the topic(s) you want to have discussed along with any specific questions/concerns you may have to the MAMES office, info@mames.com, by Monday, April 1st, 2024.

Denise Winsock, Provider Relations Senior Analyst, CGS - DME MAC Jurisdiction B, Tanya Gillies, Education Consultant, DME Provider Outreach and Education, Noridian Healthcare Solutions, LLC

MAMES 2024: Spring Conference & Display Hall will adjourn after this morning session.

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MAMES 2024: Did You Know?

The MAMES FYI MONDAY Newsletter

Is the only weekly state or regional DME association newsletter in the country!

Is your 1st Resource for State level news: including legislative, Medicaid & regulatory news impacting your business!

Is also your 1st Resource for national and regulatory news!

That you can (when logged in) keyword search for information included in past FYI's!

Take ten minutes each week to read your MAMES FYI MONDAY & get even more from your MAMES Membership!

(Not receiving the MAMES FYI MONDAY? Contact the MAMES office: info@mames.com to get added)

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MEET OUR MAMES PRESENTORS

Ronda Buhrmester, Sr. Director of Payor Relations & Reimbursement, VGM Group. Sponsored by VGM Group: Ronda Buhrmester specializes in the billing, reimbursement, and audit area as the Senior Director of Payer Relations and Reimbursement. She managed a hospital-based DME in Illinois for 12 years, and handled sales and marketing. Ronda is a respiratory therapist as well as a certified mastectomy fitter. She serves on the Jurisdictions B and D Medicare Councils, is a member of the Provider Outreach and Education teams with the Jurisdictions, and a member the National Supplier Clearinghouse Advisory Council.

Kimberly, Cuce', Director of Business Optimization, VGM Group: Sponsored by VGM Group: With an impressive 24+ years in the healthcare industry, Kim has dedicated her career to the DME industry since 2010. Prior to joining VGM, she owned a comprehensive medical billing company catering to a diverse clientele of family practitioners, rehab centers, orthopedic surgeons, pediatricians, emergency room physicians, and urologists. As the managing partner of a small full-service DME company in 2010, she orchestrated remarkable revenue growth from \$1.2 to \$11.4 million through a strategic blend of organic expansion and targeted acquisitions. In 2011, she was sought after by a large provider to provide consulting services, addressing reimbursement challenges for healthcare practices. Her expertise in analyzing workflow processes, policies, compliance, company structure, reimbursement, and denials culminated in the development of a successful restructuring plan, including the creation of new Standard Operating Procedures (SOPs) and the establishment of performance benchmarks. Notably, she has served as the Director of Operations and Director of Reimbursement and Payor Relations for very successful DME companies. Her commitment to the industry extended to board service with several state associations.

Miriam Lieber, Lieber Consulting Sponsored by ACU-Serve: Miriam Lieber is an independent consultant specializing in operations management for the HME industry. Miriam has over 20 years of experience in the field. During that time, she has focused exclusively on home healthcare reimbursement and operations. She is also known for her practical advice. She creates efficient operational procedures to cope with complex regulatory changes. Her consultations and seminars focus on developing efficiencies in a cost cutting environment. She has worked with over 500 providers and also works with payers, manufacturers, and distributors. Miriam's reputation as a leader and expert in the field precedes her.

John E. Gallagher Vice President, Government Relations, The VGM Group, Inc. Sponsored by VGM Group: John Gallagher is Vice President of Government Relations for the VGM Group, Inc. where he is responsible for advocating on behalf of VGM members/DME providers to Congress, the Administration, and federal agencies. Gallagher has also amassed thousands of miles, traveling across the country to educate both the state associations and independent providers on regulatory and government issues. Additionally, Gallagher has worked tenaciously to promote upstanding service within the home medical equipment industry. He is a board member of both the Healthcare Quality Association for Accreditation (HQAA) and the Fraud Eradication Advisory Team (FEAT). John received his undergraduate degree from the University of Northern Iowa and a masters degree in management from the State University of New York Binghamton. Prior to his 2002 employment with VGM, John served as a U.S. Army Signal Corp. Officer from 1983 to 1990. He also held a number of executive positions in the medical equipment industry. In 2016, John was inducted into the Inaugural Hall of Fame for both the University of Northern Iowa Army ROTC and the United State Army Reserve Officer Training Command (ROTC).

MEET OUR MAMES PRESENTORS

Kelly S. Grahovac, General Manager, The van Halem Group – A Division of VGM Group, Inc: Kelly serves as the General Manager for The van Halem Group where she focuses on audits, compliance, education, and resolving complex issues for clients in the post-acute care space. Kelly has over 20 years of experience working at one of the nation's leading Medicare contractors and with The van Halem Group and is a known lecturer in the HH&H and HME industry, speaking at national conferences, state associations, and for private events. In addition, Kelly is a common contributor to a variety of industry publications and serves as a board member for both the South Carolina Medical Equipment Suppliers Association (SCMESA) and Big Sky Association for Medical Equipment Suppliers (AMES). Kelly also serves on the National Supplier Clearinghouse Advisory Committee (NSCAC).

Laura Williard, AAHomecare: Laura is the senior director of payer relations for the American Association for Homecare. She has served in the HME community for more than 24 years, most recently at Advanced Home Care as senior director of regulatory affairs, reimbursement compliance, and contracting. Williard has extensive experience working with managed care, Medicare advantage, MEDICAID MCOs, and state Medicaid programs. Laura is very active in the state associations throughout the country. In addition to her industry involvement, Williard has previous experience managing a large reimbursement department with 150 employees and was responsible for all aspects of the revenue cycle.

Alexis Ward, AAHomecare: Joined AAHomecare in 2023 as senior director of payer relations. She has over 25 years of experience in the Complex Rehab Technology (CRT)/Complex Mobility sector of DME, most recently serving as Vice President of Payer Relations at National Seating & Mobility. Although she has held various roles working for CRT providers – ranging from customer service to compliance officer to ATP, her expertise is centered on Medicaid & Commercial payer rate negotiations and coverage criteria. Over the years she has served as an executive committee member and member of the board of directors for NCART as well as on the board of directors for the DME/CRT state associations in multiple states. Alexis served as chair of the AAHomecare CRMC, was part of the AAHomecare Regulatory Council, was a member of the Medicare Jurisdiction C Advisory Council and has been recognized for outstanding customer solutions and consumer advocacy. She has participated in consumer advocacy lobbying in Washington, DC for more than 10 years working to improve rates and coverage for CRT.

Nick Dideriksen, Director of Business Technology, Forbin: Nick is a thought leader in the fields of technology and cybersecurity. With a passion for empowering individuals and organizations to harness the power of emerging technologies, Nick inspires audiences around the United States to embrace change and thrive in an ever-evolving digital world.

Nick has a bachelor's degree from the University of Northern Iowa, and held IT positions in corporate IT, and now the managed service space. As an original member of the VGM Forbin Managed IT business, Nick has played a pivotal role in navigating the complexities of the digital landscape. With a focus on business technology, he brings a wealth of experience and expertise to the table, helping organizations leverage technology to drive innovation while protecting their business.

Whether discussing the future of work, the impact of technology on society, or strategies for leveraging business technology effectively, Nick brings a unique perspective and contagious enthusiasm to every speaking engagement. With a focus on practical strategies and actionable takeaways, he empowers audiences to embrace change, seize opportunities, and create a brighter future.

VGM Forbin is a leading provider of comprehensive IT solutions, offering services such as cybersecurity, cloud computing, managed services, and digital marketing. Nick's deep understanding of these offerings enables him to provide valuable insights and guidance to clients seeking to optimize their technology infrastructure and digital presence.



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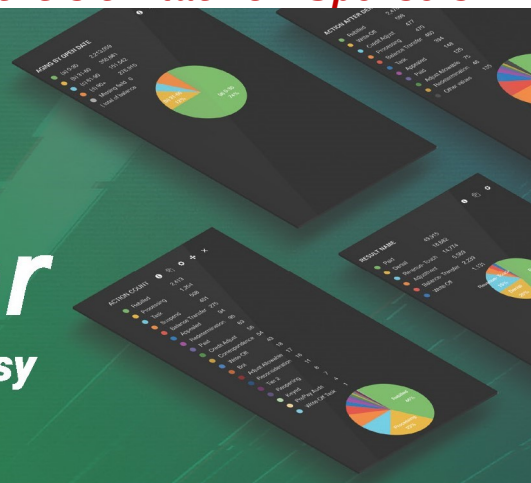
Contact **Joe Green**,
Vice President of Strategic Development
at Jgreen@promedsupply.com

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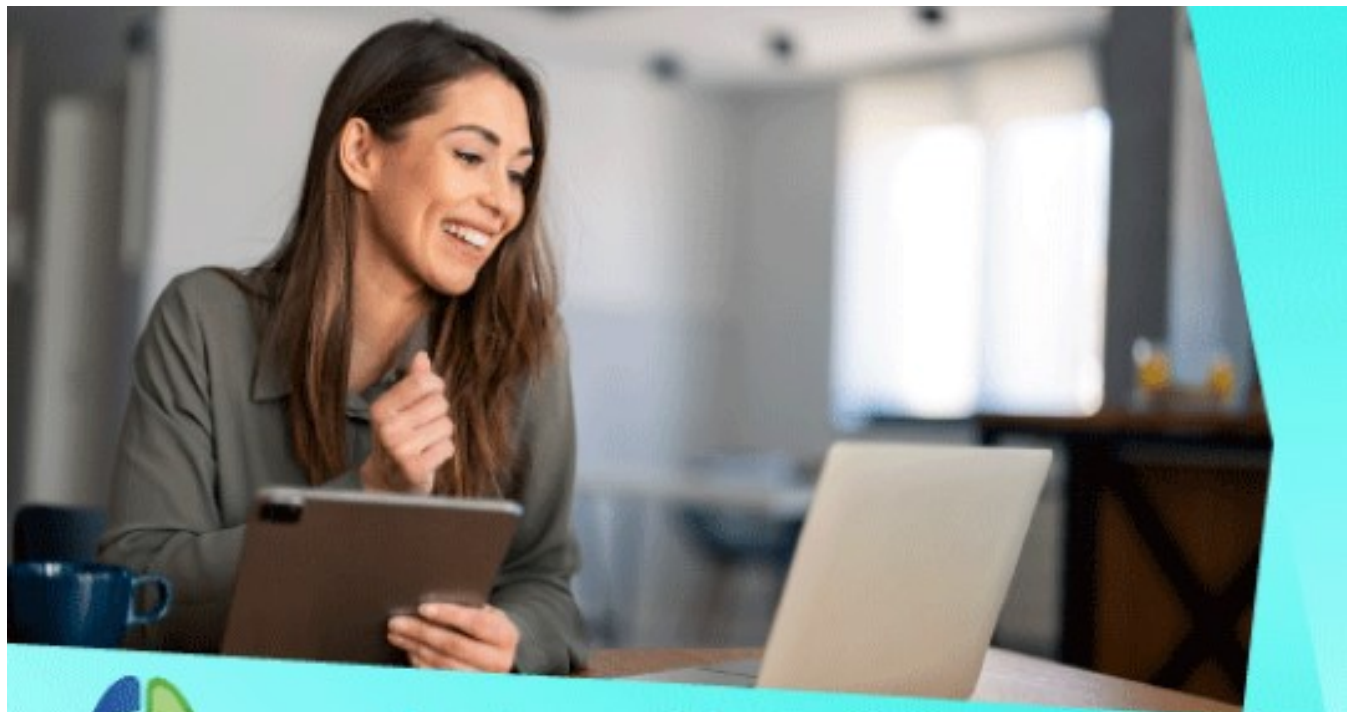
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Part of a Community

"VGM cares about helping the DME industry grow and be part of the healthcare solution, not the problem! They provide support to help me grow my organization from purchasing discounts, insurance costs, employee training and education, legislative updates, new revenue streams, etc."

-Ed Dressen, Dressen Medical Supply

Part of a Network of Experts

"Exceptional value. Top-shelf clinical, regulatory, and billing expertise available on demand. I also appreciate VGM's partnership with the industry."

-Martin Davig, Reliable Medical Supply

Part of a Resource Group

"VGM is always my go-to for the best information and resources in the industry, and I have been using them since 1992."

-Tynel Parfait, Ochsner DME

Part of a Voice of Change

"Whether it is for expertise, advocacy, pricing contracts, services, or instruction—if you are in the DME industry, you'd be crazy to not be a member."

-Dave Anderson, Anderson Medical

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vgm.com/partofsomethingbigger



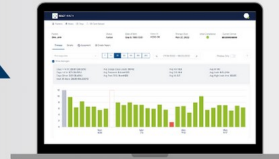
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