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2026 MAMES SPRING CONFERENCE

STRONGER TOGETHER: IN IT FOR THE LONG RUN



April 29th – May 1st, 2026



Des Moines Marriot Downtown
 700 Grand Ave
 Des Moines, IA 50309

THE MAMES SPRING CONFERENCE & DISPLAY HALL

The MAMES Spring Conference & Display Hall is the premier DME/HME networking and education event, open to all providers. **Built by providers, for providers**, MAMES connects the industry, delivers relevant education, and strengthens our collective voice.

MAMES is you!

DISCUSSION & INSIGHTS



STRATEGIC LEADERSHIP IN CHANGING TIMES



REIMBURSEMENT REALITIES & WHAT'S AHEAD



MEDICARE JURISDICTION B & D PANEL DISCUSSION



FEDERAL ADVOCACY & LEGISLATIVE OUTLOOK

SPEAKER SNEAK PEAK



Miriam Lieber
 President
 Lieber Consulting



Andrea Stark
 Owner
 MiraVista, LLC



Noel Neil
 Chief Compliance Officer
 ACU-Serve Corp



Ronda Buhrmester
 VP of Client Success
 Prochant



Visit Our Website
www.mames.com

Contact Us

PO Box 3007 Duluth, MN 55803
info@mames.com
 (651) 351-5395

What to expect...



The Premier DME/HME Education & Networking Event

The MAMES Spring Conference & Display Hall brings DME/HME providers together for unmatched education, meaningful connections, and direct access to the industry's leading vendors. Under our 2026 theme, **Stronger Together: In It for the Long Run**, this provider-driven event is where the Midwest unites to learn, collaborate, and strengthen our industry for the road ahead.

Why Attend?

A Full Exhibit Hall

- Access the newest products, services, and solutions
- Meet face-to-face with top manufacturers and service providers
- Enjoy the Thursday Display Hall Reception and MAMES' famous giveaways

Premier Education

- Education designed by DME providers for DME providers
- Sessions covering Operations, Reimbursement, Management, and more
- Acclaimed Moderated Medicare Session
- State of the States updates and state-specific breakouts

Unmatched Networking

- Intentional time built in to connect with peers from across the Midwest
- Pre-scheduled one-on-one private vendor meetings (Thursday afternoon)
- Networking breakfasts, luncheons, and evening events designed to spark real conversation



What's Included with Registration?

- All education sessions (Wednesday 1:00 PM – Friday 11:00 AM)
- Access to all networking events
- Wednesday evening dinner and entertainment
- Thursday Networking Breakfast & Luncheon
- Full access to the Display Hall Reception
- Friday Networking Breakfast

Entertainment

- Live Comedy Hypnotist Show by Randy Andrews

Who Should Attend?

- All DME/HME Providers are welcome
- Whether you're focused on reimbursement, operations, leadership, or growth, this conference delivers practical insights you can use immediately.



Registration Is Now Open

Register today at www.mames.com

Join us for education that matters, connections that last, and a conference experience built around you



Attendee Registration Form

Two easy ways to register:

1. **Online:** www.mames.com, click on “Events” tab
2. **Mail:** Mail completed form with check to: **MAMES, PO Box 3007, Duluth, MN 55803**

Registration Open

Rates will go up on April 1st, 2026, so don't wait!

MAMES Member Provider Attendee (each)	_____	\$189
Non-Member Provider Attendee (each)	_____	\$199
Display Hall-Only **	_____	FREE

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

Attendee Information

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

Company Name: _____

Company Address: _____

City/ST/ZIP: _____

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:

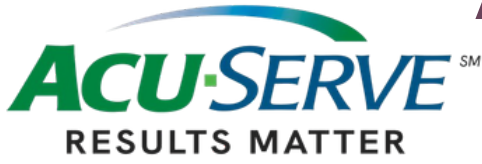
Registration Deadline: April 29, 2026

Cancellations must be received, in writing, at the MAMES office no later than **April 1st, 2026** to qualify for a refund less a \$35.00 processing fee. There will be no refunds after April 1st, 2026 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.



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WEDNESDAY APRIL 29TH- DAY 1

- 9:00AM - 11:30AM MAMES Board Meeting/lunch and prep for registration
- 12:00PM - 1:00PM Attendee Registration Opens
- 1:00PM - 1:30PM Opening/Welcome/Annual meeting with election - **VIP Sponsors recognized**
- 1:30PM - 2:45PM **Keynote Speaker Desi Payne: The Energized Employee: Helping High Performers Beat Burnout, Stay Positive, and Uplift Others Even on Tough Days**
- Imagine this: You walk into your workplace and instantly feel the positive energy. People collaborate with ease, support one another, and genuinely enjoy coming to work. Wow—that would be a dream job! But let's face it—the reality is that many employees today are disengaged, disconnected, burned out, and overwhelmed. If that sounds familiar, it might be time for a REBOOT! This high-energy keynote will help your team recharge their mindset, boost morale, increase engagement, and reignite the drive to perform at their best. Get ready to get energized and make your current job your DREAM JOB!
- 2:45PM - 3:00PM BREAK
- 3:00PM - 3:30PM Sponsorship Recognition – **Premier Partners & Platinum Sponsors recognized**
- 3:30PM - 5:00PM **State of the States!**



We keep the afternoon going with one of the most valuable conversations at the MAMES Spring Conference! This peer-led session brings providers together state by state to share the latest legislative and regulatory developments, compare experiences, and discuss the real challenges impacting DME businesses today. Talk with your peers about what's happening in your state, exchange ideas with others who understand your day-to-day realities, and walk away with insights and strategies you can take back to your business! This is a conversation that only grows better the more people that are involved, so make sure you stick around for this session!

- 5:00PM - 5:30PM Break to change for dinner and some fun!
- 5:30PM - 7:30PM Reception 5:30pm/Dinner starts at 6:15-6:30ish
- 7:30PM - 9:00PM **Entertainment: Hypnotist Randy Andrews**

Join us for a fun comedy hypnosis show and discover why hypnosis is the ultimate entertainment! Watch as audience members become the stars of the show, participating in hilarious skits while under hypnosis. With each show, Randy blends comedy and hypnosis seamlessly, ensuring everyone has a fantastic time. Whether you're in the audience or on stage, the excitement never stops.

THURSDAY APRIL 30TH - DAY 2

9:00AM - 10:30AM **Education Breakout Sessions**

M Management: **Control What's Yours: Smarter Operations for DME Providers** with Miriam Lieber, Lieber Consulting

Chaos is expensive. Whether you're navigating competitive bidding, preparing for a transaction, or simply trying to protect your bottom line, the answer is the same: tighter operations win. This session delivers a no-fluff breakdown of the operational levers that separate thriving DME providers from struggling ones – covering accountability, automation, process flow, and the leading practices emerging across the HME industry. Join Lieber for practical, real-world insights on what operational excellence looks like on the ground. Leave with concrete, actionable strategies for continuous improvement and bottom line profitability.

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R Reimbursement: **HME Policy & Claims Update: What's New, What's Changing, What To Fix** with Ronda Buhrmester, VP Client Experience, Prochant

Join us for a practical walkthrough of the latest HME policy changes, enrollment requirements, and common claim issues. Prochant's VP of Client Experience, Ronda, will break down what front-line teams need to know, spotlight trends driving denials, and share real-world, actionable strategies to improve accuracy, reduce rework, and keep payments moving.

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10:30AM - 10:45AM **Break**



FLEET MANAGEMENT

THURSDAY APRIL 30TH - DAY 2 CONTINUED10:45AM - 12:00PM **Education Breakout Sessions**

M *Management: **Beyond the Hype: AI in Action for HME Providers*** with Miriam Lieber, Lieber Consulting

Artificial intelligence promises a lot. But what does it actually deliver for HME providers navigating tight margins, massive administrative tasks, reimbursement constraints, and growing payer, referral and patient demand? This candid panel discussion brings together leading AI innovators to cut through the noise and get practical about what artificial intelligence can actually do for your operation today. From intake functions, insurance verification, documentation, and prior authorization to patient communication, inventory management, and more, the conversation will focus on real-world applications, honest limitations, and what to look for and expect when evaluating AI partners. Whether you're just beginning to explore AI or looking to expand what you've already built, join these HME industry AI leaders and Miriam Lieber as she moderates a session that meets you where you are. Leave with a clearer picture of where the technology is headed and the insight to make smart, strategic investments that move your operation forward.

R *Reimbursement: **Navigating the Medicare Minefield: Understanding Audit Contractors, Trends, and Effective Appeal Strategies*** with Noel Neil, Chief Compliance Officer, ACU-Serve

Medicare audits remain a permanent and integral component of federal oversight, and the continued prevalence of fraud, waste, and abuse ensures that scrutiny will only intensify in the years ahead. This presentation demystifies the complex landscape of Medicare audit contractors, breaking down who they are, how they operate, and the distinct roles each plays in the oversight process.

Attendees will gain clarity on the functions of key entities such as RACs, UPICs, SMRCs, CERT, and others, with a focus on how their audit scopes and methodologies differ. The session will highlight current audit trends, emerging areas of scrutiny, and patterns seen across provider types. Building on this foundation, the presentation will offer practical audit response and appeal strategies, equipping participants with actionable steps to mitigate risk, strengthen documentation, and navigate the appeals process more effectively.

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THURSDAY APRIL 30TH - DAY 2 CONTINUED

12:00PM - 1:00PM Thursday Luncheon with Vendors

1:15PM - 2:30PM **Education Breakout Sessions**

M *Management:* **DME Reimbursement Strategy Brief - The 2026 DMEPOS/Home Health Final Rule** with Andrea Stark, Managing Member, MiraVista, LLC

The 2026 DMEPOS/Home Health Final Rule is a profound turning point for DME suppliers. The recent DME enrollment moratorium doubles down on CMS's tone and goal to restrict and reduce the number of active suppliers. A strategic plan for operating in the new reimbursement environment is key to survival.

In this update, Andrea helps suppliers adapt to an evolving new normal in three areas:

- 1. DME Moratorium and its implications for new and existing suppliers.
- 2. Future rounds of competitive bidding.
- 3. Accreditation.

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IGNITING POSSIBILITIES

R *Reimbursement:* **Navigating Medicare Consolidated Billing: Impacts on DMEPOS and Strategies for Successful Reimbursement** with Noel Neil, Chief Compliance Officer, ACU-Serve

This presentation provides a clear, structured overview of how Medicare consolidated billing functions within Skilled Nursing Facilities (SNFs), Home Health Agencies (HHAs), and Hospice programs, with a specific focus on its implications for DMEPOS suppliers. Attendees will gain a foundational understanding of each care setting's consolidated billing rules, what items fall under consolidated billing, and how these requirements affect DME billing, payment responsibility, and claim submission workflows.

The session will also explore common denial scenarios caused by consolidated billing, including missing modifier, incorrect billing sequences, and coverage limitations. Practical strategies will be presented to help suppliers prevent denials, ensure compliant claim routing, and identify recovery pathways when denials occur such as leveraging proper modifiers, and navigating appeals when Medicare denials are required for downstream billing.

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RESULTS MATTER

THURSDAY APRIL 30TH - DAY 2 CONTINUED

2:30PM - 2:40PM

Break

2:40PM - 2:50PM

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2:50PM - 3:50PM

General Session - Industry & Legislative Update with Jay Witter, Senior Vice President of Public Policy, American Association for Homecare

This session will provide the latest update on important federal legislation impacting the DME/HME. Issues will include the DMEPOS Competitive Bidding Program, non-competitive bid area relief, mobility legislation, trade, e-prescribing/anti-fraud efforts, telehealth, and Medicare Advantage oversight and transparency. This session will also give an insight into the legislative process and help individuals start or strengthen communication with members of congress.

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4:00PM - 7:00PM

MAMES Display Hall - meet with 70+ vendors, enjoy light refreshments & drinks, and win some awesome prizes!

7:00PM

Enjoy Des Moines on your own!

FRIDAY MAY 1ST - DAY 3

9:00AM - 10:30AM

General session: Medicare Jurisdictions B and D - A Virtual Panel Discussion, Moderated by: Noel Neil, ACU-Serve Corp.

NOTE: Medicare will join us virtually via zoom due to travel restrictions

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. Noel 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.

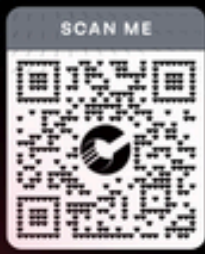


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Desi Payne, Keynote Speaker



Desi Payne is a leading authority on workplace culture, stress management, and team engagement, and an award-winning international keynote speaker on a mission to help professionals “Make Your Current Job Your Dream Job.” Drawing on a 25-year hospital career, entrepreneurship, and her personal triumph as a cancer survivor, she equips teams to overcome burnout, negativity, and overwhelm in high-pressure environments. Desi has delivered keynotes and workshops in 27 states and internationally for hundreds of organizations, known for blending actionable tools with humor and memorable storytelling. She is a certified John Maxwell Leadership Trainer, a regular TV personality on Hello Iowa! host of The Energized Leader podcast, and author of three books on stress and workplace culture.

Ronda Buhrmester, Vice President of Client Experience at Prochant

Ronda Buhrmester is Vice President of Client Experience at Prochant, where she leads the company’s strategy for building strong, collaborative client partnerships and delivering meaningful, outcomes-focused value. With nearly three decades of experience in the home-based care industry, she brings deep expertise across clinical care, operations and revenue cycle management. Ronda began her career as a respiratory therapist and later held leadership roles within a hospital-based home medical equipment provider, gaining firsthand operational insight. Most recently, she served as Senior Director of Payer Relations & Reimbursement at VGM Group, where she spent more than 13 years supporting providers through policy, audit, billing and process improvement initiatives.



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.

Noel Neil, Chief Compliance Officer, ACU-Serve Corp.

Noel is responsible for implementing and monitoring the company's corporate compliance program. He also offers audit defense and policy specific education and guidance to ACU-Serve's existing clients. He represents multiple suppliers in practically all types of Medicare audits from initial request all the way to the ALJ and in some cases the Department of Appeals Board (DAB). He has been in the DMEPOS industry for over 18 years, working in the Intake, Billing and Compliance Departments.



Andrea Stark, Managing Member, MiraVista, LLC

Andrea Stark co-founded MiraVista LLC (www.miravistallc.com) in 2003. She specializes in helping DME suppliers build reimbursement mastery within their organizations through online courses, custom training, direct staff support, and data-driven operational consulting.



Jay Witter IV, Senior Vice President of Public Policy, American Association for Homecare



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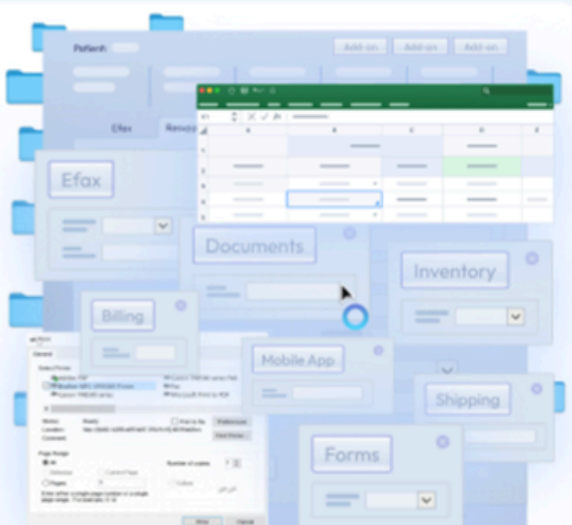
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% REM of Sleep Time:	18.1						
Events Number:	32	0	0	32			
Respiratory Indices:	Total	100.0	0.0	0.0	100.0		
Total Events:	REM	NREM	All Night				
Oxygen Saturation:	+90	+88	+85	+80	+70		
pRDI:	141	32.8	13.5	16.9			
pAHI (S):	75	19.8	5.8	9.1	Duration (minutes):	0.0	0.0
pAHI (M):	7	1.4	0.7	0.8	Sleep N:0.0	0.0	0.0
% CSF:	0.0						
ODI 4%:	32	6.2	3.3	3.8	Pulse Rate Statistics during Sleep (BPM)		
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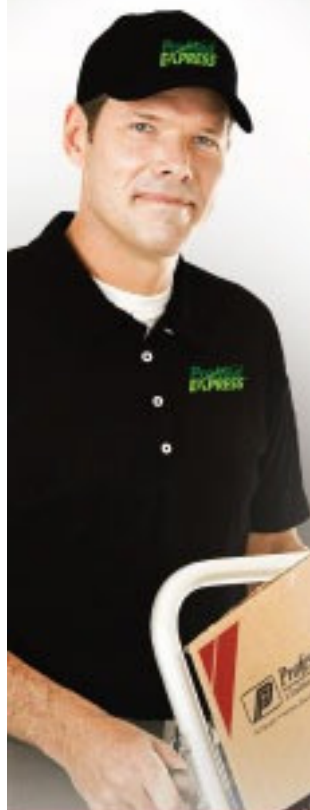
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The fine print

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MAMES reserves the right to cancel meetings due to emergencies, pandemics, insufficient registrations, etc. PLEASE NOTE: Should MAMES need to cancel this event due to current healthcare concerns, all registrations will be moved to the next scheduled event unless a request for refund is received within 15 days of the cancellation notice.

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