

# ACMESA Winter Meeting

## Tues/Wed - February 20 - 21, 2024

**Grandover Resort & Conference Center - 1000 Club Road, Greensboro, NC 27404 (336) 834-4839; Rooms \$223 expires 1/22/24**

### 2024 SPONSORS

**PLATINUM:** Philips Respironics, VGM;

**GOLD:** ACU-Serve, Drive/DeVilbiss, Fisher & Paykel, ResMed, Van Products Mobility/Commercial Upfit

**SILVER:** Allegiance Group, Brightree, McKesson, Medbill, O2 Concepts

**BRONZE:** Gemco, HQAA, Pharmacists Mutual, Pride Mobility, Prochant, React Health, Strategic Office Support

### Tuesday, February 20

9:00 am Board Meeting - Open to Membership  
 10:00 am Exhibitor Set Up Begins  
 12:00 noon Meeting Registration Open - Pick up Meeting Materials  
 12:30 pm **President's Welcome, General Meeting, Presenting 2024 Slate & Committee Reports**  
 1:00 pm Sarah Hanna, ACU-Serve **SPONSOR ACU-SERVE**  
Customizing KPIs for Your Business: A Tactical Approach

This seminar will delve into the criticality of customizing Key Performance Indicators (KPIs) to suit your company's unique goals and nuances, challenging the one-size-fits-all approach often seen in the industry. Attendees will be guided through a series of essential topics, such as the origins and definitions of industry metrics, and how they might differ from your company's specific calculations. This presentation provides a comprehensive framework, empowering businesses to evaluate and choose metrics that align with their specific objectives, thereby setting their own standards for measurement and goal attainment.

2:00 pm Laura Williard VP Payer Relations - AAHomecare & Craig Douglas, VP Payer & Member Relations - VGM  
Payer Relations in Focus with ACMESA: Updates & Trends

Laura & Craig tag team to inform us of the many payer initiatives and opportunities with commercial, Medicare Advantage, and Medicaid payers - especially in NC, VA & WV...followed by Q&A. Grab a seat to hear in depth Medicare Advantage updates and a detailed discussion around the Transparency in Coverage Final Rule rollout.

**NEW** 3:30 pm Dessert Break in Meeting Room  
 3:45 pm Sarah Newby & Steve Cela - Strategic Office Solutions  
Leadership: Expert Tips that Give Actionable Items for Business Growth

Are you frustrated that your company isn't growing to plan? Does your team always miss their targets? Do you feel like you're the one doing all the work? As business owners and managers, we agonize over the bottom-line, spend hours planning goals, and try to coach our teams to greatness. But, we often neglect the most important lever... improving our ability to influence and lead the organization. It is **your** leadership that is the lid on your organization's success. Elevate yourself, and everyone will follow you to new heights. Stay stagnant, and those around you will as well. In this session, learn how to break free of mediocrity and develop a new definition of leadership. You will learn how to attract better leaders to work for you and what are the breaking points in business, and how to smash through those breaking points. If studied and applied, the lessons in this session will allow you to unlock the potential of your people and your organization!

4:45pm John Gallagher, VP Government Relations, and Ike Isaacson, SVP Government Relations - VGM **SPONSOR VGM**  
Federal Washington Update

John & Ike team up to give us the Federal Legislative update with focus on what's going on in Washington, our state delegations, HHS & CMS and what to expect in 2024.

**SPECIAL!** 5:30 pm NC Legislators invited as Guest Speakers  
 6:00 pm Exhibit Reception: Cocktails & Heavy Hors-d'oeuvres - **SPONSOR VGM**  
**FUN!!** Joel Givens, MAGICIAN until 7pm **SPONSOR VAN PRODUCTS MOBILITY/COMMERCIAL UPFIT**  
 Dinner on your own - Enjoy your Evening!

### Wednesday, February 21

8:00 am Continental Breakfast with Exhibitors  
 8:45 am Ronda Buhrmester & Kim Cuce, VGM **SPONSOR VGM**  
Revolutionize Your DME Game: Unveiling the Latest Industry Secrets!

Embark on a journey of innovation and success in the durable medical equipment (DME) realm! 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. Seize the future of healthcare equipment—your success story starts here!

**NEW** 9:45 am Break with Exhibitors  
 10:30 am Steve Cela, Strategic Office Solutions  
HME Paradigm Shift: Change to Survive!

Steve shares his passion for this topic with solutions! HME companies have sold ourselves short knowing our worth and what we deserve. The days of balanced billing and not collecting upfront from the patient must end. Documentation requirements need to occur before the service is rendered. The consequences of a denial or nonpayment must be understood by everyone in the business. For every denied and nonpaid claim, the company must sell 10 more to make up for that one loss and this cannot be. The margins are too tight to allow this and this must stop or the patient or referral source should seek services elsewhere. The industry is growing at 400% per year and there are less providers - those providers who can maintain their margin and thus their services will be around long term. There is a plenty of business and those needing services. We must be sure to maximize profitability so you can continue to serve those customers and referral sources that really appreciate it.

11:45 am Judie Roan, CGS Jurisdiction C DME MAC  
Medicare Update & Q&A

Judie from CGS gives updates and answers questions regarding Medicare program participation.

12:45 pm Lunch with Exhibitors **SPONSOR: Drive/DeVilbiss**  
 1:30 pm NC Medicaid Presentations - Jay Ludlum (Dept. Secretary) John Vitiello (Medicaid Manager) & Sheri Spainhour  
Medicaid Update, Managed Care Expansion in NC & More

DMA & Management staff gives an overview of the program updates, in-depth look at current issues plus Medicaid Managed Care with Q&A Session to follow.

2:15 pm NC Medicaid MCO Plan Presentations (Confirmed: CCH, UHC, Wellcare. Healthy Blue & Amerihealth Caritas TBD)

**BREAKOUTS - 2:45pm VA; 3:00pm WV - VA Medicaid & WV Medicaid Roundtable Discussions - Breakout Meeting Room**

VA DMAS - Elizabeth gives updates and answers questions regarding Virginia Medicaid and reports on ACMESA monthly payer meetings benefits and progress..

3:30 pm BCBS NC  
 4:00 pm Adjourn

**Note:** ACMESA reserves the right to change agenda/meetings due to emergencies, insufficient registrations, etc. ACMESA takes pride in presenting speakers on topics of interest and the speakers we offer are widely recognized as experts in their field. However, the ACMESA staff and 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 judgments. For this reason, ACMESA and its staff, officers, and directors assume no liability growing from the advice and information such speakers present. Email [beth@AtlanticCoastMESA.org](mailto:beth@AtlanticCoastMESA.org)