

Wednesday - Thursday, August 19 - 20, 2020

Holiday Inn Resort - 1706 N. Lumina Avenue - Wrightsville Beach - NC - (877) 330-5050 (\$229/\$259 - til July 20 - code ACM)

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Wednesday, August 19, 2020 - BOTH DAYS: Meetings in Airlie/Tidewater & Exhibits in Causeway/Masonboro

9:00 am ACMESA Board Meeting (Turtle/Ocean Rm) Exhibitor Set-Up

12:00 pm Registration Opens

12:30 pm **President's Welcome - Craig Rae - General Meeting & Reports**

12:45 pm **Mark Higley - VP Regulatory Affairs, VGM**
HME in the Post-Pandemic Era: Analysis, Commentary and Predictions **SPONSOR VGM**

Our health care system has not been taxed to this extent in modern history. Coverage of the Covid-19 crisis shows the heroism of each caregiver and patient fighting its most-severe consequences. And most dramatically, HME companies have demonstrated they ARE essential providers of life-sustaining care throughout the pandemic. We must consider critical questions - What will the HME industry look like once the current rush has passed and what will be the effect on demand for our products and services in the third and fourth quarter and beyond? What's the effect of less elective surgeries and non-essential medical and surgical procedures? An easing requirements was critical to timely and effective serving of patients with COVID-19, but will there exist billing/payment issues in the months/years following the pandemic? We will likely learn from the existential challenges faced due to the virus. The Covid-19 pandemic has rapidly changed how HME providers operate. There will certainly be a "new normal". Q&A session to follow.

2:15 pm **John Gallagher, VP of Government Relations, VGM Group**
Current Status of Legislative Activity

This portion of the session will provide participants with recent and timely information and government updates, explaining what they mean for the HME/DME industry. Topics will include current health care reform and the following HME issues: The competitive bidding program, Where the industry is going forward; fixes to the current program, State HME licensure progress, How to develop a grassroots campaign at the state/local level.

2:45 pm **Meet Your Sponsors - Exhibit Time & Cookie Break**
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3:30 pm **Sarah Hanna, CEO, ECS Billing North**
Setting Standards: Operating from a Position of Knowledge

Evaluating your operations allows you to create high standards for your team but you must get your hands dirty and see what needs to be done within your business. Then you have context for providing performance expectations. What are your production constraints, your weak spots and what is holding your team back from reaching company goals? This session will provide a framework to evaluate to make your team the most productive and engaged as well as KPIs to benchmark against to net you a better ROI.

4:30 pm **Ty Bello, CEO, Team@Work**
Capitalizing on Virtual Sales Efforts in a post PHE Market

Who would of thought that the words Virtual Sales Efforts would ever be a part of the Medical Sales environment, yet here we are! Now that Virtual Sales are part of our Medical Sales environment, how does the sales professional address these and what does ownership and leadership need to prepare for? This session explores all of the virtual efforts (to date) that have been cast upon the sales professional. We will address these as sales obstacle, but provide ways to capitalize on these and diversify our offering from that of the competition and grow our sales with base referrals and prospects.

5:45 pm - 7:15 pm - **EXHIBITOR RECEPTION - Cocktails & Snacks**
SPONSORED BY PHILIPS RESPIRONICS

Thursday, August 20, 2020

8:00 am **BREAKFAST WITH EXHIBITORS SPONSORED BY RESMED**

8:30 am **Ty Bello, CEO, Team@Work**
Addressing Accessibility to the Medical Referral Community

Accessibility to the referral community has continued to get more difficult. Now in this post COVID-19 Environment, the sales team is faced with even greater challenges beyond the obstacles that REP-TRAX and other Healthcare Vendor Credentialing Services have created for the medical sales professionals. Now, they are faced with decreased accessibility due to the PHE. We will review the new accessibility issues and provide concrete executable steps to overcome these new obstacles. **Learning Objectives:** Talk through how to Overcome Objections in ALL Sales Scenarios, Review the new accessibility obstacles, Set a Concrete Strategy to Overcome these Obstacles.

9:30 am **Meet Your Sponsors - more 2 minute "speed" intros!**
VISIT EXHIBITORS

10:15 am **Joey Graham (Prochant) & Ronda Buhrmester (VGM)**
Optimizing Your HME Intake Team

A strong front office is the key to a strong back office. Without clean orders that pay the first time a claim is submitted, your back office will struggle to keep up with key metrics and your competitors. Join Ronda Buhrmester, Senior Director of Payer Relations and Reimbursement at VGM Group, and Joey Graham, Executive Vice President and General Manager at Prochant, for a deep dive into improving intake in your HME front office. From answering phone queues and wrangling faxes to collecting documentation and dispatching orders, Ronda and Joey will explore front-office structure, systems, and workflow, including specific examples, common mistakes, and audit risks. They will also discuss the questions to ask as you evaluate your intake function.

11:45 am **AAHomecare Payer Relations Team:**
Laura Williard (VP) & David Chandler (Director)
Payer Relations Update: Rules & Rates from DC to the States

AAHomecare serves as our liaison with payers on both a national and state level. David and Laura will update attendees on current issues and what to look for with your managed care contracts. They will share work being done to minimize adverse effects and maximize benefits and will outline their initiatives to benefit DME providers in our states. **PLUS - Specific state Medicaid updates.**

12:45 pm - **LUNCH WITH EXHIBITORS - Exhibits Close 1:00 pm**
SPONSORED BY O2 CONCEPTS

1:30 pm **Medicaid & Managed Care Sessions - NC, VA & WV**

NC Medicaid Session: 1:30 pm
Medicaid Teleconference times held in Turtle & Ocean Room:

Virginia - 1:30 pm
West Virginia - 2:00 pm

2:30 pm **Medicare & CGS Update**
Judie Roan, Provider Relations Senior Analyst

Changes & updates in Medicare policy, My CGS resources and get the latest on the telephone discussion project expansion designed to be more efficient.

3:30 pm **Lisa Garvin & Mario Aguilar**
Updates from Blue Cross NC
Presentation & Updates from staff that you need to know, followed by a Q&A.

ACMESA will adhere to NC & CDC guidelines to make the health and safety of attendees our priority!

Please note: Some speakers may have travel restrictions and will present their sessions by video conference if required.

Plan Your Future in 2021 with ACMESA...
2021 Winter Meeting Feb 3 - 4 Durham Convention Center/Marriott
2021 Summer Meeting: August 17 - 18 Holiday Inn Wrightsville Beach