

# Roaring Back into the '20s

## February 5 - 6, 2020

**Durham Meetings:** Durham Convention Center - 301 West Morgan St., - **Lodging:** Durham Marriott - 201 Foster St.

**2020 SPONSORS: PLATINUM:** Philips Respironics & VGM; **GOLD:** Drive/DeVilbiss, ResMed, O2-Concepts

**SILVER:** Brightree, Compass, McKesson, MedBill, Van Products Mobility/Commercial Upfit

**BRONZE:** ACHC, Allegiance Group, Computers Unlimited, Fisher & Paykel, Golden Technologies  
Pharmacists Mutual, Pride, Prochant, The B&G Group, Virginia Medical Repair

### Wednesday, February 5

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 2020 Slate & Committee Reports**  
**12:45 pm Mark Higley - VP Regulatory Affairs, VGM**  
[HME in 2020 & Beyond: Marks' Research, Analysis & Commentary on the Key Issues](#) **SPONSOR VGM**

There is no dispute, today's HME market is a complex environment. We face a multitude of challenges every day. Having a firm foundation rooted in business fundamentals and dedicating time to set goals, reflection and analyze is necessary to move your business forward and achieve success. However, with challenges come opportunities, and our market continues to be ripe with opportunities. Mark will offer a breakdown of the most recent – and relevant – industry data

**2:00 pm Kim Brummett, VP Regulatory Affairs, AAHomecare**  
[Regulatory Updates & Trends](#)

Kim will inform us of the many projects & other initiatives at AAHomecare that benefit the provider and supplier community plus share national trends to avoid and embrace.

**2:45 pm Dessert Break in Meeting Room**  
**3:00 pm Caroline Kuhn, MedBill SPONSOR MEDBILL**

[How to STAND OUT in the Noisy World of Social Media](#)

Caroline will detail the following: Why should your business be on social media? How to tell your story, Put the SOCIAL back in social media, Why you need to create a content strategy, Make sure you know your audience, Focus on quality over quantity, Share your customer feedback. (This session is tailored to YOUR NEEDS and requires a survey reply (found on website and registration emails))

**3:45 pm Wayne van Halem, President, The van Halem Group**  
[Getting in Front of Troubling New Audit Developments](#)

The OIG and CMS contractors are now suggesting suppliers perform six-year lookback audits when an overpayment has been identified. This process, mandated by the ACA, can have a significant impact on suppliers and is becoming much more common across government payers. Suppliers must understand what the law requires and how they should appropriately respond without any long-term implications.

**4:30 pm Miriam Lieber, Lieber Consulting, SPONSOR BRIGHTREE**  
[Value Based Care & the HME Provider](#)

Value-based care is shifting the health care system to a model that emphasizes the importance of quality measured by outcomes. Accountability is established using costs and inefficiencies such as avoidable hospital readmissions. The incentive is less and less on fee for service, shifting more and more to quality metrics for reimbursement. From patient satisfaction ratings to overall cost reduction, the health system and payer networks are aiming to boost these measures that they consider to be main ingredients in the value based care model. Whether you partner with the payer, health system or other providers, the demand on quality outcomes in disease states and more is real. What is a true value-add for the payer today? A discussion of all of this and more will be included in this timely session.

**SPECIAL! 5:30 pm Come meet TWILA ADAMS, Veteran Athlete & "Spirit of the Games" WINNER at the National Wheelchair Games 2019**

**6:00 pm Exhibit Reception: Cocktails & Heavy Hors-d'oeuvres - SPONSOR Philips Respironics**

**7:15 pm CASINO NIGHT - Enjoy Games and Win Prizes! (Included in Your Meeting Fee) thanks to our SPONSOR PROCHANT**

### Thursday, February 6

**8:00 am Continental Breakfast with Exhibitors**  
**8:30 am Miriam Lieber, Lieber Consulting, SPONSOR BRIGHTREE**  
[Management and Metrics for Internal and External Success](#)

Today, management by metrics is a given. To keep a pulse on your business is to measure and monitor for process improvement. Not only is this a critical component of running an efficient and healthy HME operation, but it is increasingly becoming a payer and referral requirement. With reimbursement tied to value and outcomes, it is incumbent upon every HME provider to know their numbers. In this interactive and candid discussion, we will explore meaningful ways to use data and reporting for operational control, increased profitability and contract requirements.

**9:45 am Break with Exhibitors**  
**10:15 am John Gallagher, VP Government Relations, VGM SPONSOR VGM**  
[Federal Washington Update - It's an Election Year](#)

John gives us his Legislative update with focus on what's going on in Washington, our state delegations, HHS & CMS and what to expect in an election year.

**11:15 am David Chandler, Director Payer Relations, AAHomecare**  
[State Payer Relations Updates & Trends](#)

David will inform us of the many projects & other initiatives at AAHomecare that benefit the provider and supplier community plus share national trends to avoid and embrace.

**12:00 pm Lunch with Exhibitors SPONSORS: Drive/DeVilbiss**

**1:00 pm NC Division of Medical Assistance Presentations**  
**John Vitiello, DMEPOS Mgr; Sheri Spainhour, PT**  
[Medicaid Update, Future of Managed Care in NC & More](#)

DMA & Management staff gives an overview of the program updates, in-depth look at current issues plus Medicaid Reform/ Expansion will also be addressed Q&A Session to follow.

**BREAKOUTS VA Medicaid & WV Medicaid Roundtable Discussions - Phone Conferences - Room TBD**

**2:15 pm Judie Roan, CGS Jurisdiction C DME MAC**  
[Medicare Update & Q&A](#)

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

**3:30 pm Dayna Allman, Senior Manager; Mario Aguilar, Consultant; Blue Cross NC**  
[Blue Cross NC Update](#)

**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)



EARLY BIRD REGISTRATION FORM

Roaring Back into the '20s
February 5 - 6, 2020

Online Registration available - www.AtlanticCoastMESA.org - Agenda Announced SOON!

Meeting Location: Durham Convention Center - 301 West Morgan St., Durham

Hotel Adjacent to DCC - Durham Marriott City Center - 201 Foster St., Durham

Reservations: 919-768-6000 - \$145 Rooms. Cut-off 1/14/2020

Company Name \_\_\_\_\_

Attendee's Name \_\_\_\_\_

EMAIL ADDRESS FOR EACH ATTENDEE REQUIRED! \_\_\_\_\_

(confirmations will ONLY be sent by Email)

Additional Attendee(s) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Please reserve your room at \$145.00 per night by January 14, 2020.
Room Reservations made later will be "space available" and perhaps at a higher rate!!

Meeting Fee Schedule: (2020 Dues MUST be paid for Member rates to apply!)

Table with 3 columns: Fee Description, Rate, and Additional Info. Includes Member Meeting Fee, Additional Employee fees, and Non-Member fees.

PROVIDER TOTAL [Redacted]

EXHIBITOR:

6' Table Top (set up times from 2pm Feb 5; breakdown by 5pm Feb 6. First exhibit time Feb. 5 not before 5:00 pm)

# SPONSORS NO CHARGE (ONE FREE EXHIBIT in 2020 - Winter or Summer) One attendee

Table with 3 columns: Item, Rate, and Additional Info. Includes Associate Member, Non-Member, Additional Attendee, and Electricity costs.

## EXHIBITOR TOTAL [Redacted]

# BE A 2020 Sponsor!! Includes ONE 6' Table top and Winter or Summer, plus name on sponsor board & all meeting materials, supply meeting bags, "goodies" for bags, name tag sponsor ribbons, recognition on ACMESA website
BRONZE = \$1500, SILVER = \$2500, GOLD = \$3500, PLATINUM = \$5000 (2 free exhibits allowed)

Please remit to: ACMESA • PO Box 4411 • Cary, NC 27519-4411 • Phone: 919-387-1221

You may mail or fax this registration form if you are paying by check. You may pay by Credit Card and fax to 919-249-1394 or for the most secure method, register and pay ONLINE! www.AtlanticCoastMESA.org. Refunds requested by 1-31-20, get refund less \$25.00 handling fee.

Hotel Block REGISTRATION DEADLINE: January 14, 2020