



PAMS 2022 ANNUAL CONVENTION

April 20 - 22, 2022

*Sheraton Harrisburg Hershey Hotel
4650 Lindle Rd, Harrisburg, PA 17111*

PAMS Convention Materials



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Celebrating 50 Years of Commitment to Our Members!

AGENDA

Wednesday | April 20, 2022

11:00 AM Tee Time **Golf Outing**

Dauphin Highlands 650 South Harrisburg Street Harrisburg, PA

Sponsored by:



5:30 – 6:30 PM **Board Meeting**

Ash/Birch Room

7:00 – 8:30 PM **Vendor Reception**

*Pennsylvania
Ballroom*

Vendor Meeting at 7:15 PM

Thursday | April 21, 2022

7:30 – 8:45 AM **Registration & Full Breakfast**

Salons C/D/E

8:45 – 9:15 AM **Welcome: Business Meeting/Scholarship Award**

Salons C/D/E

9:15 – 10:15 AM **Keynote Session: The Elite Leader**

Salons C/D/E

Speaker: Jared Johnson

Taking his professional experiences as a 12-year elected official in Texas with over 22 years of healthcare administration, Johnson wraps up his thoughts into a powerful talk track called "The Elite Leader".

Sponsored by:



**GREAT LIFE
HEALTHCARE**

Motivating and practical, "The Elite Leader" is a high-energy presentation that captivates attendees by inspiring them to strive toward their absolute best by connecting their mission with practical ways to empower an elite mindset throughout their own teams and even in their personal lives. It connects the audience with their passion of taking care of their customers/patients (serving) and ties that back to the behavioral skills that are required to lead their teams by being the single best version of themselves on a daily basis. To be Elite in their own space and to not settle for being average. Johnson defines average as "the Best of The Worst or the Worst of the Best". Either way is a terrible place to live our lives or to serve our customers/patients. "They picked US, so go be Elite!!!"

10:15 – 10:30 AM **Break**

BREAKOUT SESSIONS: 10:30 – 11:30 AM

Breakout Session 1: **Non-Invasive Ventilatory Treatment for both COPD and Obesity Hypoventilation Syndrome**

Elm/Fir Room

CEU Available

Speaker: Cheryl Needham, Philips Respironics

Objectives:

1. Discriminate pressure support from continuous PAP
2. Discuss the mechanisms of pressure support therapies for OHS and COPD
3. Identify disorders where pressure support is the appropriate treatment for Obesity Hyperventilation Syndrome or COPD

Breakout Session 2: **Training and Benchmark Success: What's the Correlation?**

*Chestnut/Dogwood
Room*

Speaker: Sarah Hanna, ECS North

When evaluating cashflow strategies, organizations invest a lot of brain power into improving their revenue cycle. Industry benchmarks are dialed in; individual, departmental, and company goals are initiated - all in hopes of driving an increase in collections. Best practice standards and target objectives are necessary to motivate staff and establish performance expectations. Goal achievement depends on a variety of components; many of which are based on the "human" element. That's where training comes in. Taking the time to develop and improve your team's resources and training program will net you the cashflow you have been looking for. In this session, Sarah will discuss the ways you can get the most out of your training program and employees. Start reaching your goals and maximizing your return on investment.

Objectives:

- Explain top training mistakes.
- Discuss attributes of leading training programs
- Describe tools to develop an effective training platform.

Breakout Session 3: **Beyond Drive Control Selection: Maximizing Function and Independence through Programming Options – PART 1**

Salons C/D/E

CEU Available

Speaker: Jay Doherty, OTR, ATP/SMS, Director of Clinical Education, Quantum Rehab

Power wheelchair drive controls are constantly evolving with advancing technology. There is a wide range of these products and complex rehab equipment professionals often have limited exposure to the options that are available. This class will provide evaluating clinicians, Assistive Technology Professionals, and other seating/mobility professionals with knowledge of various drive control options and programming options available to provide maximal benefit to the end user.

Learning Objectives:

1. Participants will explain 2 programming features available for proportional drive controls that can increase independence and maximize function
2. Participants will explain 2 programming features available for switched drive controls that can increase independence and maximize function
3. Participants will discuss 2 options for accessing and controlling power seating functions when utilizing switched and proportional drive control devices

11:30 AM – 1:00 PM **Lunch with Vendors**

Salons A/B

BREAKOUT SESSIONS: 1:00 – 2:00 PM

Breakout Session 1: **Legal Guidelines for Growing a Retail Business**

*Chestnut/Dogwood
Room*

Speaker: Cara Bachenheimer, Brown & Fortunato

“Leave it to Beaver” has been replaced by “Modern Family.” The old way of running a DME business no longer works. With stringent documentation requirements, lower reimbursement, and post-payment audits, Medicare fee-for-service should only be a component of the supplier’s total income stream. There are 78 million Baby Boomers retiring at the rate of 10,000 per day. Boomers are accustomed to paying for things out-of-pocket. And most Boomers want the “Cadillac” product - not the “Cavalier” product - so they can have an active lifestyle well into their 80s. The successful DME supplier will be focused on selling upgrades, utilizing ABNs, and selling “Cadillac” items for cash. These retail sales may take place in a store setting, through a kiosk, or over the Internet.

When selling products for cash, there are a number of requirements that the DME supplier must meet. This program will discuss these requirements, including the following:

1. state licensure;

2. selling Medicare-covered items at a discount off the Medicare allowable;
3. obtaining a physician prescription; and
4. collection and payment of sales and/or use tax;
5. qualification as a “foreign” corporation;
6. required notification to a Medicare beneficiary even though the supplier does not have a PTAN;
7. complying with federal and state telemarketing rules.

Lastly, this program will discuss the benefits of setting up a separate legal entity through which the retail business will be operated.

Breakout Session 2: **Noridian Hot Topics Q&A**

Elm/Fir Room

Speaker: Mary Ferguson, Noridian Healthcare

Breakout Session 3: **Beyond Drive Control Selection: Maximizing Function and Independence through Programming Options – PART 2**

Salons C/D/E

CEU Available

Speaker: Jay Doherty, OTR, ATP/SMS, Director of Clinical Education, Quantum Rehab

Power wheelchair drive controls are constantly evolving with advancing technology. There is a wide range of these products and complex rehab equipment professionals often have limited exposure to the options that are available. This class will provide evaluating clinicians, Assistive Technology Professionals, and other seating/mobility professionals with knowledge of various drive control options and programming options available to provide maximal benefit to the end user.

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2:00 – 2:15 PM

Break

BREAKOUT SESSIONS: 2:15 – 3:15 PM

Breakout Session 1: **Practical Application for Best Outcomes- Provision of a Seating & Positioning System**

Salons C/D/E

CEU Available

Speaker: Eleni Halkiotis, Permobil

This one-hour, live course is intended to facilitate clinicians and equipment suppliers' understanding of how to be successful in the provision of best practice

seating and positioning solutions for complex rehabilitation technology (CRT). In many settings, with time and resources, the potential exists to default into provision of lower-end seating & positioning products instead of that which the client truly needs. This course is intended to be an overview to transitioning your practice from general use and standard equipment to the application of best practice for tissue protection, proper postural support, stability and function.

This course will utilize clinical examples to assist the clinical decision-making process about who needs CRT, how outcomes can be improved, and how to navigate the equipment provision landscape. Upon completion of this course, clinicians will have a better understanding of how to initiate referrals and recommend seating and positioning solutions for CRT to optimize client outcomes.

CEU Objectives:

By the end of the presentation, participants will be able to:

- Identify 3 risk factors that could lead to damage of the client's skin or underlying tissue
- Identify three postural limitations which can impact your recommendation of seating and positioning products.
- Discuss 2 examples of how seating and positioning materials and geometry can enhance a client's function within their seating system.
- List 2 mat assessment findings and describe their relationship with product features which can lead to optimal outcomes clients using their seating & positioning system

Breakout Session 2: **Managing Expectations through Marketing Analysis and Strategy**

*Chestnut/Dogwood
Room*

Speaker: Sarah Hanna, ECS North

Creating a page and setting up an account is a great first step but tracking and trending the results of your social media and marketing strategy to confirm they are effective is essential to your success. Utilizing social media on all levels and embracing where you are and where you want to be positions you for future sales triumph. Connect with your marketing staff, be energetic about your goals and push to excel. Manage your 'marketing' and make sure you are taking full advantage of any opportunity by analyzing and measuring your efforts.

Objectives:

- Describe how to connect with consumers, partners and competition
- Explain the different types of marketing venues for targeted consumers
- Discuss how to direct marketing efforts and manage challenges

Breakout Session 3: **Healthy Tension: Medical Science, Innovation, and Application**

Elm/Fir Room

Speaker: Nick Macmillan, Outside the Box Consulting

CEU Available

"A need or problem encourages creative efforts to meet the need or solve the problem." Plato, aka "necessity is the mother of invention". Medical innovation has been continually squeezed between medical science discovery and

application of new drugs and therapies, all with the universal intention of solving a problem. These innovations however come with new costs, systems disruptions, and reimbursement challenges. This session will visit several impactful respiratory-related innovations, the challenges that they faced, and the outcomes they've endured.

Objectives:

- Name three significant home respiratory product innovations and what necessitated their development
- Examine common challenges to new home respiratory product adoption
- In light of new home respiratory product adoption, review the most common adoption pathways and limitations
- Explore what dynamics are shaping new respiratory product development

3:15 – 3:30 PM **Break**

BREAKOUT SESSIONS: 3:30 – 4:30 PM

Breakout Session 1: **When Patients Don't Pay**

Elm/Fir Room

Speaker: Bruce Gehring, Allegiance Group

We have found that minor changes in the Patient Intake can deliver big results. An efficient intake process can deliver substantial benefits, including raising patient and staff satisfaction, reducing staff workload and increasing staff productivity, decreasing data errors and boosting collections.

We will focus on a few processes that will help boost collections while in the Patient Intake process. These processes will put you light years ahead of the typical DME operation that just waits for insurance to bill and follows up with a patient statement after the fact. We will also discuss Regulation F, which went into effect November 2021, and how it impacts your collection process. Join this presentation to improve your Patient AR recovery!

What you will learn?

- Where to start? Your Patient Invoice Workflow
- Important questions to ask during Intake
- Documenting your processes
- Regulation F

Breakout Session 2: **Overview of Federal Laws Governing Medicare Advantage Plans and Medicaid Managed Care Plans**

Chestnut/Dogwood Room

Speaker: Cara Bachenheimer, Brown & Fortunato

Medicare Advantage Plans (“MAPs”) and Medicaid Managed Care Plans (“MMCPs”) have become an important part of the lives of DME suppliers. Approximately 70% of Medicaid patients are covered by MMCPs, while approximately 39% of Medicare beneficiaries are covered by MAPs. These percentages will continue to increase. Working with MAPs/MMCPs is frustrating for suppliers. MAPs/MMCPs are heavy handed on a number of fronts. And so

DME suppliers quite naturally ask what the federal laws are that govern MAPs/MMCPs. On the one hand, federal laws governing MAPs/MMCPs are quite extensive. However, only a small portion of the federal laws pertain to the relationship between the MAPs/MMCPs and the providers/suppliers that serve the patients covered by the plans. Much of the law is aimed to (i) protect covered lives and (ii) set minimum requirements for coverage, networks, complex reimbursement mechanisms. This program will discuss the federal laws that govern MAPs and MMCPs. Equally as important, this law will discuss how these laws affect DME suppliers as they provide services to patients covered by MAPs and MMCPs.

Breakout Session 3: **Practical Applications for Best Outcomes - Provision of a Powered Mobility System**

Salons C/D/E

CEU Available

Speaker: Eleni Halkiotis, Permobil

This one-hour, live course is intended to facilitate clinicians' and equipment suppliers' understanding of how to be successful in the provision of powered wheeled mobility – power wheelchairs (PWC) and power assist complex rehabilitation technology (CRT). In many settings, where time and resources are limited, the potential exists to overlook clients who may need CRT solutions but are provided with basic equipment. When a client with long-term wheeled mobility needs is prescribed a product intended for short-term use, secondary complications can occur. This course is intended to promote best-practice power assist and PWC CRT application for successful clinical outcomes using today's technology.

This course will utilize clinical examples to assist the clinical decision-making process about who needs CRT, how outcomes can be improved, and how to navigate the CRT provision landscape. Upon completion of this course, clinicians will have a better understanding of how to initiate referrals and recommend power assist and PWC CRT to optimize client outcomes.

CEU Objectives: By the end of the presentation, participants will be able to:

- Utilize the ICF model to identify three indications that a person may need an evaluation for a CRT power wheelchair or power assist device.
- Compare three clinically relevant differences among front, mid, and rear-wheel drive power wheelchairs in functional performance for indoor and outdoor mobility.
- Analyze how five different power seat functions are used in everyday life for health, function, and participation.
- Discuss two potential training techniques to allow for initiation of power mobility and power seat function utilization

4:45 – 6:45 PM

Reception in Exhibit Hall

Salons A/B

Prize drawings at 6:30 PM

6:45 PM

Dinner on your own

Friday | April 22, 2022

8:00 – 9:30 AM

Full Breakfast & Washington/Legislative Update

Salon A

Speaker: Seth Johnson, Pride Mobility; Jay Witter, AAHomecare; John Gallagher, VGM & Associates

9:30 – 9:45 AM

Break

BREAKOUT SESSIONS: 9:45 – 10:45 AM

Breakout Session 1:

Is the Allowable Covering All Your Costs?

Salon A

Speaker: Ronda Buhrmester, VGM & Associates

We all know that many payers follow CMS fee schedules, and finding those fee schedules can be a challenge. Ronda will review the multiple fee schedules within the DMEPOS industry. With increased acquisition costs and overhead expenses, including recording breaking payroll expenses, it's time to let CMS know this is not acceptable. Unfortunately, this means passing on costs to patients. Ronda will give options on how this can be done (non-assigned) and submitting claims non-assigned is not scary. There are also opportunities for cash sales.

Breakout Session 2:

What Every Professional Needs to Know: Tobacco, Vaping, and Marijuana

Elm/Fir Room

CEU Available

Speaker: Rebecca Kishlock, Breathe PA

Objectives:

1. Describe the prevalence and patterns of Tobacco, Vaping and Marijuana use, along with dependence and cessation in the United States
2. Review all forms of tobacco
3. Differentiate devices used in vaping and review their function.
4. Identify the safety standards and regulations of electronic cigarettes
5. Discuss medical, recreation marijuana and other inhaled substances
6. Explain the health consequences
7. Describe how tobacco dependence develops and the biological, psychological, and social causes of tobacco dependence

Identify evidence-based treatment strategies, including the pros and cons for each strategy.

Breakout Session 3:

Projecting the Likely Reimbursement Environment in 2022: Interpreting the Final Rule, Competitive Bid Program & More

Chestnut/Dogwood Room

Speaker: Mark Higley, VGM & Associates

AS WE BEGIN 2022...and look back on 2021, we recognize the challenges over the past two years by the COVID-19 pandemic and its effect on the

DMEPOS industry. Coupled with supply chain issues, product recalls and surcharges, demanding demographic changes, and the uncertainty attributable to the reimbursement direction from the industry's biggest payor (Medicare), it is perhaps somewhat remarkable that our businesses have overall fared pretty well: Valuations have never been higher, the decade long trend of a reduction in supplier locations has considerably eased, and a sampling of suppliers' anticipated 2021 financial results suggests overall stable earnings, with many companies indicating single to double digit growth. With that said, this session will evaluate and project the likely major issues of 2022.

10:45 – 11:00 AM **Break**

11:00 – 12:00 PM **Cybersecurity**

Salon A

John Berry, Jason Ledney, and Chris Lytle, Berry Solutions Group

Are you prepared? In a world of ever-increasing risk, no workplace is immune from security vulnerabilities and threats. Although it can be difficult to predict and foresee possible threats, taking a proactive approach to the physical and cyber security of your business will help identify weak spots and work toward eliminating them. This session will introduce the benefit of maintaining secure building access, being aware of the dangers of social engineering and the importance of compliance, network, and wide-spread information security.

12:00 PM **Grand Prize Drawing / Adjourn**

Salon A

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