



PAMS 2022 ANNUAL CONVENTION

April 20 - 22, 2022

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

MEET OUR SPEAKERS



Cara C. Bachenheimer is the Head of the Government Affairs Practice of Brown & Fortunato, where she is a shareholder. The Government Affairs practice is based in D.C. and represents healthcare manufacturers, HME suppliers, pharmacies, infusion companies, home health agencies, hospitals, and other healthcare providers throughout the United States.

Well respected in the home medical equipment and complex rehab technology industries, Cara is an attorney, lobbyist and trusted resource on legislative and regulatory matters related to Medicare, Medicaid, and other third-party payment programs. For 30 years, she has been working on behalf of the industry and companies with the Centers for Medicare and Medicaid Services (CMS), the Food and Drug Administration (FDA), and other federal agencies.

Cara has also been directly involved with developing federal legislative initiatives designed to ensure access to HME and CRT technologies, lobbying Congress, running political action committees (PACs), managing national coalitions, testifying before federal regulatory agencies and Congress, and working closely with federal agencies that impact consumers and businesses.

Cara has held multiple leadership positions in industry associations such as the American Association for Homecare (AAH), the National Coalition for Assistive & Rehab Technology (NCART), and the Health Industry Distributors Association (HIDA), as well as with national consumer organizations such as United Spinal Association and Paralyzed Veterans of America. Her award highlights include “Home Care Champion” by the American Association for Homecare, the “Home Care Caring” award by Home Care Magazine and HME News’ “Top 10 Most Influential People in the Industry.”

Cara Bachenheimer
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John Berry is a relationship, business development sales guy to the core. As the fearless leader and founder of Berry Solutions Group, he is a total team player and no stranger to the true meaning of leadership. As a 3rd generation Marine, John believes in three major characteristics of business and honors each of them in the mission of BSG – Quality, Service, and Integrity. These, combined with his determination to provide a custom plan and strategy to every client, ensure that all levels of business are able to exceed their IT and network needs through the implementation of the latest technology.



John has years of technology and industry staffing experience, including dual degrees in Technology & Business Administration and previous positions held in business development at Fusion Digital and Global Data Consultants. With these qualifications, John prides himself on finding the right candidates for his team with specializations in IT support and service, Technology Recruiting & Staffing, Network Service, Infrastructure design and Management support. He also strives to ensure that members of the BSG team have the right interpersonal skills necessary to match the individual client personalities and corporate culture. John lives in Everett, PA on his first-generation farm with his high school sweetheart, and their son and daughter – continuing to build on the Berry Family legacy.

John Berry, CEO
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Ronda Buhrmester has been a VGM associate since 2012 specializing in the billing, reimbursement, and audit area as the Senior Director of Payer Relations and Reimbursement. She managed a hospital based DME in Illinois for 12 years, and handled sales and marketing. Ronda is a respiratory therapist as well as a certified mastectomy fitter. Over 25 years' experience in the healthcare industry, she assists VGM members with review of claims and all types of audits and educates members on medical policies in the respiratory and all other DME products. She serves on the Medicare council for

all jurisdictions and is a member of the Provider Outreach and Education teams with the Jurisdictions. She is also on the Great Lakes Home Medical

Services Association Board of Directors, and a member the National Supplier Clearinghouse Advisory Council. Ronda has presented at the VGM Heartland Conference as well as the Medtrade East and West, and many state association meetings, and has conducted many webinars and on-site education with VGM Members.

Ronda Buhrmester
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Jay Doherty has 27 years of experience working in the field of assistive technology with a concentration on complex rehabilitation. Jay has earned his ATP and SMS certifications through RESNA. Throughout his career he has worked in both Rehabilitation and Assistive Technology environments with both adults and children.

Jay's current role with Quantum Rehab is to provide direction and leadership through company education to the Quantum field sales team, clinicians and ATP's/DME supplier representatives working in the industry. He has developed and presented a variety of educational courses around the world and ensures the Complex Rehab Industry is educated on Quantum Rehab products and their clinical benefits.



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Mary Reineke-Ferguson holds the position of Education Consultant for the outreach and education teams providing guidance to both the jurisdiction A and jurisdiction D durable medical equipment Medicare administrative contractors (DME MAC) administered by Noridian Healthcare Solutions. As an education consultant, she is responsible for offering support to the supplier community as well as creating and presenting training courses involving detailed billing, coding, and coverage requirements for Medicare fee-for-service. Mary has been involved in the Medicare community for over 21 years.



Mary Ferguson
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John E. Gallagher is Vice President of Government Relations for the VGM Group, Inc. where he is responsible for advocating on behalf of VGM members/DME providers to Congress, the Administration, and federal agencies. Gallagher has also amassed thousands of miles, traveling across the country to educate both the state associations and independent providers on regulatory and government issues. Additionally, Gallagher has worked tenaciously to promote upstanding service within the home medical equipment industry. He is a board member of both the Healthcare Quality Association for Accreditation (HQAA) and the Fraud Eradication Advisory Team (FEAT). John received his undergraduate degree from the University of Northern Iowa and a master's degree in management from the State University of New York – Binghamton. Prior to his 2002 employment with VGM, John served as a U.S. Army Signal Corp. Officer from 1983 to 1989. He also held a number of executive positions in the medical equipment industry.



John Gallagher
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Bruce Gehring is a successful Sales and Marketing Executive with diverse management experience. Since 2008, Bruce has been responsible for business development representing Allegiance Group in the HME/DME industry. During this time, Allegiance Group has partnered with industry software providers and billing consultants to provide suppliers the tools to maximize their private pay receivables. In addition to presenting at several software user and state association conferences, Bruce has been a contributor to articles in HME News and HomeCare Magazine. Prior to joining Allegiance, he had 28 years of successful sales and marketing experience in the Finance and Hospitality industries.

Bruce Gehring
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Eleni Halkiotis is a graduate of the University of the Sciences in Philadelphia and has been practicing occupational therapy since 2005. Her specialization in seating and mobility began in 2009 in New York City at Bellevue Hospital and continued at Independence Care System (ICS). Eleni was ICS' primary therapist for the multiple sclerosis team, providing treatment in English and Spanish. Eleni has participated in clinical research in multiple practice settings on topics including the Functional Mobility Assessment (FMA). Eleni has been an ongoing lecturer at New York University for over 10 years and previously served as an adjunct professor at Thomas Jefferson University. Eleni has presented at the International Seating Symposium in 2013, 2017, and 2020, at the European Seating Symposium in 2013, at the World Federation of Occupational Therapy Congress in 2018, and at the American Occupational Therapy Association Child and Youth Specialty Conference in 2020. She holds OT practice licenses in the United States of America and the United Kingdom. Eleni was elected to Chair of the RESNA International Special Interest Group (SIG) for a two-year term beginning August 2020, and also serves as a member of the RESNA Membership, Marketing and Communications (MMC) Committee. Eleni joined the Permobil Academy in 2019 and is the Regional Clinical Education Manager for the New York City Metro Area, New Jersey, Pennsylvania, Delaware, West Virginia, South Florida, and Puerto Rico.



Eleni Halkiotis , MOT, OTR/L, ATP/SMS
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Sarah Hanna is the CEO and founder of ECS North and has over 25 years' experience in the healthcare industry. She is a nationally recognized speaker and consultant on revenue cycle management and corporate operations and strategy. In September 2020, Sarah was selected to be a member of the Forbes Finance Council. As a member of this esteemed group, she provides insight, articles and commentary on current business and finance topics.

She is a member of HomeCare Magazine's Editorial Advisory Board and is a VGM Consultant. Sarah is a contributing writer for HME News and HomeCare Magazine on reimbursement and operational efficiencies. Her experience gives her the opportunity to conduct webinars, teleconferences, and present live for

AAHomecare, various state and regional associations and conferences including VGM's Heartland Conference and Business Forum as well as Medtrade East and West.

Her company, ECS North provides billing and consulting services to HME, pharmacies, infusion, respiratory and supply companies throughout the United States. The ECS North client list ranges from small independent providers to large health systems.

Sarah Hanna, CEO
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Mark Higley is Vice President of Regulatory Affairs of the VGM Group with responsibilities including corporate business development, market research and industry analysis. His current projects include analysis of governmental, regulatory and compliance issues affecting the DMEPOS industry, including national competitive bidding, health care reform, and other current home medical equipment provider concerns. He sits on the AAHomecare Regulatory Council, on the board of the Healthcare Quality Association on Accreditation (HQAA), and is a regular speaker/panelist/consultant at numerous HME industry events. Mark received his masters of business administration in marketing research from the University of Iowa, and earned undergraduate degrees in Finance and Economics. Prior to his 1998 employment with VGM, Mark held a variety of executive positions with the Arena Football League, Chicago, IL, and as a financial analyst with Deere & Company, Moline, IL.



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Jared Johnson is a 22-year veteran of healthcare administration. Jared is part of the management team at a 418-bed acute-care hospital located in North Texas. He also oversees the operations of numerous outpatient service lines within the organization while continuing to handle all legislative advocacy. A highly engaging speaker, Johnson regularly addresses corporate management teams on various leadership topics such as Elite Leadership, Defining Culture, and Customer Experience Best Practice. A summa cum laude graduate of Southeastern Oklahoma State University, he was

recently profiled as an “Outstanding Southeastern Alumni” by the university.

At the age of 27, Johnson was elected to the Denison City Council where he served two terms. In 2012, he was elected the youngest mayor in Denison’s history and was re-elected to a second term in 2015. He received the Community Leader Award of Excellence at the Denison Development Alliance’s economic summit in 2018. He was also recognized by the Texoma Marketing and Media Group as a recipient of the “Top Forty Under Forty” designation.

Jared Johnson
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Seth Johnson is the Senior Vice President of Government Affairs for Pride Mobility Products / Quantum Rehab, and is based in Washington, DC. He lobbies on Capitol Hill, the White House, CMS, State Medicaid’s, and other payers on major policy issues impacting complex rehab and mobility providers and manufacturers. He is a former member of the initial CMS DME PAOC (Program Advisory and Oversight Committee) which was charged with providing guidance to CMS on issues related to implementation of Competitive Bidding. He currently serves on the Executive Committee and Board of the National Coalition for Assistive and Rehab Technology (NCART) and the Executive Committee and Board of the American Association for Homecare (AAHomecare). He is a past Chair of the AAHomecare’s Re/Hab and Assistive Technology Council. Prior to joining Pride, Seth was the Vice President of Government Relations at AAHomecare. Prior to that, he spent five years on Capitol Hill as a legislative aide to two members of Congress. Seth is a regular presenter at state and national meetings and is an active participant in numerous industry coalitions and consumer groups.



Seth Johnson
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Rebecca Kishlock is the Director of Tobacco Cessation and Education Programs for Breathe Pennsylvania. She has worked in the Addiction Medicine field for 20 years with a concentration on Tobacco/Nicotine Dependence.

Rebecca completed her Certified Tobacco Treatment Specialist Certificate with Duquesne University School of Pharmacy.

Rebecca Kishlock
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Jason Ledney is a native Marylander. Growing up in Maryland and going to college at Western Maryland College, where he received his bachelor's degree and then onto University of Maryland for his master's degree gives him a perspective on what it is like to work and live in the Mid-Atlantic region.

Jason's clients include doctors, home healthcare, persons supported, manufacturing, public utilities, chamber of commerce, and many other industries. These clients all have their unique needs while maintaining a high level of IT Security and a variety of compliances including HIPAA, PCI, CMMC, FERPA and others. On top of being an Account Manager for Berry Solutions Group, Jason recently was an adjunct Professor for Hagerstown Community College's Cybersecurity department and sits on the college's IT advisory committee.



Instead of being a follower in IT, Jason likes to be a proactive leader and strives to keep his valued customers always moving forward towards future success! Jason is always looking for ways to strengthen the relationships we have at BSG and to assure customers are getting the biggest return on their IT and Cybersecurity Investments.

Jason Ledney
Berry Solutions Group



Christopher Lytle was born and raised in the tightknit rural community of Nanty Glo, Pennsylvania, where he currently lives with his wife and daughters. After high school, Chris attended the Police Academy at Indiana University of Pennsylvania. Following his graduation from the Academy, Chris spent 20 years in law enforcement, before obtaining a bachelor's degree in Organization Leadership from Saint Francis University.

Chris finished his career in law enforcement as the Chief of Police for Saint Francis University. It was during this time that Chris first developed an interest in the importance of physical building security and security cameras. After moving on from law enforcement, Chris accepted a position as an IT Project Manager, where he took on the responsibility of accounts like the American Red Cross. He also began to expand his knowledge of physical security and security camera, which gave him the opportunity to assist in the completion of both SOC II Type 2 and HIPPA audits. He then became the General Manager, overseeing all day-to-day operations and becoming solely responsible for the SOC II Type 2 and HIPPA audits.

In another career move, Chris now serves as an Account Manager for Berry Solutions Group, where he works with clients in all areas, including retail, education, and health care. Along with IT related needs, Chris is able to assist with Physical Security, Security Cameras, and Situational Awareness – allowing clients to maintain the safest and most secure workplaces possible.

Christopher Lytle
Berry Solutions Group

Nick Macmillan is principal consultant at Outside the Box Consulting. Nick's past experience includes serving as Director, Market Access and Strategy at Ventec Life Systems, The MED Group's Senior Director of MED's Networks and Strategy, Home Care Business Segment Manager at Vapotherm, National Clinical Director for Rotech Healthcare, Inc. and other product development and DME services management roles.

He has held several state and national appointments and elected positions, including the President of the Indiana Society for Respiratory Care, Chairperson for the Home Care Section of the American Association for Respiratory Care and member of AAHomecare's Regulatory Advisory, Payer, and HME/RT Councils.



Nick is named on four approved and pending patents and was inducted as a Fellow of the American Association for Respiratory Care in 2003. Most recently Nick was selected as the recipient of the 2016 Thomas L. Petty, MD Invacare Award for Excellence in Home Respiratory Care.

Healthcare executive with extensive clinical, managerial and, operational experience in multiple business environments, from start-ups to multi-national organizations. Proficient in hospital and home care services, business operations, product development and management, sales and marketing, and education.

Nick has been invited to present on a variety of topics at state, regional and national conferences. In addition, he has been published in several trade and clinical journals.

Nick Macmillan
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Cheryl Needham is currently the Sr. Clinical Marketing Manager with Global Channel Marketing at Philips Respironics.

For the past 29 years, Cheryl has also worked in capacities within both the sales and marketing departments. In her current role, she is able to put both her sales and clinical background as a respiratory therapist to good use developing educational programs for both internal and external customers.

Cheryl Needham
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Kit Shellhouse has over 20 years' experience in business operations management. She speaks on a national level in the HME Industry and has conducted numerous training webinars along with personal client consultations on business operations and medical documentation process development. Kit has been a featured speaker for industry groups throughout the U.S. and is currently a member of the Ohio Association of Medical Equipment Services Board of Directors. As part of ECS North's support for the healthcare industry, she travels to Washington, DC to partake in grass roots lobbying efforts on Capitol Hill.

Kit holds a B.A. in Administrative Business Management and completed her Master's Degree in Business Management in 2002. Her



experience with organizational development, managerial processes and marketing has led her to be an adjunct professor teaching graduate level marketing and management classes at Tiffin University.

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Jay Witter is the Senior Vice President of Public Policy whose background encompasses over twenty-five years of legislative, political, and management experience. Since joining AAHomecare over ten years ago, Jay has worked to advance the Association's legislative initiatives on Capitol Hill, as well as coordinate its political activities.

As the senior lobbyist for the United American Nurses (UAN), AFL-CIO, Jay oversaw the organization's legislative, regulatory, and political policies, procedures and positions. During the 2008 presidential election, Jay worked with a majority of the candidates on pro-nurse policies and initiatives. He was also appointed to Obama's Health Care Policy Committee, as well as organized a "Nurses for Obama" campaign.

Before joining UAN, Jay worked as Vice President of Government Relations at the American Chiropractic Association, Jay successfully worked with ACA members for the passage of six specific chiropractic bills into law over the six years he worked at the Association.

Jay has also worked on Capitol Hill for several members of the House of Representatives. Jay possess' a BA in Political Science and Masters of Public Administration.

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