



# PAMS 2023 ANNUAL CONVENTION

*April 5 - 7, 2023*

*Red Lion Hotel Harrisburg Hershey  
4751 Lindle Rd, Harrisburg, PA 17111*

## MEET OUR SPEAKERS



**Jeffrey S. Baird, Esq.**, is Chairman of the Health Care Group at Brown & Fortunato, a law firm with a national health care practice based in Texas. He represents pharmacies, infusion companies, HME companies, manufacturers, and other health care providers throughout the United States. Mr. Baird is Board Certified in Health Law by the Texas Board of Legal Specialization and can be reached at (806) 345-6320 or [jbaird@bf-law.com](mailto:jbaird@bf-law.com).

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**Josh Bressler**, a Certified Orthotic Fitter (COF) and Certified Durable Medical Equipment Specialist (CDME), is the survey process manager at Board of Certification/Accreditation (BOC). Over the course of his career, Josh has presented educational sessions at trade shows and has held various positions at DMEPOS facilities with a strong focus on delivering exceptional care and service. A life-long learner, Josh is grateful for any opportunity that builds on his knowledge base, including practical work in the field, and enjoys sharing his experience with others. Josh's current roll as BOC's Surveyor Process Manger allows him to manage, educate, and work firsthand with the company's national accreditation surveyor team.



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**Jay Brislin** is a 21-year veteran of the complex rehab technology industry. As Vice President of Quantum Rehab, a global leader in high-end power mobility products, Jay applies crucial market understanding to the strategic processes of clinical development, sales, R&D, marketing, technical service and customer relations. Holding a Master of Science in Physical Therapy degree, Jay has a special awareness toward clinically-focused, client-based, quality-of-life outcomes.

Beginning with his MSPT, Jay served the role of Rehab Specialist beginning in 2000. Soon, with an acute understanding of client complex rehab needs, he moved into the area of clinical education and professional development, responsible for both internal and external education and training in the field of complex rehab technology. By 2004, Jay was General Manager of Rehab Applications, overseeing a team dedicated to the overall development of superior products, provider services, and custom applications. Jay's commitment to customers and their needs for quality-of-life solutions earned him the position of Director of Product and Clinical Development, serving instrumental roles in not just furthering Quantum Rehab as an industry leader, but contributing to the award-winning evolution of Q6 power bases, TRU-Balance Power Positioning Systems, and Q-Logic Drive Controls. Today, as Vice President, Jay oversees an inspired, clinically-based team dedicated to the most innovative products and inspiring client outcomes.

As an industry leader, Jay is a RESNA member, Friend of NRRTS, and NCART participant. Jay is active in the community he serves, supporting the MDA and ALS Association, as well as countless other disability-related organizations and events throughout the year. Jay's voice has been published in countless trade publications and heard as a presenter at the most prestigious conferences, serving as an esteemed industry leader and inspired advocate for all within the complex rehab community.

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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.



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**Sandra (Sandy) Canally, RN** is a nationally recognized quality measurement expert, pioneer Nurse Oncologist; former hospital director, teacher/recruiter, SNF inspector, government regulatory guru, and social entrepreneur. Sandra is Founder (circa 1994) and CEO of The Compliance Team, Inc. (TCT), the only certified woman-owned accreditation organization (AO) to receive Medicare deeming authority to accredit healthcare providers.

Working on the premise that healthcare excellence can be more easily achieved by dramatically simplifying the accreditation process, Sandy launched TCT's paradigm shifting Exemplary Provider™ programs in 1998 which feature many innovations that are considered milestones and benchmarks of the healthcare accreditation simplification movement.

Sandra (Sandy) Canally, RN  
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**Dave Davlin** began bringing smiles to faces with a form of entertainment he developed as a young boy over 25 years ago. From NBA and major college arenas across America to the Summer Olympic Games in Seoul, South Korea— and even to the world-famous Branson Strip— “Travelin” Davlin has entertained people of every age and background. His amazing ability with basketballs even landed his name and picture in the 1990 Guinness Book of World Records.



Dave began to hone his speaking skills in the early 90's as a national speaker in the public schools across America. Combining his entertainment ability with a powerful message, he was instrumental in the fight for education and against drugs. At the advice of friends working in corporate America, Dave began to develop presentations for the corporate and association market and the rest is history. He now speaks at numerous corporate and associational conferences each year. From public school students to CEOs, Dave's message has made a difference in the lives of thousands, and his impact continues to grow each year as he shares his philosophy and wisdom through speaking and writing.

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**Kelly Grahovac** serves as the General Manager for The van Halem Group where she focuses on audits, appeals, education and training, as well as business development. Kelly's past experience includes nearly 10 years at one of the nation's leading Medicare contractors, working at the DME MAC, QIC and A/B MAC contractors. Now that she has crossed over from the “dark side”, Kelly applies her in-depth knowledge and expertise, helping providers navigate the complex payor landscape.

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**Steven Gray**, CPED, COTA/L is a certified pedorthist, occupational therapy practitioner, and DMEPOS accreditation consultant who works as an independent surveyor for BOC in the NY/NJ/PA area. Throughout Steven's healthcare career, he has treated patients in in/out-patient, nursing home, and home-health settings, focusing on geriatric patients with physical disabilities and patients with traumatic brain injuries (TBIs). Steven has educated over 500 physical and occupational therapy (PT and OT) practitioners throughout the New York area on the use of DMEPOS to complement their treatment plans.



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**Sarah Hanna** is the Vice President of Consulting Services for ACU-Serve. She is the former CEO and founder of ECS North. ACU-Serve provides consulting and revenue cycle management services to healthcare providers throughout the U.S. Sarah is a member of the Forbes Finance Council, a member of HomeCare Magazine's Editorial Advisory Board, a VGM Consultant and is a nationally recognized speaker.



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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.

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**Paul Komishock** joined Pride Mobility Products in December of 2002 and currently serves as General Manager of Government Affairs. Paul's responsibilities include analysis and interpretation of legislative and judicial proposals and the possible impact on the industry, liaison to Medicare contractors via DME MAC Councils (currently serving as the Jurisdiction C Council Rehab chair), and communicating such issues to both the provider community and relevant departments at Pride Mobility/Quantum Rehab. He previously served as Product Planning & Reimbursement Center Manager as well as a Regional Reimbursement Manager, and has spoken extensively at industry events and seminars. Prior to joining Pride his experience includes seven years at the Region A DMERC where he served as Manager of the Caller Information Network, Ombudsman for NJ and DE, and Benefits Specialist. Paul has earned a bachelor's degree in Health Policy and Administration from the Pennsylvania State University and is currently pursuing a Master's Degree in Public Administration.

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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.

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**Andrea Stark** is a Medicare consultant and reimbursement specialist for medical equipment suppliers and pharmacies. She has over 21 years of experience in the DME industry, including 16 years as an independent consultant. Stark founded MiraVista, LLC after working for the Region C DMERC, and now provides consulting, education and data analysis services to suppliers throughout the country. Stark is the former Chair of the Jurisdiction C Council and collaborates with numerous state and national associations. For more information, visit:

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**Jay Witter** is the Senior Vice President of Public Policy of AAHomecare has 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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