ACMESA 2021 Summer Meeting & Exhibit Show

Wednesday - Thursday, August 18 - 19, 2021

Holiday Inn Resort - 1706 N. Lumina Avenue - Wrightsville Beach - NC - (877) 330-5050 ($229/$259 - til July 19)

THANK YOU 2021 SPONSORS!!

Platinum: Philips Respironics, VGM; **Gold:** ACU-Serve, Drive DeVilbiss, MedBill, ResMed

Silver: Brightree, McKesson, Medline, O2 Concepts

Bronze: ACHC, Allegiance Group, Compass Health Brands, Fisher & Paykel, GEMCO Medical
Pharmacists Mutual, Pride Mobility, Prochant, Van Products, Virginia Medical Repair

Wednesday, August 18, 2021 - *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 SPONSOR - VGM
What is the Future of the Bidding Program?
Is there an End Game? What's Up in DC?

Mark's Analysis & Predictions (and how it affects DME Suppliers) Participants will be able to: 1. Analyze the critical role of Medicare fee schedules/SPAs in determining other payer reimbursement methodologies. 2. Analyze Round 2021 estimated savings and resulting cessation of program. 3. Estimate the likely end of the declared pandemic and its effect on HME Medicare reimbursements. 4. Identify likely outcomes for a continued Medicare Competitive Bid Program and/or a new "auction" methodology.

2:00 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.*

2:30 pm: Meet Platinum & Gold Sponsors - Exhibit Time & Cookies

3:15 pm Miriam Lieber, President Lieber Consulting
SPONSOR - ACU-SERVE
Best Practices - A Beachside Chat Panel Session

*The last year has left an indelible mark on HME providers everywhere. From oxygen and PPE shortages to setting staff up to work from home, hear from your colleagues about how they handled these critical business decisions. Answers to questions like how are you optimizing technology for operations and accountability and what's working and what's not working will be included in this panel discussion. Best practices and lessons learned will be shared. Don't miss this candid and relatable session, facilitated by Miriam Lieber with **panelists:** Eric Mongeau-Aeroflow; Andrew/Frank Trammell-CHMEI; Chris Burgess-Med Emporium.*

4:30 pm Ty Bello, Team @ Work SPONSOR - PLAYMAKER
Embrace Sales Technology and Thrive in 2021

*Do you have an accurate and complete understanding of your sales teams activities in the market place? Are you reaching the right referral sources with the right message? As we move beyond the Pandemic of 2020, we can choose to embrace technology for Sales or ignore it. We are living in a SMART Sales environment and many are still using Flip Phone Technology to manage and grow our sales efforts. There are opportunities for us to increase referrals, target top accounts, and create a strong engaging messaging through the adoption and execution of a CRM and Market Data. We will not just explore this opportunity, but provide case information that proves the adoption of these Sales Technologies WORK. **Learning Objectives:** Review the Flip Phone Sales Approach to Sales Accountability and Market Penetration AND Uncover the CRM Technology available and how this transforms our Sales Team.*

5:30 pm SPECIAL PRESENTATION! ADVOCACY INAUGURAL AWARD

5:45 pm - 7:15 pm - EXHIBITOR RECEPTION
Cocktails & Snacks - SPONSOR - PHILIPS RESPIRONICS

Thursday, August 19, 2021

8:00 am FULL BREAKFAST BUFFET WITH EXHIBITORS
SPONSORED BY RESMED

8:30 am Ty Bello, Team @ Work
SPONSORS - Allegiance Group, Breathe, Encore
How the Role of the HME and CRT Sales Professional is Changing: The Past, Present, and Future

*We will take a look back on the role of the Sales Representative and how that impacted Referrals and Sales. Then we dive into today's market needs and changes and how the Sales Professional needs to change to meet the demand and harness the referral from the Medical Community. Last, we peer into the future and see how the ever-changing referral process will dictate what will be a mandatory requirement of the Sales Professional. We also look at how social media, Google, and Kiosks may play a bigger role in referrals moving forward.. **Learning Objectives:** What the Role of a Sales Professional Was and Is Today; Is the role of the sales person changing and if so how? What will the role of the Sales Professional be like in the next few years? How do we prepare our Sales Team to be Professionals and not just Reps?*

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

10:15 am Miriam Lieber, President Lieber Consulting
Laura Williard, VP Payer Relations, AAHomecare
Wayne van Halem, President, The van Halem Group
Operations & Compliance for Today's Success - Outside Look IN

Hear from HME experts about hot topics in operations and compliance over the last year. Learn how to navigate between compliance, payers and operations to maximize profitability and to protect your company. Join Wayne van Halen, Laura Williard and Miriam for a comprehensive, interactive and impactful discussion.

11:30 am Kim Brummett (VP Regulatory, AAHomecare)
AAHomecare Federal Regulatory Updates

This session this session will provide an update of the top level regulatory issues; including the challenges of TPE audits. In addition the update will walk through some of the challenges for non-bid areas as the CB2021 gets closer. When will we know the impact? Q&A and discussion.

12:00 pm - LUNCH WITH EXHIBITORS - Exhibits Close 1:00 pm

1:00 pm Laura Williard, VP, Payer Relations, AAHomecare
Payer Relations Update: Rules & Rates from DC to the States

AAHomecare serves as our liaison with payers on both a national and state level. 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 information following the MCO roll out for NC Medicaid.

1:45 pm - Payer Sessions:
Medicaid & Managed Care & BCBS - NC, VA & WV
Update - NC MCO's Introduction and Q&A

NC MCO Update: ***Short presentation by each MCO followed by Q&A***
BCBS Session invited

Medicaid Teleconference times:
VA - 2:00 pm in Turtle & Ocean Room

3:30 pm Judie Roan, Provider Relations Senior Analyst
Medicare & CGS Update - Virtual

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

THANK YOU FOR COMING! DRIVE SAFELY

Plan Your Future in 2022 with ACMESA…
2022 Winter Meeting Feb 2-3 Durham Convention Center
2022 Summer Meeting: August 17-18 Holiday Inn Wrightsville Beach