

THE GREAT BALANCING ACT

OAMES 39th Annual Meeting & Exhibition

Schedule of Events

Tuesday, October 29, 2019

8:30 AM.....Registration and Continental Breakfast
9:00 AM.....Welcome, Membership Business Meeting and Elections
9:15 AM.....General Sessions *Sponsored by AAHomecare and Fitzgibbon Group*
10:45 AM.....Coffee Break *Sponsored by Brightree*
11:00 AM.....General Session
12:00 AM.....Lunch - *Sponsored by Pride/Quantum Rehab*
1:00 PM.....OAMES Recognitions
1:15 PM.....General Sessions
3:15 PM.....Coffee Break - *Sponsored by TIMS*
3:30 PM.....General Session - *Sponsored by Brown & Fortunato*
4:45 PM.....Social Reception in Exhibit Hall - *Exhibit Hall Sponsored by Compass Health, Reception Sponsored by Professional Medical Supply*
6:00 PM.....Day 1 Adjourns

Wednesday, October 30, 2019

8:00 AM.....Registration and Continental Breakfast
8:30 AM.....General Sessions - *Sponsored by Prochant and Compass Health*
10:30 AM.....Break in Exhibit Hall - *Sponsored by VGM*
11:00 AM.....General Session - *Sponsored by ECS*
12:00 PM.....Lunch/Networking in Exhibit Hall - *Sponsored by Compass Health*
1:00 PM.....General Session - *Sponsored by Dinsmore & Shohl LLP*
2:00 PM.....Conference Adjourns

General Information

Host Facility: The Renaissance Columbus Westerville
409 Altair Parkway, Westerville, OH 43082 • (614) 882-6800

CEs:
OAMES will apply for continued education credit through the State of Ohio Board of Pharmacy. Potentially 10 hours of continued education credit will be available to all full conference attendees. Tuesday only attendees will receive 6 hours, and Wednesday only attendees will receive 4 hours.

Cancellation Policy:
Refunds minus a \$25 admin fee are available through October 23, 2019. No refunds will be issued after October 23. Substitutions are welcomed and encouraged.

Session Descriptions

Tuesday, October 29, 2019

9:00 AM - Welcome, Membership Business Meeting & Annual Elections

9:15 AM - State of the State Update
Michelle Fitzgibbon, The Fitzgibbon Group and Nick Kalogeras, RPh., OAMES President

The Ohio General Assembly passed its biennial operating budget this summer following a contentious conclusion and 17-day extension dealing with tax issues, provider “price transparency” and other measures. OAMES was engaged in the process advocating for language to reform the Medicaid managed care program as were many other organizations and discussions are continuing today. What is the state of the state and what does it mean to you? Michelle and Nick will kick-off the conference with a recap of the budget bill, highlights of current state issues and OAMES’ engagement going forward.

*** Michelle is proudly sponsored by The Fitzgibbon Group**

9:45 AM - HME Payer Issues: Battles, Breakthroughs and Beyond
Laura Williard, Vice President Payer Relations; American Association for Homecare

As reimbursement in the HME industry continues to become increasingly complex, it is imperative that providers have resources to help them navigate these new payment models and vast bureaucracies. AAHomecare is collaborating with OAMES and state associations nationwide to develop an invaluable partnership on this front. Laura will join us to highlight the achievements and challenges before us as we push for greater transparency and rate protections for HME providers.

*** Laura is proudly sponsored by the American Association for Homecare**

10:45 AM - Break

11:00 AM - Hot Topics and Trends in the Healthcare Payer Market
Jeffrey Baird Esq., Brown & Fortunato PC; Laura Williard, AAHomecare; and John Reed, OAMES Past President
Join us for a thoughtful discussion with a powerful panel of individuals who are on the front lines navigating the HME landscape today from a legal and payer perspective for government and commercial payers. Jeff, Laura and John will discuss strategies and actions of payers, share data and trends developing in the HME benefit, and provide resources and insight to help your organization be on the leading edge of those changes.

12:00 PM - Lunch

1:00 PM - OAMES Annual Recognitions

1:15 PM - What’s Next for Ohio’s Medicaid Managed Care Program: Assessing the Current Program and Status of Re-procurement
Jim Tassie Esq., Deputy Director, Senior Policy Advisor; Ohio Department of Medicaid
Roxanne Richardson, Deputy Director, Managed Care; Ohio Department of Medicaid

Ohio is well-invested in Medicaid managed care, however, with a new Administration and new Director, a new assessment of the program is expected. We’ll be joined by two senior officials from ODM to bring us the latest news on the program including the process of re-procurement of the Medicaid managed care contracts. Roxanne will provide an update on the current state of managed care and related budget issues and Jim will breakdown the detail of the Department’s rebids of MCP contracts, feedback from the Request for Information process and what can providers expect in 2020 and beyond.

2:15 PM - Negotiating Managed Care Contracts

Jeffrey Baird, Esq.- Brown & Fortunato, PC

Long-time industry friend and respected attorney Jeff Baird will host a timely session on payer negotiations. Managed care organizations are always looking for discounted rates, which presents a challenge to providers facing rising costs, however, a common mistake by many providers is to look only at the reimbursement component of contracts. While essential, there are many other provisions in these contracts that are crucial negotiating factors. Jeff will share his invaluable experience with providers and tips and strategies to strengthen your company’s negotiating mindset.

*** Jeff is proudly sponsored by Brown & Fortunato PC**

3:15 PM - Break

3:30 PM - Cara’s Crystal Ball: The 2020 Legislative and Regulatory Landscape
Cara Bachenheimer, Head of the Government Affairs – Brown & Fortunato PC

Our national agenda is no longer just about fixing Medicare. It is about fixing the entire payer system with Medicaid, managed care plans and large payers making drastic reimbursement reductions or implementing sole source contracts as discussed earlier in the day. Many believe the increasing issues with other payers in the HME market is largely due to Medicare bidding. If we address the issues in Medicare, other payers will follow. Cara will break down the developments on HME and CRT legislation in Washington today and share insight on the Round 2021 bidding program and other regulatory and legislative initiatives key to HME providers future.

*** Cara is proudly sponsored by Brown & Fortunato PC**

4:45 PM - Social Reception in Exhibit Hall

6:00 PM - Day 1 Adourns

Wednesday, October 30, 2019

8:30 AM - Key Performance Indicators (KPIs) for your HME Revenue Cycle
Joey Graham, Exec. Vice President & General Manager, Prochant

It is a challenging time for HME providers. As labor costs rise and reimbursements fall, you might have little time to focus on the metrics that matter. Join Joey for a discussion on the KPIs crucial to your business, how to calculate them, and what influences them. This is your opportunity to ask questions, share your stories, and discuss steps for improving your metrics.

*** Joey is proudly sponsored by Prochant**

9:30 AM - Marketing ROI – Make Your Investment Measure Up
Michael Scarsella, National Sales Director; Compass Health

Mike returns with an all new program for OAMES members. A metric-based discussion focusing on how to ensure your marketing plan and efforts are aimed in the right direction and providing the desired returns. We will review ROI from the P&L and plan level down to specific marketing programs – with insight into each program and ROI potential. Get the highest return on your investment!

*** Mike is proudly sponsored by Compass Health**

10:30 AM - Break

11:00 AM - Disruption: What Does this Mean to Your Business and Operations?
Sarah Hanna, CEO; ECS North

The Buzzword in business today is “Disruption.” What does disruption truly mean and how does that pertain to your business? How can you disrupt your company and operations to improve performance and possibilities? What does the Silver Tsunami and technology have in store for our industry and how can we leverage those constantly changing elements? What’s the difference between innovation, change and disruption? These questions will be discussed and answered during this timely and relevant presentation. For any company’s survival and longevity, the ideas and processes of the past must be “disrupted.”

*** Sarah is proudly sponsored by ECS North**

12:00 PM - Lunch and Networking in the Exhibit Hall

1:00 PM - Ohio’s Medical Marijuana Industry – Understanding the Emerging Market and Impact on Employers
Jan Hensel, Partner; Dinsmore & Shohl LLP
Daniel Zinsmaster, Partner; Dinsmore & Shohl LLP

Ohio became the 25th state to legalize medical marijuana after Gov. John Kasich signed House Bill 523 into law in June 2016. Under the law, patients with a recommendation from an Ohio-licensed doctor are allowed cannabis plant material, edibles, patches, oils and tinctures for a wide variety of common medical conditions. This session will provide a regulatory overview of the medical marijuana industry in Ohio today, changes we may see in the future, and challenges this presents to employers for developing and enforcing appropriate drug policies in the workplace.

*** Jan and Dan are proudly sponsored by Dinsmore & Shohl LLP**