



**REENGINEERING
YOUR BUSINESS
ENTERPRISE**

**33rd ANNUAL MEETING
AND EXHIBITION
NOV 19 - NOV 20, 2013**

Schedule of Events

Tuesday, November 19

- 8:30 AM..... Registration and Continental Breakfast
- 9:00 AM..... Welcome and Opening Session: Where Does HME Fit Into the National Narrative on Healthcare?
- 10:30 AM..... Break
- 10:45 AM..... Yikes, It's the Cops! Understanding and Protecting Your Company from Health Care Fraud
- 12:15 AM..... Lunch and Advocate of the Year Award Presentation
- 1:00 PM..... Keynote Presentation: Ohio's Progress on Transforming and Expanding the Medicaid Program
- 2:30 PM..... Ohio's Data Project to Analyze Cost Effectiveness of Medical Technologies for Medicaid Consumers
- 3:00 PM..... Coffee break and Volunteer of the Year Award presentation
- 3:15 PM..... Medicaid Expansion – The Opposing View: What Does This Mean for Ohio?
- 4:15 PM..... Ohio's New Criminal Records Check Requirements for Healthcare Providers
- 5:15 PM..... PAC Reception
- 6:00 PM..... Social Reception in Exhibit Hall
- 7:30 PM..... Reception ends - conference adjourns for the day

Wednesday, November 20

- 8:30 AM..... Registration and Continental Breakfast
- 9:00 AM..... Welcome and Opening Session: The Evolution of HME Retail: Reengineering for New Revenues
- 10:30 AM..... Break in Exhibit Hall
- 11:00 AM..... Ego and Leadership: Critical Roles of Leaders and Managers Today
- 12:00 PM..... Lunch in Exhibit Hall
- 1:30 PM..... Put the "Social" in Social Media: Essential Ways to Educate Patients, Generate Sales and Influence Public Policy
- 2:30 PM..... Closing Session: HME Metrics and Trends Analysis for Your Company's 2014 Business Plan and Beyond
- 4:00 PM..... Conference adjourns

Meet Our Keynote



State Medicaid Director John McCarthy oversees the Ohio Department of Medicaid (ODM). As Ohio's first cabinet-level state Medicaid agency, ODM makes health care available to more than 2.3 million Ohioans through a network of more than 75,000 providers. The department serves as a cornerstone of the Governor's Office of Health Transformation (OHT), which Governor John R. Kasich created in 2011. In conjunction with OHT Director Greg Moody, Director McCarthy and his team have already implemented a series of innovative policy initiatives that have helped to modernize the fragmented Medicaid system in Ohio, improve the quality of health services available to consumers and families, and provide the best value to taxpayers.

General information

Choose from two hotels adjacent to Quest:

Fairfield Inn & Suites Columbus Polaris • 9000 Worthington Road • Columbus, OH 43082
Call 614-568-0770 to make your reservations

Hampton Inn & Suites Columbus/Polaris • 8411 Pulsar Place • Columbus, OH 43240
Make your reservation by calling 614-885-8400

Cancellation Policy: Refunds minus a \$25 admin fee are available through November 13, 2012. No refunds will be issued after November 13. Substitutions are welcome and encouraged.

CEs 11.5 hours of continued education credit is available for the Ohio Respiratory Care Board HME facility license to all full conference attendees. Tuesday only attendees will receive 6.5 hours, and Wednesday only attendees will receive 5 hours.

Session Descriptions

TUESDAY, NOVEMBER 19

Where Does HME Fit Into the National Narrative on Healthcare? Jay Witter, Vice President, Government Affairs, American Association for Homecare; and Cara Bachenheimer, Sr. Vice President, Government Relations, Invacare Corporation *It is a difficult time for our nation. We are facing unprecedented times in our government with unparalleled turmoil on the political and substantive debates before our leaders. Cara and Jay will lead an engaging presentation on the national issues affecting the HME community and break down the ongoing developments in Washington and what they mean to your business. Topics will include the status of HR 1717, the issues unfolding in the expanded competitive bidding markets, the impact of the contentious spending and debt ceiling debates, the massive implementation of the Affordable Care Act and others. There is no shortage of news from our nation's capital so don't miss this critically informative session by Jay and Cara.*

Yikes, It's the Cops! Understanding and Protecting Your Company from Health Care Fraud Legal panel moderated by Thomas W. Hess, Esq., Dinsmore & Shohl LLC Health care fraud is one of the fastest growing industries today. The federal and state governments are using every method available to find and prosecute health care fraud. At this session, you will hear about the latest investigative methods being used by government prosecutors as well as what steps you may employ to remain in compliance and defend yourself in an investigation. OAMES long-time associate member and DME attorney Tom Hess will moderate the panel. He'll be joined by Doug Squires who is a federal prosecutor with the U.S. Department of Justice and has prosecuted numerous significant white-collar cases. He is an adjunct professor at The Ohio State University Moritz College of Law and the Capital University Law School. Jordan Finegold will also join the panel. He is the Assistant Section Chief in the Health Care Fraud Section, Office of Ohio Attorney General Mike DeWine.

Ohio's Progress on Transforming and Expanding the Medicaid Program John McCarthy, Ohio Medicaid Director, Ohio Department of Medicaid In the three years prior to Governor Kasich taking office, Ohio Medicaid spending increased 8.9% per year on average (2009-2011). Since then, the Kasich Administration has held Medicaid spending to 3.3% per year increase on average, saving Ohio taxpayers

\$3.0 billion (2012-2013). This session will feature a high-level discussion on the changes unfolding in the Medicaid program and those on the horizon including the debate on the Medicaid expansion efforts supported by the Administration. This work is being led by the Governor's Office of Health Transformation under the framework of modernizing Medicaid, streamlining the program structure and improving health systems performance. What do these initiatives mean to HME providers? What do they mean to the bigger picture for Ohio's providers, consumers and taxpayers? Join us for an engaging update about Ohio's healthcare future.

Ohio's Data Project to Analyze Cost Effectiveness of Medical Technologies for Medicaid Consumers Deborah Saxe, Chief, Bureau of Policy and Health Plan Services, Ohio Department of Medicaid and Joe Doodan, Chief, Non-Institutional Benefits Management Section, Bureau of Policy and Health Plan Services, Ohio Department of Medicaid In 2012, OAMES began working with Medicaid Policy officials on a special project in collaboration with the Medicaid Technical Assistance and Policy Program and Ohio Colleges of Medicine Government Resource Center. The purpose of the project is to analyze Medicaid data to assess G-tube technology used for ventilator dependent children. This study aligns with the Administration's broad vision to create a person-centered care management approach – not a provider, program or payer approach. While this initial effort focuses narrowly on one product, the goal is to create a method for analyzing the spending patterns and opportunities for improving health outcomes for high acuity home patients. The study will also quantify the role of technology through data analysis to determine its impact on the other healthcare delivery services provided by Ohio Medicaid. Join us to hear the preliminary findings and understand how this project could be used for improving the overall management of Medicaid's resources.

Medicaid Expansion – The Opposing View: What Does this Mean for Ohio? Greg Lawson, Statehouse Liaison & Policy Analyst – The Buckeye Institute for Public Policy Solutions The question of whether to expand Medicaid is complex. While the Administration is making the case to support the expansion as you'll hear from Medicaid Director McCarthy, others have great concerns about the effects of a potential expansion. Mr. Lawson will

join us to explain his organization's position on the economic, political and legal aspects of expanding Medicaid in Ohio. The Buckeye Institute for Public Policy Solutions is a non-profit, non-partisan free market research and education "think tank", funded by a coalition of individuals, corporations, and foundations who share their ideals.

Ohio's New Criminal Records Check Requirements for Healthcare Providers Tom Simmons, Policy Manager and Regulatory Ombudsman – Ohio Department of Aging With the implementation of Ohio's budget law HB 59 on July 1, multiple amendments were made to the criminal records check statutes that regulate health care providers who serve consumers enrolled in Ohio Department of Aging-administered programs. Join us for an informative session on these requirements including details on sub-contracting and definitions of "direct care position" and how this impacts HME providers. We'll also have an update on Ohio's "Rap Back" expansion plans in the National Background Check Program (NBCP) through Ohio's Attorney General's office featuring an automated registry checking system for home and community-based providers.

WEDNESDAY, NOVEMBER 20

The Evolution of HME Retail: Reengineering for New Revenues - Jim Greatorex, President, Black Bear Medical (Portland, Maine) This session looks at how the retail environment evolved in the HME market and whether this approach could be a growth opportunity for your business today. While HME spending in the government programs have plummeted; audit and compliance issues skyrocket. We know an aging population and increasing demand on affordable homecare services position the HME industry for growth. Jim Greatorex from Black Bear Medical is an HME provider that has tried-and-true experience in HME retail and will share what's working for his company in this post-bidding era. He'll explore options to move from government payers towards cash revenue and help you evaluate how to reinvent your company for new revenue opportunities that exist today.

Ego and Leadership: Critical Roles of Leaders and Managers Today Stefanie Morrow, RN, Professional Practice Group – Sequent The role of leadership in today's business environment is moving away from that of the dominant

decision maker to that of the manager of the information system. Leadership depends on the overarching goals of the organization coupled with building confidence and sustaining the autonomy of many decision-makers. So how does this work in your business? How do you create an office environment that makes sure the best ideas get attention and momentum? How do you manage the constant barrage of information from news outlets, industry sources and social media in a workforce with different generational and employment expectations? Stefanie will lead a great discussion to help owners and managers navigate their critical roles in an ever-changing healthcare system. Is alignment possible today?

Put the "Social" in Social Media: Essential Ways to Educate Patients, Generate Sales and Influence Public Policy Dave Bargmann, Senior Consultant, A/R Allegiance Group, LLC While it's great more companies are jumping aboard the social media bandwagon, most providers in the HME/DME arena still aren't fully grasping the point of doing so. As a result, they are missing out on huge opportunities to engage their target audience (patient, referral source, etc.). This session will show providers the benefits of using social media for a variety of purposes; including an overview of available social platforms, how to educate your patient in creative ways, opportunities for generating sales, and the ability to influence public policy and advocacy.

HME Metrics and Trends Analysis for Your Company's 2014 Business Plan and Beyond - Mark Higley, Vice President of Regulatory Affairs – The VGM Group HME businesses face upheaval and challenges now and in the future. Making the numbers work in a new world requires change, new methods, and possibly a new perspective. To succeed, HME companies must understand the bigger opportunities available to them, longer-term threats facing them and insight about how to make it all work. A viable business plan for the HME future manage the numbers to keep the business healthy and profitable. Mark's session will provoke your thinking about specific steps you need to take to build a prosperous plan, and send you home from the conference with a constructive vision of industry trends - and what they mean for your business success in 2014.