



OAMES 43rd Annual Meeting & Exhibition

Conference Agenda

October 16-17, 2024 • The Grand Event Center • Columbus, Ohio

Presented by Flagship Sponsors: ACU-Serve, Compass Health and OxyGo

Conference Sponsors: Cardinal Health at-Home, Coloplast, Professional Medical Inc., VGM Group

Education Contributors: American Association for Homecare, Brown & Fortunato PC, Strategic Office Support, The Fitzgibbon Group, VGM Group

Wednesday, October 16, 2024

8:30 am – Registration and Continental Breakfast

9:00 am – Welcome by OAMES President Anthony LaCute and Executive Director Heidi Moss

9:15 am – Opening Keynote Speaker

- **Blake Haxton – U.S. Paralympic Athlete**

SPONSORED BY ACU-SERVE AND VGM GROUP

Blake will deliver an inspiring message to kick off this year's conference. In Blake's senior year of high school, he contracted Necrotizing Fasciitis, more commonly called the flesh-eating disease. Over the course of three days, Blake went from being the captain of his school's rowing team and a division one rowing recruit to suffering major organ failure and the amputation of both of his legs. Blake was released from the hospital after over twenty major surgeries and three months of inpatient care. Life-threatening medical complications notwithstanding, Blake overcame these challenges and graduated from The Ohio State University in 2013 and earned his law degree in 2016. Blake also continued to compete at the highest level. He has made four consecutive U.S. Rowing Teams, competed in the Rio de Janeiro and Tokyo Paralympics, and will be representing the U.S. at the Paralympics in Paris this fall. Blake's accomplishments, awards and honors are extensive on the world stage, and we're thrilled to welcome him to the OAMES audience for an inspiring experience.

10:15 am – Coffee Break

10:30 am – Latest News on National Policies and Legislative Priorities

- **Cara Bachenheimer, Esq., Head of Government Affairs – Brown & Fortunato PC and Jay Witter, Senior Vice President of Public Policy – American Association for Homecare**

Cara and Jay will deliver their annual regulatory and legislative update on issues facing HME providers on the federal level. Their engaging presentation is a deep dive into current CMS policy initiatives, HME legislation before Congress including the 75/25 blended rate relief efforts, HR 5371, the “*Choices for Increased Mobility Act*” and more. Jay and Cara will outline steps that HME advocates should take to prepare their businesses and offer in-depth and insightful policy briefing covering the most critical issues facing the HME industry heading into next year. We’ll delve into what AAHomecare and HME stakeholders are doing now and what we are likely to face after the national 2024 presidential and Congressional elections.

11:45 am – Lunch / HME Exhibit Hall and MCO Pavilion Open

1:00 pm – Recognitions

1:15 pm – Ohio Medicaid News: Director’s 2025 Message and HME Policy Update

- **Maureen Corcoran, Director – Ohio Department of Medicaid**
Director Corcoran will join us to share an update on the numerous initiatives underway at the Ohio Department of Medicaid including an update on Next Generation managed care, developments and solutions in the Provider Network Management module, changes to the Medical Care Advisory Committee, formation of the Beneficiary Advisory Council, Next Generation MyCare Ohio changes and other high-level issues the agency is working on as we head into 2025.
- **Mark Rogers, Policy Administrator – ODM Bureau of Health Plan Policy, Non-Institutional Policy Section**
The ODM Policy team continues working closely with OAMES on Medicaid DMEPOS policies that are undergoing revisions as part of the agency’s “five-year rule review”. Those rules include oxygen, PAP devices, and new rules for respiratory assist devices and enclosed beds. Join us for the latest in this important policy work and what’s ahead for DME policy next year.

2:45 pm – Speed Networking with HME Exhibitors in Grandview Ballroom

- **HME Exhibit Hall** - It’s the fast-paced networking session you didn’t know you needed! Our speed-networking session will give all attendees a chance to make quick, but crucial introductions with all of our vendors, in a casual, low-pressure environment. Our timed and abbreviated rotations are the perfect way for vendors to learn more about the providers they serve, and for attendees to make contacts for products and services they might need today, or in the future
- **MCO Pavilion** – The Medicaid Managed Care Pavilion features: AmeriHealth Caritas Ohio, Anthem BCBS, Buckeye Health Plan, CareSource, Humana Healthy Horizons, Molina Healthcare, and United Healthcare Community Plan (*invited*). OAMES is pleased to present this exclusive exhibit area in The Grand Event Center pre-function area featuring exhibitors from the Ohio Medicaid’s Next Generation managed care plans.

4:00 pm – “Leadership for Business Growth”

- **Sarah Newby, Director of Sales & Marketing – Strategic Office Support**
Are you frustrated that your company isn’t growing to plan? Does your team always miss their targets? Do you feel like you’re the one doing all the work? As business owners and managers, we agonize over the bottom-line, spend hours planning goals, and try to coach our teams to greatness. But we often neglect the most important lever... improving our ability to influence and lead the organization. It is your leadership that is the lid on your organization’s success. Elevate yourself, and everyone will follow you to new heights. Stay stagnant, and those around you will as well. In this session, earn how to break free of mediocrity and develop a new definition of leadership. You will learn how to attract better leaders to work for you and what are the breaking points in business, and how to smash through those breaking points. If studied and applied, the lessons in this session will allow you to unlock the potential of your people and your organization.

5:15 pm – Free time

6:30 – 9:00 pm – OAMES AI Fresco!

- After a day inside, join us on the Event Center’s beautiful courtyard patio under festive lights to relax with your fellow attendees! The bar will be open, and a variety of food stations will be available to enjoy in the fresh fall air. So, grab some refreshments, sit back, and relax around the fire pit as OAMES goes AI Fresco!

Thursday – October 17, 2024

8:00 am – Continental Breakfast in Exhibit Areas

8:30 am – “Off-Shore Subcontractors: How to Use and Pitfalls to Avoid”

- **Michael Silverman, Co-Founder/Attorney and Jacqueline Bain, Co-Founder/Attorney - Silverman Bain LLP**
Increasingly, DME suppliers are utilizing offshore subcontractors (e.g., Manila, Mumbai, Cairo). The rationale for doing so is obvious: reduction of expenses. As a general rule, it is permissible for a supplier to utilize an offshore subcontractor, but as is often the case, the "devil is in the details." This session will discuss (i) how Medicare does not prohibit the utilization of offshore subcontractors on condition that the parties comply with HIPAA, (ii) how some state Medicaid programs and some commercial insurers may restrict the utilization of offshore subcontractors, (iii) how utilizing an offshore subcontractor for standard BPO functions is not particularly risky from a legal standpoint, (iv) how utilizing an offshore subcontractor for marketing/patient generation purposes, can be very risk, and (v) key provisions of an offshore subcontractor agreement.

9:45 am – State News: Ohio’s Legislative and Elections Outlook; Board of Pharmacy HME Update

- **Michelle Fitzgibbon, President – The Fitzgibbon Group and Carolyn Basford, BS RRT, Vice President Government & Payer Relations – Pediatric Home Services**
Join Michelle for an overview of Ohio’s top issues in the Statehouse, a recap of PNM work with Ohio Medicaid, and a look ahead to Election Day on November 5. She’ll delve into what Ohio’s elections mean to business owners and constituents, and the state’s biennial budget heading in 2025. We’ll also have an HME licensure/registration update by a member of the State of Ohio Board of Pharmacy Home Medical Equipment Advisory Committee, OAMES member Carolyn Basford.

10:15 am – Coffee Break in Exhibit Areas / HME Exhibit Hall and MCO Pavilion Close

10:45 am – HME Payer Update: Battles, Breakthroughs and Beyond

- **Laura Williard – Senior Vice President Payer Relations; American Association for Homecare**
As reimbursement in the HME industry becomes increasingly complex, it is imperative that providers have guidance, resources and vision to navigate current payer trends, new payment models and vast bureaucracies. Laura will be back in Ohio this fall to share the latest efforts to lead payer engagement on national and state commercial and government payer issues highlighting many payer initiatives and opportunities with commercial, Medicare Advantage, and other payers. Her session promises engaging Q&As so grab a seat to hear the latest on the long list of payer initiatives that AAHomecare and other industry advocates are spearheading to strengthen the HME and CRT benefits.

12:00 pm - 1:30 pm – Lunch and Closing Keynote Speaker

- **“Unleashing the Power of Artificial Intelligence”**
Scott Hagberg, Application and Automation Architect, VGM Group
The rise of artificial intelligence (AI) has brought new and exciting possibilities to businesses across many industries, and the DME, O&P, and DMEPOS industries are not excluded. From improving customer engagement to streamlining operations, we’ll dive into a few areas that will have the biggest impact and discuss how these fit in your business setting.

1:30 pm – Prize Giveaways and Conference Adjourns

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Registration and Hotel Information

October 16-17, 2024 • The Grand Event Center • Columbus, Ohio

HOTEL INFORMATION:

OAMES host hotel – Marriott Courtyard Columbus/OSU, 780 Yard St., Columbus, Ohio 43212. Phone: 614-453-4420

Overnight Dates – October 15 and October 16, 2024

- OAMES has a room block for the Annual Meeting & Exhibition at the discounted group rate of \$164/night.
 - Use the link below to make your reservation. **Cut-off date is September 23 or sooner based on availability:**
<https://www.marriott.com/event-reservations/reservation-link.mi?id=1717438286296&key=GRP&app=resvlink>
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REGISTRATION INFORMATION:

Registration – Sign up using OAMES' [secure online system](#) or use the hard copy registration form on the next page to fax, mail or email your registration to the OAMES office.

- Early-bird discount registration rates expire October 9, 2024.
- Registrants will receive confirmation and facility directions via email.
- Refunds will be granted minus a \$25 processing fee until October 9, 2024.
- No refunds will be issued after October 9, 2024. Substitutions are welcomed.

Three easy ways to sign up:

1. Register on-line using OAMES' [secure online system](#).
 2. Fax registration form to OAMES' secure fax line 614-467-2071.
 3. Email registration form to Victoria at victoria@selectassociationmanagement.com.
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QUESTIONS?

Contact Victoria Fastenau – OAMES Member Services and Operations Coordinator

- Office: 740-739-7638
- Cell: 614-800-4164
- Email: victoria@selectassociationmanagement.com.

Visit OAMES website at www.oames.org – Annual Meeting & Exhibition information is posted on the association's home page in the "Feature" article and the "Upcoming Events" calendar.