



Pre-Conference Schedule

Monday, November 15

8:00 am – 5:00 pm

AAHomecare

Documentation – What You Need to Know and What Your Colleagues are Doing

Speaker: Bruce Brothis, President, Allegient Billing

Presented by: AAHomecare

Sponsored by: RemitDATA

Come find out what the requirements are and then network with peers on what the best practices are. This will be based on Medicare requirements, our most demanding payer; however what you learn can help to set up processes and systems for all other payers.

The VGM Group, Inc.

Sales Training University

Speaker: Louis Feuer, MA, MSW

Sponsored by: The VGM Group, Inc.

Sales Training University (STU) is an educational and dynamic conference designed to equip attendees for the highly competitive industry of HME sales. The program is filled with sales and marketing strategies, business advice, valuable tools to increase your revenues and features Louis' well known, hi-energy motivational delivery. You don't want to miss this outstanding educational event.

Billing Boot Camp®

Speakers: Jane Bunch, president of Jane's Healthcare Consulting, Inc

Sponsored by: The VGM Group, Inc.

Billing Boot Camp® is a comprehensive course that will cover aspects of your intake and reimbursement department. It is ideal for beginner to intermediate staff, and is a great refresher course for more advanced billing staff.

Quantum University

PMD Audit Survival Guide: Understanding Reimbursement & Documentation Guidelines for Standard and Complex PMD

(0.5 CEU/5.0 CEC approved by the University of Pittsburgh School of Rehabilitation and Science)

Speaker: Dan Fedor, General Manager of Education, Pride Mobility Products Corp.

Sponsored by: Quantum University Seminar/Pride Mobility Products Corporation

Most PMD claims are submitted electronically, none of the required documentation is actually sent in with the claim. There are two paths an electronic claim may take. The most likely is that the claim will pay without anyone even looking at it as there is nothing in the electronic claim to look at anyway. In this scenario payment is issued initially, however, receiving payment and keeping it are two different things. In

the future you may be asked to “prove” that you should have been paid for that claim via a post pay audit. The second path is that the claim may be developed for additional information. In this scenario a development letter is sent requesting the required documentation be sent to Medicare. This is known as a pre pay audit where Medicare will review all the documentation to determine if medical necessity has been met prior to issuing payment. Attendees will have an opportunity to audit several claims to ensure all I’s are dotted and all T’s are crossed. In this course attendees will learn the most efficient process to obtain all the necessary documentation for PMD reimbursement and effectively appeal denials.

The Science of Mat Evaluations and Wheelchair Prescription

(0.6 CEU/6.0 CEC approved by the University of Pittsburgh School of Rehabilitation and Science)

Speaker: Jay Doherty, OTR/L, ATP, Clinical Education Manager, Pride Mobility Products Corporation

Sponsored by: Quantum University Seminar/Pride Mobility Products Corporation

A proper wheelchair evaluation is essential to ensure the specific needs of an individual can be met by a particular wheelchair. The correct positioning is critical for a client’s comfort, health, productivity and independence. Individualized seating and positioning systems can enhance breathing capacities, prevent complications of pressure sores, minimize pain and improve functional abilities. This course will use clinical case studies to provide attendees with a hands-on approach to the evaluation process.

SIGVARIS

Venous Disease and Compression Therapy

Speaker: Judith Brannan, Education/Medical Affairs Manager, SIGVARIS, Inc.

Sponsored by: SIGVARIS, Inc.

SIGVARIS is offering a full day workshop for medical retail professionals who wish to learn more about medical conditions that are treated with compression therapy. SIGVARIS one-day fitter seminars are designed to provide the fitter of medical compression stockings with the needed medical knowledge to safely measure, fit and select the appropriate product for patients with veno-lymphatic disorders. ABC & BOC CEU’s are also available. This course also awards ABC/BOC CEUs to those who successfully complete the session.

Venous Disease and Compression Therapy

2010 Agenda

8:00-8:30 a.m.	Registration
8:30-9:15 a.m.	Circulatory System and Normal Anatomy of Venous System
9:15-10:00 a.m.	Venous Disorders and Treatments
10:00-10:15 a.m.	Break
10:15-11:15 a.m.	Varicose Veins <ul style="list-style-type: none">• Chronic Venous Insufficiency• DVT and Complications• Anti-embolism vs Medical Compression
11:15-11:30 a.m.	Compression Therapy
11:15-11:45 a.m.	Lymphedema
11:45 a.m.-12:00 pm.	Indications, Contraindications, Cautions of Wearing Compression Stockings
12:00-12:45 p.m.	Lunch – on your own

12:45-1:30 p.m.	Product Review – How to Determine Right Product for Patient
1:30-2:45 p.m.	Precise Fit Sizing System Workshop: How to Measure and Fit Compression Stockings
2:45-3:00 p.m.	Break
3:00-3:20 p.m.	How to Order, Care of Compression Stockings
3:20-4:00 p.m.	Your Role as a Fitter
4:00-4:30 p.m.	Final Exam and Evaluation

Permobil

Delving Into Best Practice - A Case & Evidence Based Approach

(0.7 CEUs approved by the University of Pittsburgh)

Speakers: Ann Eubank, MSSW, OTR/L, ATP Permobil, Inc.

Mark Schmeler, Ph.D., OTR/L, ATP University of Pittsburgh

Sponsored by: Permobil, Inc.

Through the use of a case study, this seminar will present and discuss strategies for the integration of best-practice procedures, evidence based practice, documentation, ethics and quality assurance techniques for the provision of power seat functions. Content will include topics related to seating and positioning concepts, recently published evidence on the application of seat functions including RESNA Position Papers, effective documentation, and how to measure valid and reliable outcomes. The 2010 seminar will cover a FULL Case Study from begin to end covering all the topics listed above. These strategies are intended to help attendees promote themselves and their services professionally in this new landscape. Attendees will also be given an opportunity to learn about Permobil's approach to these current topics as well as their resources and product applications.

Philips Respironics

Contemporary Issues Facing Homecare Providers

Speakers: Kimberly Snyder, US Marketing Manager, Philips Respironics

Mike West, Clinical Marketing Manager, Philips Respironics

Sharon Baer, Director of Medical Education, Philips Respironics

Cheryl Needham, Manager of Medical Education, Philips Respironics

Martin J. Bryson, B.S., R.R.T., Clinical Director, HiTech Healthcare

Beth Guevara, Sr. Manager, Reimbursement Planning, Philips Respironics

Sponsored by: Philips Respironics

This day long CEU series is aimed at homecare providers facing increased pressure to take care of their patients more efficiently and effectively. The Contemporary Issues Facing Homecare program is designed to address the most challenging issues facing homecare providers today. Topics for the program include: retail opportunities for the homecare provider, new options in managing the COPD or Asthmatic patient, increasing efficiency and management of the Sleep Apnea patient and an update on the latest reimbursement information as it relates to PAP therapy and oxygen reimbursement for your pulmonary patients. Please join us for this event developed specifically for Medtrade attendees. The program will be submitted to the AARC for credits associated with the program and complimentary breakfast and lunch is included.

8:00-9:00 AM Contemporary Opportunities in Retail for Homecare Providers

(Approved by AARC, 1.0 CEU)

Speaker: Kimberly Snyder, US Marketing Manager, Philips Respironics

Healthcare consumers are actively seeking homecare products, which presents retail opportunities for homecare providers. This session will focus on how to maximize your retail business by offering the products patients want, attracting them to your location and employing best practices in the store. We will look at the types of products that present retail opportunities, discuss marketing tactics for reaching homecare users and will review retail best practices.

9:00-10:00 AM Contemporary Issues in Respiratory Drug Delivery

(Approved by AARC, 1.0 CEU)

Speaker: Mike West, Clinical Marketing Manager, Philips Respironics

A variety of respiratory drug delivery devices are used to administer an array of inhaled pharmacological agents. Due to the device/drug formulations and manufacturing costs, patients are required to use different devices to self manage a chronic respiratory and/or systemic condition. The purpose of this lecture is to provide an overview of the challenges patients face with existing aerosol devices.

10:00 AM – Noon Contemporary Issues Regarding Sleep Apnea

(Approved by AARC, 2.0 CEU)

Speakers: Sharon Baer, Director of Medical Education, Philips Respironics; Cheryl Needham, Manager of Medical Education, Philips Respironics

This session will discuss 3 important aspects of sleep apnea, 1. the latest clinical evidence of regarding prevalence and treatment of sleep apnea, 2. Discuss new techniques to improve management of patients with sleep apnea and 3. Review new options associated with providing aftercare and supply replenishment for patient with sleep apnea.

Noon – 1:00 PM Lunch provided by Philips Respironics

1:00- 2:00 PM Contemporary Issues in Home Respiratory Care

(Approved by AARC, 1.0 CEU)

Speaker: Martin J. Bryson, B.S.,R.R.T., Clinical Director, HiTech Healthcare

With reimbursement changes continuing to affect homecare, how do you provide patient care while maintaining profitability? This session will discuss the role of the respiratory therapist in homecare as well as review productivity measures and ways to leverage clinical expertise to build your business.

2:00-3:00 PM Contemporary Issues in PAP and Oxygen Reimbursement

(Approved by AARC, 1.0 CEU)

Speaker: Beth Guevara, Sr. Manager, Reimbursement Planning, Philips Respironics

This session will provide the latest information on PAP and oxygen reimbursement, including competitive bidding, the local coverage policies and answers to your most pressing questions. Obtain up-to-date information on the current issues affecting your bottom line.

3:00-4:00 PM Contemporary Issues in Clinical Respiratory Pharmacology

(Approved by AARC, 1.0 CEU)

Speaker: Mike West, Clinical Marketing Manager, Philips Respironics

This session will provide attendees with an overview of contemporary issues in clinical respiratory pharmacology, with a focus on asthma and COPD. In this workshop, the speaker will provide an overview of asthma and COPD, review the guidelines for treatment of pediatric asthma, offer a medication review and discuss the pharmacological guidelines for COPD.

ResMed

Accelerate Your Momentum in Today's Sleep Business

Speakers:

Ann Tisthammer, BS, RRT, Vice President, Clinical Education, ResMed (Moderator)

Beth Richey, RRT, Clinical Manager – Southeast, ResMed

Kimberly Ake, RRT, NPS, Clinical Manager - Northeast, ResMed
Karyl Scott, RRT, Regional Clinical Specialist, ResMed
Jeremy Malecha, Sr. Product Manager - Sleep , ResMed
Greg Peake, Product Manager -Patient Interfaces, ResMed
Derek Tietze, Corporate Account Manager - Replenishment, ResMed
Christen Petit, Reimbursement Manager, ResMed
Sponsored by: ResMed

To remain successful in today's ever evolving sleep market the provider needs to understand the latest technology, most recent reimbursement guidelines, components of a profitable replenishment program and how to implement effective clinical and marketing tools. In addition to these topics we will also examine the existing clinical evidence of the various comorbidities associated with sleep-disordered breathing (SDB). Throughout each of the sessions you will learn how these topics may assist you in enhancing patient care as well as growing your business.

8:00 – 9:00 AM

Importance of a System Solution

(Submitted for AARC, 1 Hour)

Speaker: Beth Richey, RRT, Clinical Manager – Southeast, ResMed

Today we are continually challenged with ways to make our sleep-disordered breathing (SDB) patients more comfortable and have better adherence while continuing to maximize revenue opportunities. Learn the critical elements to success in treating SDB to achieve complete patient adherence through education, mask selection, PAP therapy choices and proper humidification.

9:00 – 10:00 AM

Gaining Momentum in Market Opportunities

(Submitted for AARC, 1 Hour)

Speaker: Karyl Scott, RRT, Regional Clinical Specialist, ResMed

Understand the sleep market opportunities by identifying comorbidities such as diabetes, cardiovascular disease, obesity and other emerging markets. SDB affects approximately 43 million adults with more than 80% undiagnosed. Recognize the relationship between these markets through clinical evidence and the existing opportunity to grow your business.

10:00 – 11:00 AM

Accelerate Patient Adherence with Today's Mask Technology

(Submitted for AARC, 1 Hour)

Speaker: Greg Peake, Product Manager -Patient Interfaces, ResMed

Masks are an important component of the therapy system for SDB. As the interface between the patient and device, the mask must fit appropriately in order to insure effective, comfortable therapy. Reinforce your knowledge with today's new mask technologies. Understand adherence factors associated with mask therapy.

11:00 AM–12:00 PM

PAP and Humidification Technology to Maximize patient Adherence

(Submitted for AARC, 1 Hour)

Speaker: Jeremy Malecha, Sr. Product Manager -Sleep, ResMed

Discover the most comfortable sleep apnea systems in the global market that drive maximum compliance. New innovations have provided additional features and benefits to help overcome challenges. Learn how today's superior technologies increase patient compliance through comfort, humidification and design.

Noon – 1:00pm Lunch provided by ResMed

1:00 – 2:00 PM

Getting Ahead in the Sleep Reimbursement Race

(Submitted for AARC, 1 Hour)

Speaker: Christen Petit, Reimbursement Manager, ResMed

This session will focus on the latest and greatest in recent reimbursement changes in the business of sleep: understand the new PAP and RAD policy changes, educate your referral sources about new Medicare bilevel and scripting criteria, and see what is on the horizon for payors in the next year. Attendees will learn how to boost their reimbursement knowledge, ensure compliance with Medicare criteria, and get paid!

2:00 – 3:00 PM

Speed up Your Profitability with Replenishment

Speaker: Derek Tietze, Corporate Account Manager, Channel Management, ResMed

Submitted for AARC, 1 Hour

This session will cover ways to understand the components of a profitable replenishment program by assessing options for enhancing your current program or developing a new one. Learn how these programs not only enhance patient care but also help to grow your sleep business.

3:00 – 4:00 PM

PCP: Coaching them through the Sleep Apnea Game

(Submitted for AARC, 1 Hour)

Speakers: Kimberly Ake, RRT, NPS, Clinical Manager- Southeast, ResMed

Karyl Scott, RRT, Regional Clinical Specialist, ResMed

Describe the current sleep industry status as it relates to referral sources. Recognize what clinical and marketing tools are available for primary care providers (PCP) to begin screening. Discover how to hit a home run through identifying PCP opportunities to grow your business.