



News Release

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Medtrade Spring Conference Program Offers Pertinent Content for HME Providers

ATLANTA—January 23, 2008—The vast amount of issues facing the home medical equipment industry continues to escalate and providers must stay current to survive. Fortunately, attendees at Medtrade Spring 2008 will have the opportunity to learn from the industry’s leading experts how to reposition their businesses to create future success. The event will take place May 6 – 8 at the Long Beach Convention Center in Long Beach, Calif. Produced by Nielsen Business Media, Medtrade Spring 2008 will present over 70 educational events and will showcase over 90,000 square feet of exhibit space.

“Over the past several years, the educational programs at Medtrade have become increasingly important to the attendees. With the regulatory changes that seem to be hitting the HME industry on an almost-daily basis, education is becoming a lifeline for successful HME companies,” says Jeffrey S. Baird, an attorney with Amarillo, Texas-based Brown & Fortunato and member of the Medtrade Education Planning Committee.

The educational conference will focus on the topics that are critical to success in home healthcare, including accreditation, business operations, industry updates, information technology, legislative and regulatory issues, mergers and acquisitions, rehabilitation and assistive technology, reimbursement, respiratory issues, sleep-disordered breathing, and sales and marketing.

The issue of national competitive bidding and its impact on the home healthcare industry will be addressed throughout the conference.

“Medtrade Spring 2008 is more important than ever with the announcement of bid areas for the second round of competitive bidding,” says Kim Brummett, vice president of reimbursement and contracting, Advanced Home Care, Greensboro, N.C. “Now, we can honestly say this affects most of us and it is time to be sure

we understand our cost of doing business and how to be prepared for competitive bidding.”

Some of the Medtrade Spring educational sessions that will address the impact of competitive bidding include:

- Activity-based Costing... Streamlining Your Operations for Profitability by Jane Bunch, CareCentric
- Competitive Bidding: What Went Wrong in Round One and How HME Providers Can Better Prepare for Round Two by Mark J. Higley, the VGM Group
- Competitive Bidding: How to Succeed and Proactive Steps If You are Not Awarded a Contract by Jane Bunch, CareCentric, Mark J. Higley, the VGM Group, and Jeffrey S. Baird, Brown & Fortunato
- AAHomecare’s Washington Update by Tyler Wilson and Walt Gorski, AAHomecare
- The Current Status of Legislative Activity by John Gallagher, the VGM Group
- What if I Don’t Win the Bid... How Do I Keep My Business Going? by Claudia Amortegui, The Orion Group
- Joint Ventures and Competitive Bidding Networks for HMEs by Amy Leopard, Walter & Haverfield

The cost to attend the educational conference is \$235, which includes all sessions and the exposition. However, attendees who register by April 1 can register for only \$170.

Participation in the conference program and the ability to discuss new products and technologies with Medtrade Spring exhibitors is essential for HME providers who are determined to succeed.

According to Mary Ellen Conway, president of Bethesda, Md.-based Capital Healthcare Group, Medtrade Spring consistently offers an opportune time to visit with exhibitors, attend educational sessions and network with peers.

“Once again, there's more new information from CMS on competitive bidding and mandatory accreditation and this annual event offers fortuitous timing for providers to get the up-to-date information in one place from all of the experts in order to prepare for their required tasks this summer,” she says.

Medtrade Spring 2008 will be held May 6 – 8 in Long Beach, Calif. For more information about the event, please visit www.medtrade.com or call (800) 933-8735. Nielsen Business Media’s upcoming healthcare events include Medtrade 2008, which will take place October 28 – 30, 2008, in Atlanta.

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