

**FOR IMMEDIATE RELEASE – Sept 5, 2018**

**New Competitive Bidding Track at Medtrade Addresses 2019 Gap Period**

***Baird, Higley, Bachenheimer, Brummett, and Moody take the reins in new CB track.***

ATLANTA – On Jan 1, 2019, any willing provider will be able to participate in the Medicare program, regardless of prior bidding “wins” or losses. What should providers do? Educational advisory board (EAB) members at Medtrade will outline all of the options, possible actions, and consequences in a new educational track dubbed “The *New Competitive Bidding*.”

Medtrade is little more than a month away, but EAB members responded quickly to install the new track in an effort to help attendees deal with the so-called “gap period,” which could last up to 18 months. “If you are considering a dive back into Medicare when the gap period starts on Jan 1, 2019, Medtrade is the ideal place to learn literally everything about your options,” says **Kevin Gaffney**, group show director. “Our EAB has responded quickly with a brand new track, sponsored by the law firm of Brown & Fortunato.”

The special educational track of five sessions features: **Jeffrey S. Baird**, JD, Brown & Fortunato; **Mark Higley**, VGM; **Cara Bachenheimer**, Brown & Fortunato; **Kim Brummett**, AAHomecare; and **Todd Moody**, Brown & Fortunato.

The track is available to all attendees who purchase an educational conference pass. Come hear what the experts have to say about the CMS proposal, industry recommendations, and next steps in the process.

“The track will address: (i) a historical view of CB and how CB so quickly ‘went off the rails;’ (ii) meaningful changes to CB contained in the anticipated Final Rule; (iii) how reimbursement will be set under the anticipated Final Rule; and (iv) practical steps to submit a bid,” says Baird. “In addition, the track will have an interactive question and answer session with industry CB experts.”

[Click Here](#) for an extended article by Jeff Baird that outlines more reasons for the new track.

[Click here](#) to register for Medtrade 2018.

Copy and paste: <https://registration.experientevent.com/ShowMTH181/?flow=attendee>

**About Medtrade Spring and Medtrade**

Medtrade and Medtrade Spring are the two largest home medical equipment trade events in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the shows gather hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade and Medtrade Spring are owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of our shows dating back several decades. We currently operate more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by *TSNN*, as well as numerous other events. Our events connect over 500,000 global attendees and exhibitors and occupy more than 6.9 million NSF of exhibition space. We have been recognized with many awards and accolades that reflect our industry leadership as well as the importance of our shows to the exhibitors and attendees we serve. More info about Medtrade Spring and Medtrade can be found at [www.medtrade.com](http://www.medtrade.com)

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