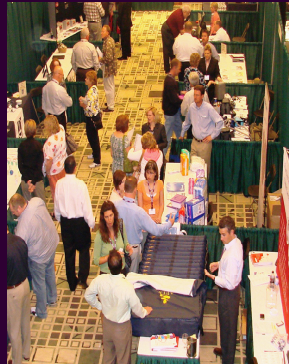


# **Create Your Business Blueprint for 2013 & Beyond!**



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**REGISTRATION DEADLINE EXTENDED:  
April 12, 2013**

**2013 Pre-Convention  
Reimbursement and Rehab Programs  
Wednesday, April 17, 2013**

**2013 Spring Convention & Exhibition  
Thursday & Friday, April 18 - 19, 2013  
Omaha, Nebraska**

**YOUR SATISFACTION IN THE QUALITY OF THIS EVENT IS  
GUARANTEED! SEE INSIDE FOR DETAILS!**

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**Midwest Association for Medical Equipment Services**

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# All MAMES 2013 Spring Convention & Exhibition events will be held at:

**DoubleTree Hotel & Executive Meeting Center**  
**1616 Dodge Street Omaha, Nebraska 68102**

**Reservations:** Reservations for this event can be made directly by calling 1-800-222-TREE or online at [www.doubtree.com](http://www.doubtree.com) or at: [www.mames.com](http://www.mames.com) on our Spring Convention Events page.

**Room Rates:** A limited block of rooms has been set aside at \$109.00 per night plus all applicable state and local taxes. MAMES has negotiated FREE high speed internet access as a part of this MAMES room rate as well as complimentary parking in both attached garages with a 6' 5" height restriction.

*Cut off for the MAMES room rate is 5:00pm, March 27, 2013 or when sold out. Early reservations are recommended and appreciated.*

**Transportation Information:** Courtesy Bus Complimentary, Approximate Taxi 10.00 USD, Self Parking at Hotel - \$7.00 per day.

**Area Airports:** Eppley Airfield: Distance from hotel: 4 mi. Drive time: 10 min. Directions: Exit airport left on to Abbott Dr. Abbott Dr. turns into Cuming St. Turn left on 14th St. Turn right on Dodge St. Turn right on 16th St. which is entrance of hotel and parking garage on the right.

#### **Directions to Hotel:**

**From the East:** I-80 West to Hwy 75 North. Take I-480 East to the 14th Street Exit. Continue straight on 14th Street to Dodge Street. Turn right at Dodge Street to 16th Street. Turn right into the DoubleTree Hotel Entrance. The parking garage is on the right-hand side.

**From the West:** I-80 East through Omaha to I-480 East. Take I-480 East to the 14th Street Exit. Continue straight on 14th Street to Dodge Street. Turn Right on Dodge street and go to 16th Street. Turn right at 16th and you will be at DoubleTree Hotel Entrance. The parking garage is on the right-hand side.

**From the North:** I-29 to I-480 West to Omaha. Take Exit 3 for 14th Street. Turn left onto 14th Street. Continue straight on 14th Street to Dodge Street. Turn right on Dodge Street to 16th Street. Turn right at 16th and you will be at DoubleTree Hotel Entrance. The parking garage is on the right-hand side.

**From the South:** I-29 North to I-480 West to Omaha. Take Exit 3 for 14th Street. Turn left onto 14th Street. Continue straight on 14th Street to Dodge Street. Turn right on Dodge Street to 16th Street. Turn right at 16th and you will be at DoubleTree Hotel Entrance. The parking garage is on the right-hand side.

**MAMES would like to suggest that you dress in a fashion that allows you to adapt to the changing temperatures in the presentation rooms. Temperatures vary throughout the day and often start out cool and warm as the day progresses, dressing in a layered fashion will make for a more comfortable session.**

## ***NOT A MAMES MEMBER***

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*The Midwest Association for Medical Equipment Services (MAMES)*  
*Growing in numbers - Growing in strength - Growing through unity!*

***"We are so confident in the value of these programs, that we will guarantee this event will provide you and your company with tools you will use. You can rise above and create a new business blueprint for your company for 2013 and beyond. If you are not 100% satisfied with the value you receive from these programs we will refund your entire registration fee."***

***Gerald Sloan, MAMES President***



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**Pre-Convention Reimbursement Program**

**WEDNESDAY, April 17, 2013**

**8:00am - 5:00pm**

*VGM Education is authorized by IACET to offer 0.7 CEUs for this program.*

**Important note: This program is being offered separate from the convention and requires an additional fee. See registration form for details and pricing information.**

**Billing and Reimbursement Road Show**



Presented by Peggy Walker, RN,  
Billing and Reimbursement Adviser, U.S. Rehab



**“Reimbursement Rules:  
Doing the Right Thing at the Right Time”**

*This seminar is a hands-on workshop that takes you through the Medicare billing process from start to finish. We will discuss basic billing rules for all DME, as well as how to work through a denied claim. We will review the effective use of ABNs, how to bill for repairs, and the proper documentation requirements for Mobility Assist Equipment. Fraud and abuse issues and current medical policy updates will also be discussed.*

**Learning Objectives:**

1. Discuss proper Medicare billing procedure for all DME and repairs.
2. Identify medical policy updates and changes.
3. Review effective use of ABNs.
4. Review documentation requirements for Mobility Assist Equipment.
5. Review proper follow-up procedures when receiving a denied or rejected claim.
6. Define fraud and abuse issues relating to DME.

**Topics Covered Include:**

- Medicare basic rules and reimbursement issues relating to general DME/HME, oxygen, rehab, bariatric and pharmacy.
- Medicare policies updates.
- Categories - How do you know what item fits into which category?
- ABN's - How can I use these effectively?
- Repairs - How do I get them paid? What information do I need?
- MAE (Mobility Assist Equipment) - Updates and changes.
- PMD (Power Mobility Devices) - Updates, changes and documentation requirements.
- Top 10 denials and how to work them.
- Fraud and abuse issues.

**Sponsored By:**



**This seminar is recommended for:**

(Basic/Intermediate Level)

- Billing personnel
- PTs/OTs
- Order intake staff
- Provider-based owner/operators
- Rehab techs
- Sales and customer service staff

*VGM Education is authorized by IACET to offer 0.7 CEUs for this program.*

*Completion requirements for this program - In order to receive proper credit for VGM Education sessions, you must complete the following requirements: sign in before the session begins; be present for at least 90% of the session; complete a program evaluation at the conclusion of the session. Credit will not be awarded if all of these requirements are not met.*

VGM Education's Privacy Policy: [http://vgmu.com/privacy\\_policy.asp](http://vgmu.com/privacy_policy.asp)

**\*MAMES reserves the right to change the schedule.**

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**Pre-Convention Rehab Program**

**WEDNESDAY, April 17, 2013**

**8:00am - 3:15pm**

**.6 CEU's available**

**Important note: This program is being offered separate from the convention and requires an additional fee. See registration form for details and pricing information.**

**PRE-CONVENTION REHAB PROGRAM**

**Clinically Speaking: A Practical Guide to Evaluation and Documentation for Seating and Wheeled Mobility**

**Presented By: Julie Piriano, PT, ATP/SMS Director of Rehab Industry Affairs**



**Course level: Beginner/Review and Intermediate**

**Target Audience: Licensed/Certified Medical Professional, Rehab Professional, Reimbursement & Billing Specialists**

This course will examine the questions outlined in the National Coverage Determination for Mobility Assistive Equipment and examine the coverage criteria and clinical benefits of manual wheelchairs, power mobility devices, wheelchair seating and positioning and power seating functions, provide the clinician with practical tools to incorporate into the evaluation and documentation requirements; and assist the supplier in reading and interpreting the information in the medical record to determine when to provide the equipment that is recommended.

At the conclusion of the course the participant will be able to:

- \* Relate 5 standard evaluation findings (Balance, Strength, Range of Motion, Tone/Reflexes and Sensation) to the clinical indication and functional limitations typical of chronic medical conditions and neurological diagnoses.
- \* Evaluate for timely ambulation, execute a "Timed Up and Go" test proficiently and/or relate the findings to the recommendation of a gait aid.
- \* List the 3 axel adjustments on an ultra-lightweight manual wheelchair and relate them to the evaluation and documentation of safe, timely and independent manual wheelchair operation.
- \* Name 4 considerations involved in the selection of a power mobility device.
- \* Discuss and utilize evidenced based research and apply to clinical decisions in the selection of power positioning systems.
- \* Relate the sequence for postural evaluation with the clinical decision making process for the recommendation of seating, positioning and wheelchair components.

**Course Breakdown:**

- 8:00 - 9:00am Diagnosis, prognosis and evaluation consideration of Chronic Medical Conditions and Neurological Diagnoses  
Evaluation and documentation expectations of the patient-product match: gait aids
- 9:00 - 10:00am Evaluation and documentation expectations of the patient-product match: manual wheelchairs
- 10:00 - 10:15am Break
- 10:15 - 12:15am Evaluation and documentation expectations of the patient-product match: power wheelchairs
- 12:15 - 1:00PM Lunch (Box lunch provided)
- 1:00 - 2:00pm Evaluation and documentation expectations of the patient-product match for single and multiple power functions
- 2:00 - 2:15pm Break
- 2:15 - 3:15pm Evaluation and documentation expectations of the patient-product match: seating and positioning components

***\*MAMES reserves the right to change the schedule.***

**Reimbursement or Rehab Program Fee includes: Refreshments, Lunch, Plus handouts & continuing education credits (Note: No Breakfast being served)  
\$175.00 per FIRST MAMES MEMBER Company employee attendee, \$145.00 per each attendee thereafter (no limit)  
\$225.00 per each non-MAMES Member attendee Go to: [www.mames.com](http://www.mames.com) for membership info.**

**REGISTRATION AND PAYMENT MUST BE RECEIVED BY: March 26, 2012 SEE INCLUDED REGISTRATION FORM or REGISTER ON-LINE at: [www.mames.com](http://www.mames.com) Events Page**

**Note: A discount is available to MAMES Members if you also attend the 2013 MAMES Spring Convention & Exhibition!**

**TERMS and CONDITIONS:** Cancellations must be received in writing at the MAMES office no later than March 15, 2013 to qualify for a refund less a \$30.00 processing fee. MAMES reserves the right to cancel meetings due to emergencies, insufficient registrations etc. MAMES takes pride in presenting speakers on topics of interest and the speakers we offer are widely recognized as experts in their field. However, the MAMES staff, its officers and Board of Directors are not able to evaluate the accuracy and content of their presentations which are highly technical in nature and often require professional judgements. For this reason MAMES and its staff, officers and directors assume no liability growing from advice and information such speakers present.

# MAMES

## 2013 Spring Convention & Exhibition "Create Your Business Blueprint for 2013 & Beyond!" Wednesday, April 17 and Thursday, April 18, 2013 Schedule of Events

### Wednesday, April 17, 2013

**8:00pm to 10:00pm Vendors Reception with the Convention Attendees**

Join us at this casual gathering as we network with our vendors who are invaluable to our convention and thank them for their participation. There will be a cash bar and hors d'oeuvres. MAMES attendees and vendors will be offered two free beverage tickets compliments of the Doubletree Hotel.

### Thursday, April 18, 2013

**7:00am to 8:00am Registration & Continental Breakfast** (Light Continental Breakfast included in registration fee)

**8:00am to 8:30am Welcome, Opening comments & MAMES Business meeting with Board of Director Elections**  
MAMES President Gerald Sloan

**8:30am to 9:45am Keynote Speaker: The Healing Power of Humor: Dr. Stuart Robertshaw, Professor Emeritus of Psychology and Education at the University of Wisconsin-La Crosse and an Attorney, will share his personal journey which began in September, 1987 when he started a review of the research on the benefits of humor. On June 28, 1990, he announced the formation of the National Association for the Humor Impaired. The Association has received national attention from the press in over 144 newspapers, 180 radio stations and has been featured in magazines such as Family Circle and Mature Outlook. Dr. Robertshaw, whom the press refers to as "Dr. Humor," currently serves as President and Chief Executive Officer of the Association. Dr. Robertshaw will share with you what he has learned about the psychological and physiological benefits of humor and laughter as they relate to taking care of ourselves.**

**9:45am to 10:00am Telephone and Email Break** (Beverages provided included in registration fee)

**10:00am to 12:00pm Washington Update - Legislative Issues Impacting HME: John Gallagher, The VGM Group, Cara Bachenheimer, Invacare Corporation** HME suppliers must stay attuned to the discussion in Washington as the industry continues to be in the crosshairs. This portion of the session will provide participants with recent and timely information and government updates, discussing what they mean for the HME/DME industry. Topics will include current health care discussions, as well as discuss the following hot-topic DME issues:

- Market Pricing Program (MPP)
- Medicare "Doc Fix"
- The DME Competitive Bidding Program
- Health care reform

**Sponsored by: The VGM Group, Invacare Corporation**

**12:00pm to 1:30pm Lunch with Exhibitors** Please join us for lunch (included in registration fee). This is a prime opportunity to network with our vendor partners and other providers. At this time we will also be recognizing our 2013 MAMES Annual and Convention Sponsors.

**1:30pm to 3:15pm HME Business Roundtable Discussion: Moderator: Wayne Grau The MED Group** With Medicare competitive bidding, Medicaid moving to managed care, continued cuts in reimbursement, increases in audits, etc., how do we move forward in 2013? Join our discussions of what other suppliers are doing to create a new business blueprint for 2013 & beyond.

**Sponsored by: The MED Group**

**3:15pm to 3:30pm Telephone and Email Break** (Beverages provided included in registration fee)

**3:30pm to 6:00pm Exhibit Hall Open with reception, silent auction and door prize drawings** Please show your support and appreciation by joining your fellow attendee's in visiting with this year's exhibiting vendors. See what's new, revisit the familiar, find new ways to improve your bottomline with new products and improved proven products. Join us for the vendor reception while continuing to visit with our vendors. Compete with fellow attendees in bidding on the fantastic silent auction items provided by this years vendors. Visit every booth and be eligible for this year's vendor door prizes. **MUST BE PRESENT TO WIN**

**MAMES will again be providing: Six random drawings between 3:30 and 5:30pm for packages with cash, beverage tickets and education discounts - must be present to win.**

**Sponsored by: A/R Allegiance and Fisher & Paykel**

**6:00pm to 6:30pm Break/Cash Bar Open** Take this opportunity to network with your peers!

**6:30pm Dinner Reception**

**7:00pm 2013 President's Reception and Dinner and Award Presentations**

Join our attendees and vendors for a sit down dinner and unwind from a busy day. Learn who the 2013 MAMES Member of the Year Award winners are. Stay for the 2013 MAMES Spring Convention & Exhibition after dinner entertainment. (Dinner included in Registration Fee)

**2013 President's Dinner Sponsored by:  
16TH CONSECUTIVE YEAR!**

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# MAMES

**2013 Spring Convention & Exhibition**  
**"Create Your Business Blueprint for 2013 & Beyond!"**  
**Friday, April 19, 2013**  
**Schedule of Events**

## **Friday, April 19, 2013**

**7:30am to 8:30am**      **Registration and Networking Continental Breakfast with state members:** *Network with your state members while enjoying a casual breakfast. At 8:00am, join in the discussions with your MAMES Board of Directors in the issues happening at the state level and what opportunities exist to work together on those issues. (Light Continental Breakfast included in registration fee)*

**8:30am to 9:30am:**      **Homecare Employers and Preparation for Compliance with Affordable Care Act: Mark Higley, VGM Group.** *The focus on the Affordable Care Act relates to its insurance reform provisions and the changes to Medicare Parts A and B. Changes to HME, home care and hospice are meaningful and substantial. There are mandates that every provider needs to understand and prepare for. While the ACA does not require businesses to provide health benefits to their workers, larger employers face penalties starting in 2014 if they don't make affordable coverage available. Mark will present a simple flowchart to illustrate how that employer responsibilities work. As providers, the ACA will incur additional regulatory burden to operations and require adaption to a leaner payment environment. This session will suggest measures for providers to ready themselves on the fiscal and policy front, as well as to prepare for mandates and policy changes affecting employers.*

**9:30am to 9:45am**      **Telephone and Email Break** *(Beverages provided included in registration fee)*

**9:45am to 10:45am**      **Assessing the Financial Health of Your HME/DME Company: Craig B. Hittle, MBA, Senior Manager, Health Care Team, Somerset CPAs.** *Now more than ever it is critical that HME/DME companies focus on the financial health of their business. Taking an objective and critical approach to analyzing and managing your financial condition is vital to successfully managing the business as a going concern and to maximizing value to the owners. Being "healthy" however means much more than simply operating in the black and addressing issues only when they arise. There are a significant number of financial and statistical measures that should be reviewed monthly, quarterly, and annually to truly measure how well your HME/DME company is performing and to pro-actively manage your business. Additionally, managing your equipment, inventory, receivables, company debt and patient payer mix on a regular basis is critical to maintaining healthy cash flows in such a challenging environment. Your success in doing so can be the difference between surviving and thriving or struggling to keep the doors open.*

*Learning Objectives include:*

- *Critical analysis of your income statements, balance sheets and statements cash flows*
- *Comparative analysis of your performance to key industry benchmarks and metrics*
- *Assessing and managing your major expenses – staffing, equipment and inventory*
- *Assessing and managing your products and service offerings and operating margins*
- *Products/services diversification and the impacts of diversity and/or specialization*
- *Capital structure and financing strategies*
- *Debt use, debt procurement and debt management*
- *Financial pitfalls to look out for*
- *Impact of financial health on business valuation*

**10:45am to 11:00am**      **Telephone and Email Break**      *(Beverages provided included in registration fee)*

**11:00am to 12:30pm**      **Concurrent Education: Choose either the Reimbursement Track or Management Track**

### **Medicare Audit Track:**

**11:00am to 12:30pm**      **Medicare Audits: Your Proactive and Reactive Plan Wayne van Halem, The van Halem Group.** *Never before has the government been more intent on reducing improper payments. The current administration is dramatically increasing funding for audit activities in an effort to help fund healthcare reform initiatives. This means more auditors conducting more audits. Rather than trying to provide ways to avoid the unavoidable, this presentation will guide companies on what they can do to prepare in advance so that when it does happen, the effects are minimal. It provides a more cost-effective approach for providers to be proactive in implementing internal controls as opposed to waiting until it's too late. This presentation will also provide information on developing an appropriate and tested response plan once you are being audited to assure that you navigate the process quicker and easier.*

- *Learn what types of audits you are subject to and their general processes*
- *Learn what are your risks and where you are vulnerable to issues being identified*
- *Learn what internal controls you can implement to better prepare yourself*
- *Learn what is expected of you once you receive an audit notice*
- *Learn what your rights are as a provider being audited*

### **Management Track:**

**11:00am to 12:30pm**      **Home Modification Accessibility Program Panel** *MAMES recently formed a Home Modification Accessibility Committee whose mission is to create and maintain a high level of ethical standards for the home modification/accessibility industry through professional education, credentialing, advocacy, and collaboration. With many suppliers looking for opportunities to do some form of Home Modification Accessibility programs within their companies, or if you are already in the business, join in the discussions of the issues and opportunities. Speakers, Jerry Keiderling, AHIA, MAMES Home Modification Accessibility Committee Members*

**\*MAMES reserves the right to change the schedule.**

# INTRODUCING OUR PRESENTERS

## *The Constant Changes in Reimbursement - PRE-CONVENTION PROGRAM*

**PEGGY WALKER** has been the Billing & Reimbursement Advisor for US Rehab/VGM for over 13 years. She assists US Rehab/VGM members with pre-pay review of Rehab and other Medicare/Medicaid/Private insurance issues. She works with new and existing VGM group providers to assist them in completing the NSC 855S form. She worked with the Region C DMERC as lead nurse in Post Pay review and assisted with development of coverage criteria for many different medical policies. She serves as the Education A Team Leader for the Jurisdiction C Council, a member of CRMC (Rehab Council for AAH), member of Jurisdiction D NSC DAC (DMERC Advisory Council) & Region A & Bs POE (provider outreach and education team). She is very active with state associations, state Medicaid's, manufacturers, and private pay insurances in education of the payer sources for all types of DME. She also offers Community Forums to educate referral sources about their responsibilities in the documentation process. She presents at state associations on numerous subjects: Respiratory (Oxygen, C-PAP, RAD); Documentation required in your files; Mobility Assist Equipment; Power Mobility; Probe review Audits (pre and post pay); ABNs; Repairs; and the NSC process. She has been very much involved in current issues and has taken the lead on CMS hot spots such PECOS, National Supplier Clearing House, and the new "look back" documentation requests from post pay independent contractors.

**Clinically Speaking: A Practical Guide to Evaluation and Documentation for Seating and Wheeled Mobility - PRE-CONVENTION PROGRAM Presented By: Julie Piriano, PT, ATP/SMS Director of Rehab Industry Affairs**

## *MAMES is proud to present our 2013 MAMES Spring Convention Keynote Speaker:*

**DR. STUART ROBERTSHAW** received his Bachelors degree in Education from MacMurray College in 1965, his Masters degree in Psychology from Illinois State University in 1968, his Doctorate in Special Education from the University of Kansas in 1971 and his law degree from the University of Wisconsin Law School in 1978. From 1971 until 1998, he was a professor of Psychology and Special Education at the University of Wisconsin-La Crosse. In June of 1998, Dr. Stuart Robertshaw retired from the University to assume full time responsibilities as President and CEO of the National Association for the Humor Impaired.

## *Homecare Employers and Preparation for Compliance with Affordable Care Act:*

**MARK HIGLEY, VICE PRESIDENT OF DEVELOPMENT, VGM GROUP** is responsible for analysis of governmental, regulatory and compliance issues affecting the DMEPOS industry, including national competitive bidding, health care reform, oxygen benefits, and other recent provider issues. He sits on the AAHomecare Regulatory Committee and a frequent speaker at HME industry events. Mark received his M.B.A from the University of Iowa, and earned undergraduate degrees in Finance and Economics. Previously, he held positions with the Arena Football League and with Deere & Company.

## *Assessing the Financial Health of Your HME/DME Company:*

**CRAIG B. HITTLE, MBA, SENIOR MANAGER, HEALTH CARE TEAM, SOMERSET CPAS.** and his firm provide accounting, finance, and consulting services with a primary focus on financial analysis, business valuation, acquisitions and business transactions, and hospital alignment strategies. Craig has significant experience in DME business valuation and due diligence, financial and operations consulting, Medicare competitive bidding, and strategic planning.

## *Reimbursement Session: Medicare Audits: Your Proactive and Reactive Plan*

**WAYNE VAN HALEM**, President and Founder of The van Halem Group in Atlanta, GA, helps providers navigate complex issues related to Medicare and Medicaid audits, appeals, enrollment, and compliance. A former auditor and national Appeals Director with Medicare, Wayne is also a published author and well-known lecturer. The van Halem Group consultants and clinicians are former HHS or Medicare contractor employees, and clients benefit from their first-hand knowledge and perspective. He is an Accredited Healthcare Fraud Investigator and Certified Fraud Examiner and has served on the faculty of both organizations.

## Thank You to Our 2013 MAMES Convention Sponsors!



President's Dinner Sponsor  
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Pre-Convention & Convention  
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# INTRODUCING OUR PRESENTERS

## ***Washington Update - Legislative Issues Impacting HME:***

**JOHN GALLAGHER** is vice president of Government Relations for The VGM Group, Inc. in Waterloo, Iowa, the largest organization representing independent durable medical equipment providers. In his position, John oversees key government and regulatory affairs that pertain to the durable medical equipment (DME) industry. As a veteran of the home medical products industry, Gallagher has amassed thousands of miles, traveling across the country to educate both the state associations and independent providers on regulatory and government issues. Additionally, John has been conducive in working with independent providers and state associations to promote the DME industry, while advocating for beneficiaries' access to quality care.

John has also worked tenaciously to promote upstanding service within the home medical equipment industry. In 2005, Gallagher was elected to join the Healthcare Quality Association for Accreditation (HQAA), serving as the president of the board from 2005-2007. As a board member, John has worked closely with the association to create quality standards for accrediting DME providers to ensure that they meet the high standards of the industry.

In 2008, John became a board member of the Fraud Eradication Advisory Team (FEAT), a unique advisory council that is comprised of industry leaders who have shown a commitment to eliminating fraud, waste and abuse in the DME industry. Recognizing that John is a prominent champion in the fight against fraud, the organization elected Gallagher as an executive team member to collaborate with other industry leaders, as well as Congressional staffers on ideas and solutions to combat fraud.

Prior to joining VGM, John served as the Vice President of North American Sales for Osbon Medical Systems and remained in that position through two mergers/acquisitions with both UroHealth Medical and Imagyn Medical Technologies. In 1998, Gallagher teamed up with Julian Osbon to form a new medical equipment company, SOMA BLUE Medical, where he served as Vice President of North American Sales until he moved to Rhodes Financial Services as the Director of Sales and Marketing. During his time at Rhodes Financial Services, Gallagher served as liaison between the company and various government agencies. He also served on monthly IRS and SBSE (Small Business - Self Employed) forums that dealt with issues affecting the tax industry and tax software development.

Gallagher is an Iowa native and earned a Bachelor of Science degree from the University of Northern Iowa and a master's degree in management from the State University of New York - Binghamton. He also received his Regular Army Commission from the University of Iowa, and served as a US Army Signal Corp. Officer from 1983 until 1989, when he resigned his commission with the rank of Captain.

As the vice president of Government Relations, John shares VGM's vision to not only support the common goals and interests of the home medical equipment, respiratory, and infusion industry, but also to influence how the industry is viewed and supported by both the general public and the government officials at the local, state, and national level. John has fulfilled his duties with the VGM Group since July 31, 2002.

**CARA C. BACHENHEIMER**, Esquire, is Senior Vice President of Government Relations for Invacare where she is responsible for the company's federal lobbying activities with Congress, the Administration and the federal regulatory agencies.

Prior to joining Invacare in October 2003, Cara was a partner in the Washington, D.C. office of the National Health Law Practice of Epstein Becker & Green, P.C. She specialized in legislative and regulatory matters arising under the Medicare, Medicaid, and other third party payment programs. Ms. Bachenheimer also practiced in the firm's Health Care Fraud Practice Group and counseled clients on Medicare and other health care compliance issues, and lobbied Congress and regulatory agencies on her clients' behalf. Ms. Bachenheimer focused her practice on regulatory, federal legislative, government relations and HIPAA matters for ancillary service providers such as retail pharmacies, home health care providers as well as medical device manufacturers, distributors and other companies involved in the health care industry. She also assisted drug and device manufacturers in navigating complex coding, coverage and reimbursement challenges faced by their new technologies.

Ms. Bachenheimer has over 10 years experience in national coalition and association management covering all functions, including government relations. Ms. Bachenheimer held the position of Vice President, Member Services for the American Association for Homecare (the national trade association for home health care providers). Prior to that position, Ms. Bachenheimer spent 10 years with the Health Industry Distributors Association (HIDA) where she held the positions Vice President, Membership Services; Executive Director, Home Care and Long Term Care; and Director, Government Relations. During her tenure with HIDA, Ms. Bachenheimer represented HIDA members' interests before Congress, the Health Care Financing Administration, the Office of Management and Budget, and the Food and Drug Administration. In 1999, Ms. Bachenheimer was cited as one of the "Top 10 Most Influential People in the HME Industry" by Home Medical Equipment News.

Ms. Bachenheimer received her law degree from Georgetown University and her undergraduate degree from Trinity College in Connecticut. She is a member of the American Bar Association, American Health Lawyers Association and Women in Government Relations. Ms. Bachenheimer is admitted to practice law in Maryland and the District of Columbia.

## ***HME Business Roundtable Discussion: Moderator:***

**WAYNE GRAU**, Vice President, Sales started his career with Pride Mobility in 1991 as an area manager for the Southwest region. In this capacity he was sales manager in charge of growing mobility products (lift chairs, and scooters) for Texas, Oklahoma, Arkansas, and Louisiana. Wayne spent six years as founder of 2 Durable Medical Equipment and Rehab Companies in the southeast.

In 2002 Wayne rejoined Pride Mobility Products as Senior Area Manager in charge of growing mobility products and Rehab product lines for the New England area.

Over the last 18 years, Wayne has gained a vast amount of knowledge in the rehab industry by working for both manufacturer's and Providers. As a result, Wayne was a formative member of Pride Mobility's team and in 2006 Wayne was promoted to Director of Rehab Industry Affairs, manager in charge of coordinating Pride Mobility Products efforts to support rehab providers in regards to legislation and regulatory issues. In 2007, Wayne left Pride Mobility Products to work on a Congressional campaign. After the election Wayne accepted a position with The MED Group as Sales Team Leader.

Wayne has served as a member of MAMES (Midwest Association of Medical Equipment Suppliers) legislative affairs committee, a chairperson for NEMED (New England Medical Equipment Dealers Association) legislative affairs committee as well as a board member of the following organizations: NCART, NHSCIA (New Hampshire Spinal Cord Injury Association), and NEMED. Wayne is a graduate of the University of North Texas with a Bachelors of Business Administration in Marketing. Wayne can be reached at: 800.825.5633 Ext. 1101 | [wgrau@medgroup.com](mailto:wgrau@medgroup.com)

**MAMES**



**MAMES**

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Website: [www.mames.com](http://www.mames.com)

**MAMES**



All questions regarding the 2013 MAMES Spring Convention & Exhibition or about MAMES Membership should be directed to Rose Schafhauser, Executive Director, at the MAMES office.

## ***SAVE THE DATE!***

### ***2013 MAMES FALL PRE-CONFERENCE and CONFERENCE***

***October 23 - 25, 2013***

***Treasure Island Resort and Casino***

### ***DID YOU KNOW?***

- \* That MAMES has launched a new MAMES website with exciting new features from top to bottom go to: [www.mames.com](http://www.mames.com) today!
- \* That the MAMES website host over 200,000 page views per year!
- \* That the MAMES FYI MONDAY newsletter is the only state or regional association newsletter produced weekly!
- \* That as a MAMES Member you may search past FYI MONDAY newsletters for information by keyword.
- \* That the MAMES FYI MONDAY offers reduced promotional rates to Associate Members - call today to reserve.
- \* That the MAMES website ([www.mames.com](http://www.mames.com)) includes a links page taking you to the information you use every day.
- \* That the MAMES website includes a Resource Page for contacting your MAMES Board Members and Members of Congress.
- \* That the MAMES website includes a Members Forum where members can post state and local information.
- \* That the MAMES website includes direct links to all of our Associate Members. Please support those who support us!
- \* That you can access contact information for all MAMES members in the Members Only section of the MAMES website.
- \* That MAMES Executive Director, Rose Schafhauser brings nearly 30 years of HME/DME experience to MAMES.
- \* That MAMES is an active dues paying member of the Region B Council and the Region D DME MAC Advisory Committee., paying your state level dues in order to preserve MAMES Member access.
- \* That MAMES has direct access to the National Suppliers Clearinghouse Advisory Committee (NSCAC).
- \* That MAMES is a state association member of AAHomecare.
- \* That MAMES members can qualify for \$50.00 credits off the MAMES membership dues for new member referrals.
- \* That MAMES Members are instrumental in lobbying Congress to protect our industry at the district level and in Washington DC.
- \* That MAMES Members actively participate on: Region D DME MAC Advisory Committee, Region B Council & NSCAC.
- \* That MAMES Membership has risen 70% since 2001 and continues to grow even in today's difficult DME industry environment.
- \* That MAMES Executive Director, Rose Schafhauser serves the MAMES membership on the AAHomecare State Leaders Council.
- \* That MAMES Membership dues continue to be amongst the lowest in the nation while providing acclaimed benefits, education and resources to our members.
- \* That a portion of your MAMES Membership dues provides funding to send MAMES members to Washington D.C. to actively lobby Congress on your behalf.
- \* That MAMES is active in every member state fighting to protect our industry and our beneficiaries, through active state level membership, state level lobbyist and attorneys.

***Concerned about the cost, time or travel? The information provided at this event will pay for itself many times over. And we will even provide breakfast, lunch, refreshments, snacks, copies of all presentation and education materials and access to vendors displaying the latest profit producing and cost saving services. Your competitors are attending - will you?***

# 2013 MAMES Spring Convention & Exhibition

## "Create Your Business Blueprint for 2013 & Beyond!"

2013 MAMES Spring Convention: April 18 - 19, 2013

### REGISTRATION FORM

**Registration Deadline: Extended: April 12, 2013**

**Three Easy Ways to Register:**

**1 - Online:** [www.mames.com](http://www.mames.com) go to the Events tab **2 - By Fax:** Fax this complete form and Visa, MC, AMEX payment to 651-351-0391

**3 - By Mail:** Mail completed form and payment to: MAMES, 10480 Perkins Avenue North, Stillwater, MN 55082

#### PreConference and 2013 MAMES Spring Convention Fee Schedule

CODE		MAMES MEMBER	NON-MEMBER
A	PRECONVENTION ONLY 1st Attendee:	\$175.00	\$225.00
A1	PRECONVENTION ONLY Addl. Attendees:	\$145.00 ea.	\$225.00 ea.
B	CONVENTION ONLY 1st Attendee:	\$250.00	\$350.00
B1	CONVENTION ONLY Addl. Attendees:	\$195.00 ea.	\$295.00 ea.
C	PRECONVENTION + CONVENTION 1st Attendee:	\$395.00	\$575.00
C1	PRECONVENTION + CONVENTION Addl. Attendees:	\$340.00 ea.	\$520.00 ea.

Apply today at: [www.mames.com](http://www.mames.com)  
MAMES  
10480 Perkins Avenue N.  
Stillwater, MN 55082  
Ph: 651-351-5395  
Email: [info@mames.com](mailto:info@mames.com)

#### Registration Calculator

PRECONVENTION + CONVENTION 1st Attendee (MAMES MEMBER \$395 NON-MEMBER \$575) \$ \_\_\_\_\_

**NOTE: If you register one PRECONVENTION + CONVENTION Attendee all other registrants should be registered as additional attendees to the events they will be attending.**

PRECONVENTION + CONVENTION Addl. Attendees (MAMES MEMBER \$340 NON-MEMBER \$520):  
(Addl. # \_\_\_\_\_ x \$ \_\_\_\_\_) \$ \_\_\_\_\_

CONVENTION ONLY 1st Attendee (MAMES MEMBER \$250 NON-MEMBER \$350): \$ \_\_\_\_\_

CONVENTION ONLY Addl. Attendees (MAMES MEMBER \$195 NON-MEMBER \$295):  
(Addl. # \_\_\_\_\_ x \$ \_\_\_\_\_) \$ \_\_\_\_\_

PRECONVENTION ONLY 1st Attendee: (MAMES MEMBER \$175 NON-MEMBER \$225): \$ \_\_\_\_\_

PRECONVENTION ONLY Addl. Attendees (MAMES MEMBER \$145 NON-MEMBER \$225):  
(Addl. # \_\_\_\_\_ x \$ \_\_\_\_\_) \$ \_\_\_\_\_

**Total PRECONVENTION and CONVENTION Due:** \$ \_\_\_\_\_

*Please refer to the fee schedule when completing this section.*

**1st MAMES Member Attendee saves \$30 when attending both  
PRECONVENTION and the CONVENTION.**

**PLUS**

**All Additional MAMES Member Attendees receive the discounted  
Additional Attendee rates for their respective sessions!**

**Not a MAMES Member go to: [www.mames.com](http://www.mames.com)**

#### ATTENDEE INFORMATION

**Company Name:** \_\_\_\_\_

**Is your Company a 2013 MAMES Member:** Yes No

*Please include complete email address for each attendee so that Convention materials may be properly received.*

**Name: 1.** \_\_\_\_\_ **Code:** \_\_\_\_\_

**Preconvention Program (circle one):** Rehab Reimbursement  
**Friday Education Track (circle one):** Medicare Audits Home Modification

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Name: 2.** \_\_\_\_\_ **Code:** \_\_\_\_\_

**Preconvention Program (circle one):** Rehab Reimbursement  
**Friday Education Track (circle one):** Medicare Audits Home Modification

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/ST/ZIP:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**If you have more than two attendees registering please  
complete an additional registration form**

#### PAYMENT INFORMATION

**Check Payable to MAMES in the amount of:** \$ \_\_\_\_\_

**Charge my:**

VISA  MASTERCARD  AMEX \$ \_\_\_\_\_

**CC#:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **Sec. Code:** \_\_\_\_\_

**Name on CC:** \_\_\_\_\_

**Email for Receipt:** \_\_\_\_\_

**Signature of Card Holder:** \_\_\_\_\_

**\*\*Registration will be confirmed via email upon receipt of payment**

Upon receipt and acceptance of this registration by MAMES, this registration shall become a binding agreement between the attendee(s) and MAMES. The Terms and Conditions set forth are hereby incorporated by reference. The Attendee(s) acknowledge that none of the registration fee is refundable except as expressly set forth in the Terms and Conditions.

**TERMS and CONDITIONS:** Cancellations must be received in writing at the MAMES office no later than March 15, 2013 to qualify for a refund less a \$30.00 processing fee. MAMES reserves the right to cancel meetings due to emergencies, insufficient registrations etc. MAMES takes pride in presenting speakers on topics of interest and the speakers we offer are widely recognized as experts in their field. However, the MAMES staff, its officers and Board of Directors are not able to evaluate the accuracy and content of their presentations which are highly technical in nature and often require professional judgements. For this reason MAMES and its staff, officers and directors assume no liability growing from advice and information such speakers present.



# MAMES

2013 Spring Convention & Exhibition  
April 17 - 19 2013

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