

## OUR DISTINGUISHED SPEAKERS



Jeffrey S. Baird, Esq. is Chairman of the Health Care Group at Brown & Fortunato, P.C., a law firm based in Amarillo, Texas. Mr. Baird represents HME companies, pharmacies and other health care providers throughout the United States. He works closely with governmental agencies. Mr. Baird has authored numerous articles and is a frequent lecturer throughout the country. He is Board Certified in Health Law by the Texas Board of Legal Specialization. Mr. Baird earned a B.B.A. from the University of Iowa and received his law degree from the University of Tulsa College of Law.



Mary Ellen Conway is a nurse health care consultant with over 25 years expertise in management throughout the health care continuum. As the President of Capital Healthcare Group, LLC, she is known for her special expertise in operations and regulatory issues in home health, hospice, medical equipment and accreditation. Ms. Conway has been qualified as a legal expert in home health and has served on the faculty of both Georgetown University and Catholic University's Schools of Nursing. She is a nationally recognized health care speaker and author.



John E. Gallagher is vice president of Government Relations for The VGM Group, Inc. in Waterloo, Iowa, the largest organization representing independent durable medical equipment providers. 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 from state to state 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 on for beneficiaries' access to quality care. 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.

NEMED  
515 Kempton Street  
New Bedford, MA 02740

The New England Medical Equipment Dealers Association (NEMED) was incorporated in 1988. NEMED's broad membership throughout the six New England states works together to support the common goals and interests of the Assistive Technology, Home Medical Equipment, Home Infusion Therapy, and Respiratory industry, and to influence how our industry is viewed and reimbursed in New England.



## WINTER MEMBERSHIP MEETING

Holiday Inn  
Boxborough, MA  
February 11, 2010

**DMEPOS BUSINESS ESSENTIALS IN 2010:**  
From managing your accreditation requirements to adding new product lines - what every HME company needs to know  
*Mary Ellen Conway*  
Capital Healthcare Group



**THE HME COMPANY'S MOST IMPORTANT PROFIT CENTER - A COMPLIANCE PROGRAM**  
*Jeffrey Baird, Esq.*  
Brown & Fortunato

## WHO SHOULD ATTEND

- Presidents/CEOs
- Operations/upper management
- Sales & marketing professionals

## REGISTER BEFORE FEBRUARY 6TH AND SAVE!

Registration fee: Non-member \$300.00      **NEMED member: \$200.00**  
Add'l attendees: Non-member \$300.00      **NEMED member: \$ 75.00**

### After February 6th

Non-member: \$375.00      **NEMED member: \$275.00**

Registration fee includes: all sessions, handouts, continental breakfast, lunch and all refreshment breaks. To register, complete the information requested below by **February 6, 2010**. Mail (or fax to 508-993-3141) completed form with full payment to New England Medical Equipment Dealers, 515 Kempton Street, New Bedford, MA 02740.

## SORRY— NO REFUNDS AFTER FEBRUARY 9TH.

### COMPANY NAME (please print clearly)

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TELEPHONE #: \_\_\_\_\_

### REGISTRANT NAMES (please print clearly)

FEES

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

### Afternoon sessions –please check session you will attend

- BUSINESS ESSENTIALS     COMPLIANCE PROGRAM

STATE BREAKOUT (indicate which State) \_\_\_\_\_

PAYMENT METHOD: CHECK     VISA     M/C     AMEX

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_      CSC# \_\_\_\_\_

Street Address: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Signature : \_\_\_\_\_

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

## PROGRAM

7:15 a.m. – 8:30 a.m.

### Registration/Continental Breakfast/Vendor Exhibits

8:30 a.m.—9:00 a.m.

### President's Welcome

Tamme Dustin, Herron & Smith

9:00 a.m.—10:00 a.m.

### Legislative Update

John Gallagher, The VGM Group

This session will provide participants with **recent and timely** government updates – and what they mean for the DME industry. Topics will include current health care reform discussions, as well as the following hot topics:

- The DME Competitive Bidding Program
- The oxygen cap
- Oxygen Reform efforts
- The 9.5% payment reduction for complex rehab
- Ensuring that the first-month purchase option for power wheelchairs is NOT eliminated

10:00 a.m.—11:00 a.m.

### Break / Associate Member Exhibits

11:00 a.m.—Noon

### Internet Leads, Consignment Closets, RAC Audits and Other Hot Button Topics Facing HME Companies

Jeffrey Baird, Esq., Brown & Fortunato

The "Perfect Storm," "The Wizard of Oz," and "The Da Vinci Code." What do these movies have in common with the HME industry? Well . . . with competitive bidding, health care reform coming down the pike, reimbursement cuts, and regulatory changes, the industry is caught in a "perfect storm." These changes are as easy to decipher as the Da Vinci Code. To quote Dorothy: "We are not in Kansas anymore." In our rapidly accelerating world, "knowledge is power." This program will discuss the hot button topics facing HME companies today: recent CMS guidance on consignment closets, purchase of internet leads, responding to RAC audits, the Red Flag Rules, marketing and joint ventures, and post-cap oxygen rules. The speaker will give practical, "hands-on" advice on how to successfully (and within the law) handle the many regulatory changes facing the industry.

Noon-1:00 p.m.

### State Breakouts & Lunch

1:00 p.m.-1:30 p.m.

### Dessert with our Associate Members

1:45 p.m. - 3:30 p.m.

### DMEPOS BUSINESS ESSENTIALS IN 2010:

### From managing your accreditation requirements to adding new product lines- what every HME company needs to know

Mary Ellen Conway, Capital Healthcare Group

What is the savvy HME supplier doing to manage and expand business this year? What is involved with offering e-commerce and additional retail sales? Are there new products or services you should consider adding? Will they fit into your currently accredited product line? Bring your questions, review the opportunities available and consider your options!

1:45 p.m. - 3:30 p.m.

### THE HME COMPANY'S MOST IMPORTANT PROFIT CENTER - A COMPLIANCE PROGRAM

Jeffrey Baird, Esq., Brown & Fortunato

A compliance program is not boring . . . nor something dreamed up by starving attorneys. It is the HME company's most important profit center. The successful HME company has several profit centers: marketing to physicians, direct-to-consumer marketing, cash sales, etc. However, the most important profit center . . . the one that allows the company to keep its hard-earned money (as opposed to repaying the money, times three, to the government) is a successful compliance program. Mr. Baird will lay out, in a "nuts and bolts" fashion, how to create and implement a successful compliance program. In particular, Mr. Baird will discuss how a compliance program can prevent problems from occurring in the first place, and how to successfully resolve the problems that do arise.

- Attendees will receive a CCP template "Table of Contents" to inform them what needs to be in their CCP.
- Mr. Baird will outline the steps that need to be followed for a fully effective CCP.
- Discount available to NEMED members to prepare and implement their CCP.



### DIRECTIONS TO THE HOLIDAY INN

242 Adams Place, Boxborough, MA 01719  
978-263-8701

### From Cape Cod, South Shore and Rhode Island:

- Route 3 North to Route 95 South to Route 495 North
- Route 295 North to Route 495 North. From Route 495, take Exit 28 to Route 111, turn left off the ramp, take first road on the right (Adams Place)

### From New Hampshire, Maine and Northern Mass:

- Route 3 South to Route 495 South
- Route 93 South to 495 South
- Route 95 South to Route 495 South
- From Route 495, take Exit 28 to Rte 111, turn right off ramp, under the overpass, take first road on the right (Adams Place)

### From the West: Worcester, Fitchburg and Connecticut:

- Route 290 East to Route 495 North. From Route 495, take
- Exit 28 to Route 111, turn left off the ramp, take first road on the right (Adams Place)

### From Connecticut:

- Route 84 North to Route 90 (Mass Pike) East to Route 495 North
- From Route 495, take Exit 28 to route 111, turn left off of ramp, take first road on the right (Adams Place)