

The New England Medical Equipment Dealers Association
invites you to . . .

Maximize your customer!

at our
21st Annual Meeting
June 24 – 26, 2009
Cape Codder Resort, Hyannis, MA

Are you **maximizing** your **cash opportunities** with your current client base? Is your staff living in the **sales** moment? Is cash **king** in your company? Are you interested in **increasing your sales** without increasing your overhead? In this environment of cuts, caps and competitive bidding, some businesses will **thrive** – will yours?

Network with your peers throughout New England as we explore this topic with the best consultants in the country! We are asking our exhibitors to support our theme by bringing ideas that will help you generate more revenue!

NEMED thanks these Associate members for sponsoring our meeting!



THE
VGM GROUP

*Reserve your room now by calling 888-297-2200. Our special room rate expires June 8, 2009.
Call today!*

TUESDAY, JUNE 23, 2009

7:00 – 9:00 p.m. NEMED board of directors meeting

WEDNESDAY, JUNE 24, 2009

8:30 a.m. **NEMED Annual Golf Tournament** – Hyannis Golf Course, Hyannis, MA – 8:30 a.m. shot gun start.
See enclosed flyer.

THURSDAY, JUNE 25, 2009

7:30 – 8:15 a.m. **Registration & continental breakfast in exhibit area**

8:30 – 9:00 a.m. **President's welcome & Annual business meeting**
Michael McDonald, Clinical I Home Medical, NEMED President

9:00 – 10:00 a.m. **Teamwork Makes the Dream Work** ~ *Rob Bell, Focus Consulting, LLC*
Is your organization a good place to work or a GREAT PLACE TO WORK? Great places to work start with great teams. Great teams are made up of professionals who know that they are successful only by helping each other be successful. When we all do a little, we all get a lot. Teamwork divides the tasks & multiplies the successes. Attendees will learn ways to catch each other doing something right; how to involve everyone on your team to add polish to your customers' experience; all of us are smarter than one of us, and techniques to make your company a GREAT PLACE TO WORK and a GREAT PLACE TO DO BUSINESS.

10:00 – 11:00 a.m. **Refreshment break with our exhibitors!**

11:00 – Noon **Let Toyota Take the Waste Out of Your Business** ~ *Chris Calderone, Lean Homecare Consulting, LLC*
Chris will demonstrate how Toyota's "Lean Thinking" approach can help HMEs uncover hidden operational inefficiencies: waste in the form of rework loops, waiting, handoffs and low first-time-quality. He'll explain how to create an efficient workflow process for intake, customer service and other operational activities. He'll also highlight the traits that contribute to a highly efficient process and show providers how to measure gains in efficiency. This session will benefit owners, managers, department heads and other company leaders - anyone with decision-making authority within an HME operation.

Noon - 1:30 p.m. **Lunch – Annual award presentations**

1:30 – 2:30 p.m. **Dessert break with our exhibitors**

2:30 – 4:00 p.m. **Choose one of the following concurrent sessions:**

Up-Selling and Cross-Selling: The Key to Supercharging Your Revenue ~ *Wayne Grau, The MED Group*
Is your company a sales-orientated company that uses all of their tools to help generate revenue? Most companies focus on obtaining new customers but are missing a huge sales opportunity with existing customers. This course will help you up-sell across different product lines, cross-sell using suggestive selling techniques, and create an "Everyone Sells" attitude that will help you boost your revenue in these economically challenged times. This is not a theory course - tools and examples will be provided to show you *how* to implement this program.

Today's HME: How the Internet is changing the way you generate business ~ *Joel Valenti, VGM Forbin*
With up-to-date information a click away, today's consumer is turning more than ever before to the Internet for their healthcare needs. Easy access to information and resources is changing the HME industry and impacting how business is generated as well as opening you up to potential new customers. From this presentation, providers can expect to gain knowledge of consumer use of the Internet for medical related purposes; specifically how patients and caregivers relate to HME from an online perspective and what the HME provider can do to launch or improve their site for a highly effective marketing approach that targets both their potential customers and on-going patients and increases efficiency of operation.

- 4:00 – 5:00 p.m. **Maximize your customer wrap up** ~ Join the consultants of today's sessions for an interactive discussion on how to maximize your customer!
- 5:30 - 7:30 p.m. **PAC Silent Auction** –Items will include sport memorabilia, sporting event tickets and more. Join us for this fun event to help the NEMED PAC. **NOTE: All auction purchases must be by cash, personal check or personal credit card. Business checks and business credit cards cannot be accepted.**
- 6:30 – 8:30 p.m. **New England Clambake** – A meeting on the Cape just has to have a clambake with New England clam chowder, 1^{1/4}lb. broiled lobster, steamed clams/mussels & barbecued boneless breast of chicken and much, much, more! Families are welcome! (**NOTE: There is a separate charge for the clambake. See registration form for more details.**)
- 9:00 – 10:00 p.m. **Frank Santos Hypnotist Show** - Frank Santos, New England's Premiere Hypnotist and innovative comedian has been mesmerizing audiences for over 21 years. His spectacular display of mind-bending antics can turn any skeptic into a fan. His act is always fresh, racy, and like the swirls of a fingerprint, no two shows are the same. The audience becomes the show. When Frank performs, you are not merely an idle bystander vicariously absorbing an out-of-date comedy routine. This is the only show where you can fall asleep, fall in love, be a rock star and awake feeling well-rested and completely refreshed. Frank Santos will make a believer out of you!
- 10:30 – 12:30 a.m. After show get-together. Hang out with friends, new and old, as we wind down our day!

FRIDAY, JUNE 26, 2009

- 8:00 – 9:00 a.m. **Continental breakfast and State breakout meetings** ~ Get the up-to-date news of what's going on in your State and help plan our State strategy for the coming year.
- 9:00 – 10:15 a.m. **Washington Update** ~ *Cara Bachenheimer, VP Government Relations, Invacare Corporation*
Get the latest update on changes to federal Medicare policy and legislation that will impact your business and your patients including repeal of the oxygen cap, oxygen reform, elimination of 9.5% cut on custom wheelchairs. Cara will have the latest news from the new Obama Administration and Congress as they plunge into health care reform proposals, what you need to be doing now, and how this could impact your business. Cara will discuss reimplementation of competitive bidding in the first 9 areas, what Congress is doing to address the problems with the bidding program, what this means for providers in New England and what you need to do to get your members of Congress to suspend this ill-conceived program. You will also get the latest details about the new Medicare rules for home oxygen, particularly the new requirements imposed on suppliers for beneficiaries on oxygen more than 36 months; and other issues related to the Deficit Reduction Act. Cara will also provide an update on Congress' activity to have Medicare pay for home infusion services under Part B.
- 10:15 – 10:30 a.m. **Mid-morning break**
- 10:30 – Noon **The Power of Positive Leadership** ~ *Rob Bell, Focus Consulting, LLC*
Most people don't quit companies; they quit supervisors. To realize remarkable service that results in long term business success, we must treat our team members as our *very best* customers. Learn the difference between management and leadership, four characteristics of excellent leaders, the importance of developing and communicating your non-negotiables, techniques to energize your team to use their discretionary effort to go the extra mile and how to involve everyone on your team to identify opportunities to add sparkle and polish to your customers' experience. Average happens by accident. Excellence happens on purpose!
- Noon **Meeting adjourns – see you next year!**

DIRECTIONS TO CAPE CODDER RESORT & SPA
1225 Iyannough Road, Hyannis, MA
(888) 297-2200

WHO SHOULD ATTEND

- ✓ **Presidents/CEO's**
- ✓ **Operations Managers**
- ✓ **Upper Management**
- ✓ **Reimbursement Staff**
- ✓ **Respiratory Therapists**

**7.25 Respiratory therapy CEUs
are available through the AARC!**

From Boston: Take Rt. 93 South to Rt. 3 South. Follow to the Sagamore Bridge. Cross the Sagamore Bridge to Rt. 6 East. Follow Rt. 6 East for approximately 20 minutes to Exit 6 (Hyannis Rt. 132). Bear right as you come down the exit ramp and merge with Rt. 132 South. Continue on Rt. 132 South for about 1-½ miles. The Cape Codder Resort is located just before the second traffic light on the right.

From Providence: Follow 95 North. Take the exit for I-195 East Providence (exit 20). Follow I-195 East to the Cape Cod/The Islands exit (exit 22A). Take the exit onto Rt. 25 South. Follow Rt. 25 South over the Bourne Bridge onto Cape Cod. At the Bourne Bridge rotary, take Rt. 6/6A toward Sagamore. At the traffic light, turn right onto Rt. 6 East. Follow Rt. 6 East for approximately 20 minutes to Exit 6 (Hyannis Rt. 132). Bear right as you come down the exit ramp and merge with Rt. 132 South. Continue on Rt. 132 South for about 1-½ miles. The Cape Codder Resort is located just before the second traffic light on the right.

NEMED THANKS OUR ASSOCIATE MEMBERS FOR THEIR CONTINUED SUPPORT!

Invacare Corporation, First Quality Products (Prevail), Pride Mobility Products, Respiroics, AirSep Corporation, Graham-Field Healthcare Products, HD Smith, The MedGroup, Pari Respiratory Equipment, Inc., ResMed Corporation, Sunrise Medical, Abbott Products, Agamatrix, Inc., Brown, Rudnick, Berlack & Israels, LLP, Burlington Drug Company, Cardinal Health Respiratory Products, Columbia Medical, The Comfort Company, The Compliance Team, Covidien, Devilbiss Healthcare, Drive Medical Design, Geriatric Medical, Fisher-Paykel, Home Diagnostics, Inc., Invacare Supply Group, Inventory Solutions, LifeGas, McKesson Medical Surgical, Medforce Technologies, Inc., Medline Industries, Inc., MK Battery, Nestle Nutrition, Pacware Software Development, Patient Care Pharmacy, Permobil, Inc., Pharmacists Mutual Companies, QS/1 Data Systems, Rehab Marketing, Salter Labs, SCA Personal Care (Tena), Van G. Miller & Associates, Inc., Zirmed, RSG Corp. Consulting, Strategic Solutions



**515 Kempton Street
New Bedford, MA 02740**

NEMED 21st ANNUAL MEETING & GOLF TOURNAMENT
June 24 – 26, 2009

**Representing home medical equipment, rehab/assistive technology,
respiratory, and home infusion therapy providers throughout New England.**

Committed to providing quality educational programs!

“New England’s United Voice for Home Medical Equipment Services”

MEETING REGISTRATION FORM

Register before June 8th and save!

FEES

Registration fee includes admission to all programs, all food and beverage functions (excluding our clambake on Thursday evening), and program educational material.

LODGING

The Cape Codder Resort & Spa has provided a special guest room rate of **\$159.00** for NEMED conference attendees. To make your room reservation, call the hotel directly at (888) 297-2200. **MAKE YOUR RESERVATION BY JUNE 8TH TO ENSURE AVAILABILITY.** Be sure to mention you are attending the NEMED meeting to receive the reduced room rate. Casual business dress is appropriate for the conference.

REGISTRATION POLICIES

- ✓ Registrants will receive written confirmation by email or fax.
- ✓ Refunds will be granted, less a \$25 processing fee, until June 17th.
- ✓ No refunds will be issued after June 19th.
- ✓ In order to receive the "early bird" rate, payment **must** be received by June 8th.

Early Bird Registration – Payments postmarked by June 8th

Member: 1 st Attendee	\$325
Add'l Attendees	\$200
Thursday Only	\$200
Non-Member	\$425

Payments received after June 1st or PAY AT THE DOOR

Member: 1 st Attendee	\$375
Add'l Attendees	\$250
Thursday Only	\$250

**Clambake – Thursday evening
(additional charge, per person) \$ 65**

NEMED member: Yes No
Company: _____
Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____
Email: _____

**7.25 Respiratory Therapist CEUs are
available for this meeting!**

Please check here if you are applying for CEUs.

Yes No

Write registrants' name as it should appear on name badge and **CHECK (✓) ALL APPLICABLE SESSION BOXES.** Please copy this form for additional registrants. **PLEASE PRINT NEATLY!**

ATTENDEE

Please use separate form for each attendee!

FEE

REGISTRANT WILL ATTEND FOLLOWING SESSIONS

(Please check all boxes that apply)

_____ \$ _____

Attending: Both days
 One Day

Clambake (Thursday Evening) \$65.00

TOTAL AMOUNT \$ _____

Thurs. Teamwork Makes the Dream Work
 Let Toyota Take the Waste Out of Your Business
 Up-Selling and Cross Selling
 How the Internet Is Changing . . . Business
 Maximize your customer - panel discussion

Fri. State Breakout (specify state _____)
 Washington Update
 The Power of Positive Leadership

Make check payable to NEMED, 515 Kempton Street, New Bedford, MA 02740 or fax credit card information to (508) 993-3141. Questions? Call the NEMED office at (508) 993-0700, or email Jill@nemed.org or Robbin@nemed.org.

<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> AMEX	* Visa/MasterCard 3 digit number on back of card * AMEX 4 digit number next to main credit card number
Credit Card No.: _____	Expires: _____		
Name on card: _____	CSC# _____ Zip Code _____		
Street address: _____	Amount to be charged: \$ _____		
Signature: _____	Date: _____		
Email: _____			

For office use: Check#/credit card payment received: _____ Amount \$ _____ Confirmation sent: via email via fax




NEMED 2009 ANNUAL GOLF TOURNAMENT

CASH PRIZES!

 **Hyannis Golf Course**

 **Wednesday, June 24, 2009**

 **8:30 a.m. Shotgun Start**

\$\$ CASH PRIZES \$\$

HOLE IN ONE PRIZE - \$10,000!!

(Sponsored by Pharmacists Mutual Insurance Co.)

**LONGEST DRIVE M/F
CLOSEST TO THE PIN PAR 3
1ST PLACE LOW TEAM SCORE
2ND PLACE LOW TEAM SCORE
3RD PLACE LOW TEAM SCORE**

\$125.00 – INDIVIDUAL REGISTRANT
(Includes cart/green fees/lunch)

Golf prizes will be announced Thursday evening during the clambake!

REGISTRANT(S) NAME:

HANDICAP

1 _____
2 _____
3 _____
4 _____

CONTACT PERSON _____ PHONE _____ AMOUNT _____

EMAIL _____

VISA MASTERCARD AMEX

Credit Card No.: _____

Expires: _____

Name on card: _____

*CSC#: _____

Street address: _____

Zip Code: _____

Amount to be charged \$ _____

Date: _____

Signature: _____

EMAIL: _____

* Visa/MasterCharge 3 digit number on back of card

* AMEX 4 digit number next to main credit card number

Please complete attached registration form and return by June 2, 2009.

FAX TO: 508-993-3141

Come join us for an evening of
Food ♦ Fun ♦ Entertainment
Cape Codder Resort & Spa
June 25, 2009

PAC Auction / Cash Bar/ Cheese & Cracker Table 5:30 – 6:30 pm

Please join us to help support the NEMED PAC!

(Pre-registration required (\$65.00/pp))

New England Clambake! 6:30 pm

*New England Clam Chowder
Field Garden Greens – White French Dressing
Red Bliss Potato Salad
Traditional Cole Slaw
1 ¹/₄ lb. Lobster with Drawn Butter
Steamed Clams and Mussels in a Natural Broth and Drawn Butter
Slowly Barbecued Boneless Breast of Chicken
Fresh Corn on the Cob
Corn Bread with Creamy Butter
Fresh Strawberry and Blueberry Shortcake with Vanilla Bean Ice Cream
Served with Fresh Whipped Cream
Freshly Brewed Coffee, Decaffeinated Coffee, Assorted Herbal Teas*



Frank Santos, Hypnotist – 9:00 pm

*New England's Premiere Hypnotist and innovative comedian has been mesmerizing audiences for over 21 years. His spectacular display of mind bending antics can turn any skeptic into a fan. His act is always fresh, racy, and like the swirls of a fingerprint, no two shows are the same. The audience becomes the show. When **Frank** performs, you are not merely an idle bystander vicariously absorbing an out-of-date comedy routine. This is the only show where you can fall asleep, fall in love, be a rock star and awake feeling well rested and completely refreshed. Frank Santos will make a believer out of you! From Boston to Las Vegas (where he headlines at the Riviera), from Houston to New York; Frank Santos tours the country mesmerizing the crowd with his hypnotic powers of suggestion.*

After Show Get-Together – 10:30pm – 12:30am

Hang out with friends, new and old, as we wind down our day!



Cash Bar



Friends



Music