



Sponsored by Philips Respironics

Dates and Locations

- October 6 – Atlanta
- October 7 – Dallas
- October 13 – Philadelphia
- October 15 – Las Vegas
- October 20 – Pittsburgh
- October 22 – Chicago
- November 3 – Nashville
- November 5 – Charlotte
- November 10 – Riverside
- November 12 – Portland
- November 18 – Columbus
- December 2 – Orlando
- December 3 – Miami

Daily Schedule

- 8:30 am – Registration Opens
- 9:00 – 10:30 am - Presentation
- 10:30 – 10:40 am – Break
- 10:45 – Noon – Presentation
- Noon – 1:00 pm – Lunch
- 1:15 – 2:30 pm – Presentation
- 2:30 – 2:40 pm - Break
- 2:45 – 4:00 pm - Presentation

Pricing

- VGM Members – No Charge
- State Assoc. members but non-VGM Member - \$99
- Non-VGM Member - \$149



Seminar Line-up

Atlanta, Nashville

- 8:30 am Registration opens
- 9:00 – 10:30 am *Preparing for the Expansion of the Competitive Bidding Program to Rural America in 2016.*
- 10:30 – 10:40 am Break
- 10:45 – Noon *Tips, Tools and Strategies to Optimize your Business in 2016*
- Noon – 1:00 pm Lunch
- 1:15 – 2:30 pm *Audit Targets: Don't be one!*
- 2:30 – 2:40 pm Break
- 2:45 – 4:00 pm *VGM Bid Prep Worksheets and calculator, bundling, acquiring contracts, MPP Methodology.*



Seminar Line-up

Philadelphia, Portland, Las Vegas, Chicago

8:30 am	Registration opens
9:00 – 10:30 am	<i>Preparing for the Expansion of the Competitive Bidding Program to Rural America in 2016.</i>
10:30 – 10:40 am	Break
10:45 – Noon	<i>Tips, Tools and Strategies to Optimize your Business in 2016</i>
Noon – 1:00 pm	Lunch
1:15 – 2:30 pm	<i>Competing Forces Within: Balancing Sales with Successful Reimbursement</i>
2:30 – 2:40 pm	Break
2:45 – 4:00 pm	<i>VGM Bid Prep Worksheets and calculator, bundling, acquiring contracts, MPP Methodology.</i>

Charlotte, Orlando, Miami, Columbus

8:30 am	Registration opens
9:00 – 10:30 am	<i>Preparing for the Round 1 2017 Bid Step-By-Step Procedures, Checklists, and Strategies</i>
10:30 – 10:40 am	Break
10:45 – Noon	<i>Tips, Tools and Strategies to Optimize your Business in 2016</i>
Noon – 1:00 pm	Lunch
1:15 – 2:30 pm	<i>Audit Targets: Don't be one!</i>
2:30 – 2:40 pm	Break
2:45 – 4:00 pm	<i>VGM Bid Prep Worksheets and calculator, rural rollout and bundling, acquiring contracts, MPP Methodology</i>

Dallas, Pittsburgh, Riverside

8:30 am	Registration opens
9:00 – 10:30 am	<i>Preparing for the Round 1 2017 Bid Step-By-Step Procedures, Checklists, and Strategies</i>
10:30 – 10:40 am	Break
10:45 – Noon	<i>Tips, Tools and Strategies to Optimize your Business in 2016</i>
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Presentation Overviews

Preparing for the Round 1 2017.

Preparing for the Expansion of the Competitive Bidding Program to Rural America.

Presenter: Mark Higley, The VGM Group

Bid Cities (Dallas, Pittsburgh, Charlotte, Riverside, Columbus, Orlando, Miami)

Morning Session: Preparing for the Round 1 2017 Bid: Step-By-Step Procedures, Checklists, Strategies & VGM Bid Prep Worksheets.

HME providers in the nine metro areas have until November 20 to register for the program, and until December 12 to submit their bids. This round represents another “recompete” (with some CBA and product category changes, with a shortened two-year contract period) of the current Round 1 Recompete contracts, which expire December 31, 2016. Mark will again offer a full agenda of the appropriate processes and strategies to submit a qualified bid. The “financial evaluation” methodology will be reviewed, as well as the distribution of VGM’s electronic bid calculation worksheet tool.

Afternoon: HME in 2016 & Beyond: Acquiring a Bid Contract, “MPP” in the Future, and Analyzing Your Financial Position.

Mark will wrap up the day with an update of the procedures required to acquire one or more competitive bid contracts from another supplier, the likely future of the Market Pricing Program (which addresses and mitigates the most critical flaws currently in effect) and, lastly, offer to all attendees an electronic “change in financial position” calculator, specifically designed for HME providers to analyze the potential effects on their businesses due to Medicare reimbursement issues

Non-Bid Cities (Atlanta, Philadelphia, Las Vegas, Chicago, Nashville, Portland)

Morning: Preparing for the Expansion of the Competitive Bidding Program to Rural America in 2016.

Unless mitigated by last minute legislation, HME providers throughout the entire United States must be aware of and prepare for substantial Medicare reimbursement cuts next year. In November 2014, CMS issued Final Rule 1614-F, which contains provisions to roll out competitive bid pricing in non-bid areas. While providers in these areas will not be required to submit bids, CMS will use single payment amounts (SPAs) from other nearby CBAs to set the rates for these non-bid areas, including rural areas.

Mark will clarify the new reimbursement methodology, which utilizes “regional single payment amounts” (RSPAs) among eight U.S. regions. The RSPA will be calculated using the average of current payment amounts for bid items in CBAs that are located in each region. There is an adjustment for “rural areas”; Mark will provide estimates of both the RSPA and rural reimbursement amounts applicable to each region, as well as the phase-in timeline.

In addition, to wrap up this session, Mark will examine and evaluate the likely onset of “bundling” for CPAP and power wheelchairs in 2017. 12 markets will be affected, and the demonstration may be an indication of future programs that may or not replace the current bidding system.

Afternoon: HME in 2016 & Beyond: Acquiring a Bid Contract, “MPP” in the Future, and Analyzing Your Financial Position.

Mark will wrap up the day with an update on the procedures required to acquire one or more competitive bid contracts from another supplier, the likely future of the Market Pricing Program (which addresses and mitigates the most critical flaws currently in effect) and, lastly, offer to all attendees an electronic “change in financial position” calculator, specifically designed for HME providers to analyze the potential effects on their businesses due to Medicare reimbursement issues

Tips, Tools and Strategies to Optimize your Business in 2016.

Presenters: Ryan Ball, The VGM Group (Atlanta, Dallas, Las Vegas)

Dave Lyman, The VGM Group (Philadelphia, Chicago, Riverside, Portland, Columbus)

Jim Greatorex, The VGM Group (Pittsburgh, Nashville, Charlotte, Orlando, Miami)

Today’s HME world has changed and requires a different mindset. With unrelenting reimbursement pressures and regulatory burdens, HMEs now, more than ever, need to think differently about their business operations and focus on strategies to make them more efficient, diversified and able to respond the changing landscape. This track will summarize the current challenges and opportunities facing the independent HME provider, identify key benchmarking metrics to evaluate operations management and offer potential growth strategies to thrive in 2016.

Audit Targets: Don’t be one!

Presenters: Kelly Grahovac, The van Halem Group (Atlanta, Charlotte, Columbus, Orlando, Miami)

Pam Colbert, The van Halem Group (Nashville)

Almost every Medicare audit has resulted from in-depth and innovative analysis of your claims data. There are certain internal processes, business models, codes, and billing practices that cause red flags and make providers the focus of intense and aggressive audits by government contractors that could result in significant administrative and financial penalties. This presentation will discuss some of the government’s top triggers in the DMEPOS industry and why these actions are concerns to CMS and other government entities. Understanding the mindset of the oversight entities makes it possible for providers to employ appropriate internal controls to avoid unnecessary compliance issues and scrutiny.

Time will also be spent on an update of the current audit environment and its impact on suppliers. This will include a discussion on the current audit trends, upcoming changes that a supplier can anticipate in the regulatory environment, an update on current pending legislation to ease the burden on suppliers, and the status of pilot programs to reduce the ALJ backlog.

Competing Forces Within: Balancing Sales with Successful Reimbursement

Presenters: Dan Fedor, The VGM Group (Las Vegas, Riverside, Portland)

Ronda Buhrmester, The VGM Group (Dallas, Pittsburgh, Chicago)

All HME providers want to service their customers with timely delivery of medically necessary items. Everyone in the organization wants to do what's best for the customer but are they always doing what is best for the long-term success of the company? We all know sales are essential, however, if the reimbursement from that sale is recouped in a post-pay audit it is not a good sale. Is there such a thing as a bad sale?

Depending on who you ask within the office, the answer usually varies among team members (billing, compliance, ATPs, respiratory therapists and sales), as all have a different agenda/motivation when it comes to performing their job functions. Each is motivated and evaluated by a different measurable (claims paid, successful audits, sales quotas, servicing the patient in a timely fashion), which can compete with each other, and if not managed correctly, can jeopardize the long-term success of a company.

In this session we will discuss some common scenarios where competing forces within must ensure they are ALL acting in the best interest of the company.

What VGM Members have to say about the Fall Seminar Series!

"If you made a smart move in your DME business regarding the bidding process you probably took your lead from Mark Higley. He has insight that the rest of us simply do not. He understands the numbers and the many dynamics around the entire bidding analysis. This time, more than ever, you need to pay attention as prices cannot simply be bid down again. We are at the bottom. The audit factor MUST be factored in this time. I suspect Mark will present facts and data that will suggest we bid the prices up as a result of the effect of audits on our bottom lines. We better pay attention to Mark this time as it may likely be our last chance. If you are serious about crafting a bid that will result in making any money you should not miss Mark's presentation."

- *Frank Trammell, CEO, Carolina's Home Medical Equipment*

"I make it a point not to miss the Fall Seminar Series! Mark's insight on competitive bidding combined with all his drilled down data is an extremely valuable resource on the path to success."

- *Gene Segó, President, Segó's Home Medical Equipment*

"Always informative and provides ideas for a variety of strategies that align with your business interests." - *Chip Fuller, VP of Operations, Quality Home Medical*

"The presentations on competitive bidding and improving operational efficiency are money well spent for those who want to succeed in today's DME marketplace. I have attended three of these seminars

over the years and leave each seminar with the most updated information to make a sound decision concerning my business.” – *Bob Bradford, Pres/CEO, Risch Home Health Care, Inc.*

“Mark and VGM always put together timely, relevant and action-oriented content. Their sessions have continued to not just educate our senior leadership, but also to inform our strategy and action steps - these sessions are not to be missed!” - *Gary Sheehan, CEO, Cape Medical Supply, Inc.*

“I have attended the seminar prior to preparing for the bid. It gave me a clear understanding of the process to prepare moving forward. I also met some other providers who shared their ideas as well. And of course Mark was available on the phone throughout the process to discuss. A must go for any DME executive.” - *Mo Rothstein, CEO, Valmar Surgical Supply Store*

“I have attended four of these seminars over the course of the Competitive Bidding Program. Each time I have walked away with new ideas and a better understanding of the Competitive Bidding process. Mark is THE expert on this program and I highly recommend it to anyone contemplating submitting a bid. For those uncertain as to whether or not they want to submit a Competitive Bid, please plan on attending as any and all questions or concerns will be addressed by Mark.”
- *Tom Sedlak, Executive Director, Pennsylvania Association of Medical Suppliers*