

Medtrade Conference Session Tracks with Suggested Topics

Business Operations Track Topics

Operational Management Category

- Running Lean Operations
- What are the Current Legislative and Regulatory Items that Must Be on an Owners Radar?
- The NSC
- Accreditation Topics
- PECOS
- Documentation Requirements
- Financial and Operational Best Practices
- Using Balance Sheets and Income Statements – A Must for Your Future
- Intake to Collections – Operating Essentials
- Efficiencies for Today's Success and Tomorrow's Viability
- Reducing Costs to Meet the Biggest Challenges in HME
- Creating a Win-Win Operation for Your Business
- Automation is the Key to Operational Success
- Inventory Woes – Learn from Others' Mistakes
- Managing Insurance Variations

Human Resource Category

- Hiring and Training for Employee Retention
- Legal issues in HME
- Managing Staff and Disgruntled Employees
- Doing More with Less
- Smart Hiring
- Employee Incentive Programs on a Lean Budget
- Reduce FTEs - Affect the Bottom Line
- Staffing Models - Count Money or Count Numbers
- Responsibility Breakdown Models

Information Technology Category

- New Technology: e-Prescribing
- New Technology: IVR (Interactive Voice Response) and/or Automated Resupply and Compliance Management
- Document Imaging
- How to Purchase Software
- Computer Based Inventory Control
- GPS Routing and Tracking and/or Computer Based Delivery Management
- Retail Management Technology - Using Computerized POS To Boost Cash Sales
- Utilizing Microsoft Excel or Access Maximum Data from Your HME Business Management Software
- Utilizing CRM (Customer Resource Management) to Grow Your Business
- Technology Overview Panel

Continuing Education & Training Track Topics

Rehabilitation & Assistive Technology Category

Selected topics will be accredited by The University of Pittsburgh SPECIAL NOTE: Proposals for the Rehab track will need to provide 2-3 references to support the content. Reference means a publication or source as to where the information came from. A research study published in a scientific journal is usually the best evidence but will also accept references to textbooks, government policies, etc. when research is not available.

- Impact of Competitive Bidding on Complex Rehab
- Legislative Updates
- Strategies in Cost-Effectiveness
- Branching Out Beyond Wheeled Mobility & Seating
- Measuring Outcomes
- Fundamental & Advanced Applications of Wheeled Mobility & Seating Interventions

Sleep, Oxygen & Respiratory Category – selected topics will be accredited by AARC

- Coping With Medicare CPAP Compliance Requirements
- Provider Service Changes in Competitive Bid Areas—Service Changes Suppliers Can Implement to Reduce Costs While Still Providing Good Service (Oxygen focus only)
- Provider Service Changes in Competitive Bid Areas—Service Changes Suppliers Can Implement to Reduce Costs While Still Providing Good Service (Sleep focus only)
- Providing Oxygen Conserving Devices Without Performing Titration—Is It Ever Appropriate?

Keeping It Legal (*formerly Legislative & Regulatory*) Track Topics

Audits: Pre and Post-Payment Category

- Medical Records and The HME Provider – The Key to Keeping Your Money
- Audits – Who, What, When and Where
- Creating an Internal Audit Protocol -- A "How To" Approach
- Surviving a Medicare Audit – Best Peer Practices
- Planning for When, Not If, You Are Audited
- Setting Up Processes to Know You Have What You Need
- Audit Response
- CERT, ZPIC, Carrier (Pre-Pay Probe, Pre-Pay Service specific)
- Opportunities to Negotiate with the Auditing Bodies
- Steps to Reduce the Risk of Being Placed on a Prepayment Review
- How to Respond to a Prepayment Review
- MACs, RACs, CERTs, PSCs, and ZPICs: Who Are These People and Why Are They Making My Life Difficult?

Competitive Bidding Category

- Win or Lose
- What Causes Bids to Get Thrown Out
- Getting Ready for 2016 – The Potentiality of Nationwide Competitive Bidding Roll-Out
- Subcontracting Arrangements - What Can and Can't You Do
- Access to Care Under Competitive Bidding
- Buying and Selling a Winning Bidder
- The Nuts and Bolts of Running a Company in A Competitive Bid Area

Legal Category

- Current Legislative Activity
- Issues with Regulatory Statutes and Requirements
- Fraud and Abuse Concerns
- Supplier Standards
- Joint Ventures
- Marketing within Legal Guidelines
- Health Reform Provisions and How They Affect DME
- Compliance
- Appeals
- Regulatory Requirements with Regards to Travel
- The Medical Home
- Accountable Care Organizations

Non-Medicare/Medicaid Markets Category

- How to Combat Medicare Cuts with New Business
- Searching Out and Negotiating Contracts With The VA, Prisons and other Federal and State Programs
- Home Modification: How to Build This Business
- Managed Care
- Selling Home Health Aides and Other Products Not Covered by Medicare
- Vehicle Modifications for the Disabled
- Understanding the Many State Programs That Fund Products and Services for the Physically and Mentally Impaired
- Working with Hospices, Assisted Living Facilities, SNFs and Long Term Care Facilities and other Facilities

Reimbursement Category

- Documentation is the Key to Reimbursement – Now and Later
- Collecting Your Receivables – A Survival Strategy
- Working and Tracking Denials – The Key to A/R Control
- Intake and Its Direct Correlation to Reimbursement
- KX Modifiers and Reimbursement
- It's Not Just About Reimbursement – It's About Keeping Your Money
- Reimbursement in a Competitive Bid Market
- Making A/R Management Proactive
- Let A/R Managers be the Solution - Get Rid of Denials

Medicare Updates Category

This category is reserved for speakers from the following contractors - DO NOT submit a session for this track if you are not one of these Contractors

- CBIC
- CEDI
- DME MAC
- NSC

Retail Track Topics

Retail Category

- How to Expand Your Retail Sales Floor or Launch a New Location
- Training Your Personnel on Retail Sales
- Retail Sales Systems
- Marketing to the Retail Consumer
- Retail Floor Merchandising – Does Store Layout Make a Difference/How to Cost Effectively Design a New Show Floor
- In-store Merchandising – How to deliver ROI
- Integrated Retail Promotions that Bring Them In the Door
- Legal Issues in Selling Retail HME if You Are a Medicare Provider
- Using Your Whole Company to Market (delivery, customer service, front sales, fitters)
- Structuring Advertising Campaigns with Traditional and Online Media
- Setting up a Loyalty Rewards Programs - The Ins and Outs to Get and Keep Customers

Sales & Marketing Track Topics

Sales & Marketing Category

- How to Market to Referral Sources
- When They Say the Door is Open, But Don't Use You
- Targeting New Referral Sources
- Launching New Product lines to new Referral sources
- Sales and Marketing Tools & Aids for Referral Sale
- You Got the Contract and License to Hunt, Now What?
- Sales Compensation for a Diversified Revenue-Based HME provider
- Motivating Sales Personnel in a Down Economy - Compensation, Threats and Pats
- New Media – How Should an HME Business Use It Effectively for the Over 55 Audience
- Online Stores - How to Make Them Work with Your Core DME Rental Business (Real Costs in Selling Online)
- Online Stores: Management, Structure, Systems & Delivery for Real Customer Satisfaction
- Web Site Update - SEO & Social Media Power
- Sales for Profit – Top Categories and Why
- Territory Sales Management
- New Technologies and Systems
- Marketing and Sales Strategy: The Difference and Coordinating Both for Sales Growth

Strategic Planning Track Topics

Strategic Planning Category

- Forecasting Capitol Hill and CMS: Tools for Strategic Decisions
- "Better Call Saul" If Your Business Metrics Are Not Keeping Up With Industry Averages
- 2015 HME Best Practices – A Year in Review
- Collecting Every Penny is the Key to Financial Success: Legal Guidelines for Waiver or Reduction of Medicare and Commercial Co-Payments
- Do You Know Where Your Money Is? Because We Do
- Buying and Selling HME Companies: Legal Traps and Opportunities
- ICD-10 - Where Should You Be Now?

Trending Markets Track Topics

Trending Markets Category

- Healthcare Reform and the HME Provider: Tracking, Reporting and monitoring outcomes
- 10 Key to Unlocking Revenue Potential: How DME/Medical Device and O&P Companies Can Quickly Boost Their Bottom Line
- Pneumatic Compression Devices - The Perfect Addition to Any DME/HME Product Line
- How to Reap the Benefits of Health Care Reform to Reach the Millennial Consumer & Expand Retail Sales
- Benefits of Providing Orthotics in the Outpatient Setting
- What is Evidence-Based Medicine and Why is it Important to Your Referral Source?
- Befuddled about Support Surfaces? Become an Expert
- Intermittent Catheterization Billing: A Comprehensive Overview
- Differentiating Your Business Through Patient Outcomes when Marketing to Referral Sources
- What the Best Companies Already Know: The Secret to Differentiating Your Brand by Influencing Clinical Outcomes