KMESA
2019
FALL CONFERENCE
Champions At Work!

Wednesday, August 28, 2019
1 p.m. – 5 p.m. EST
Thursday, August 29, 2019
8 a.m. – 4:30 p.m. EST

The Embassy Suites
1801 Newtown Pike
Lexington, KY
(859)455-5000
KMESA'S GOT TALENT COMPETITION

Wednesday Evening, August 28th
6 p.m. til whenever 😊

This year for our social event KMESA has decided to host a talent show involving KMESA members and vendors!

1st Prize - $100
2nd Prize - $75
3rd Prize - $50

If you would like to participate in this competition please contact Tammy Johnson – (859)253-5353
Or email: tjohnson@ablecare.tv
Champions at Work!

Wednesday, August 28, 2019

12:00 p.m. - 1 p.m. Registration
1 p.m. - 1:15 p.m. Welcome Statement – Teresa Lynne Aldridge, Executive Director
1:15 p.m. - 2:15 p.m. - Current Status of Legislative Activity – John Gallagher, VGM

This session will provide participants with recent and timely government updates, illustrating how government policies have an affect the HME Industry. Topics will include the 2018 elections and the 116th Congress committee assignments, federal legislation for HME and state level reimbursement concerns. John will also discuss recently released studies that support the industry’s concerns for declining Medicare reimbursement.

The DME Competitive Bidding Program
Competitive Bidding Areas
Non-Rural vs. Rural
State Issues; Medicaid and MCO reimbursement concerns, sales tax, and licensure
Complex Rehab Technology legislative activity
Key members and committees in Congress
Beneficiary Awareness and Mobilization

2:15 p.m. - 3 p.m. - Federal Regulatory & Payer Relations Updates – Q&A - Laura Williard, AA Homecare
3 p.m. - 4 p.m. Competing Forces Within: Balancing a Sale with Successful Reimbursement - Ronda Buhrmester, VGM

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. Examine the different internal MOTIVATION in deciding when a product is ready to be delivered. Identify the NON-NEGOTIABLE REQUIREMENTS for Medicare reimbursement. Illustrate the different OUTCOMES of these decision. Implement a protocol to ensure a SUCCESSFUL reimbursement outcome.

4 p.m. - 5 p.m. Best Practices for Managing your HME Back-Office Operations – Joey Graham, Prochant

HME businesses are feeling the heat of rising labor rates, overworked employees, and reimbursement cuts. These pains can impact one of their most crucial areas: back-office operations. From order confirmation and billing to collections and cash posting, these teams are critical to a company’s overall success. This session will dig deeply into the best practices for managing your back office to encourage employee engagement, patient satisfaction, and company growth. We will explore work flow, technology tools, incentives, and key metrics.

Let’s discuss the importance of making sure all staff are on the same page with understanding the challenges we all face today – declining reimbursement while balancing a good sale with a successful reimbursement.

5:30 p.m. - 7:30 p.m. KMESA’S GOT TALENT COMPETITION
Thursday, August 29, 2019

7:30 a.m. - 8 a.m. - Registration

8 a.m. – 9:00 a.m. - How to Win a VA- Government Contract – John Gallagher, VGM

In this presentation you will learn the best way for a small business to grow the federal government as a customer. Unfortunately many small businesses find it difficult to get a foot in the door. Many government agency buying practices--including contract bundling and the failure to go to outside established vendor networks--make it difficult for small businesses to bid on and win federal contracts. During this presentation you will learn about VA acquisition purposes, Veteran and Small Businesses must be independently owned and operated, not dominant in the field of operation in which they are bidding on Government contracts, and otherwise qualify as Small Businesses under the criteria and size standards developed by the Small Business Administration (SBA).

Identify government agencies buying practices
Explain government contracting lingo
Describe the government contracting roadmap, NAICS codes, locating opportunities, and marketing research
Discuss how to qualify for VA FSS contracts

9 a.m. – 11 a.m. - Vendors

11 a.m. – Noon – 2019 Audit Update: What’s the latest? – Kelly S. Grahovac, Van Halem Group

Description: The audit world for suppliers has improved, but it still is not perfect. New audit programs and changing focus for audit entities still create frustrations and problems for suppliers simply trying to follow the rules and take care of their patients. This presentation will provide the ever-important overview of the current landscape as well as important information on what future changes could affect suppliers. Most importantly, attendees will gather tips needed to successfully navigate the myriad of audits that suppliers are subject to.

Objectives:
- Identify current industry trends as is relates to audits and appeals
- Identify current and potential risk areas for audits
- Identify common issues suppliers being audited are facing
- Identify tips for successfully managing multiple types of audits

Noon – 1 p.m. LUNCH

1 p.m. – 2 p.m. -"Swipe Right......I Want It NOW!": Managing Millennials – Jane Bunch, VIP Medical

Help!! I am a Baby Boomer managing Millennials! Send in the troops!! You are most likely having difficulties in managing and retaining this generation of employees. As one of the most studied generations of all time, Millennials make up the majority of the work force. Statistical data shows that in 2017, over 56 million members were born between 1981 and 1996. I realized in my studies the past few years on this generation, I HAVE TWO MILLENNIALS that are my children! How do you think I ever became Facebook efficient (we all like to be "liked")? Snap Chat, Instagram, and other social media sites? This generation is addicted to technology. They are impatient, they need instant gratification, and they want to quit when they do not feel they are making an impact or have a "purpose" within your organization. This seminar is to enhance your relationship with this generation to make it a positive, successful relationship that can truly help your business. We will discuss how to adapt in hiring and employing this generation, how to be more patient, how to become a valuable leader and to give this generation the "pat on the back" they need("deserve") to be happy with the job they have performed. A fun, interactive seminar and webinar geared to help you succeed in hiring in this age of the MILLENNIAL GENERATION!

2 p.m. – 3:30 p.m. - Vendors

3:30 p.m. – 4:30 p.m. - The Retail Revolution, Changing from the DME to HME Mindset in the E-Commerce Generation - Angelo Audia - President HomeCare Provider Services

Medical equipment suppliers are always looking for the next big idea in our industry. They have the mindset that was established in the golden DME days based on insurance and reimbursement rates, which consist of low-cost items with low revenue margins. Our industry is transforming from a DME to HME mindset. Are you transitioning your company for success to compete with the E-Commerce Generation?

4:30 p.m. KMESA Door Prizes / Dismissal
Champions At Work!
KMESA Fall Conference August 28th & August 29th
Attendee Registration Form

FAX REGISTRATION FORM & CREDIT CARD PAYMENT to (866)469-1392
OR MAIL - KMESA : Teresa Aldridge : 124 Old US 68 – Campbellsville, KY 42718

Company: ____________________________________________________________

Contact Person: ______________________________________________________

Address: _____________________________________________________________
City: __________________ State: _______ Zip: __________

Phone: ___________________ Email: ________________________________

List of Attendees (Name as they should appear on nametag) send additional names on separate page

1. ______________________________________ Email: __________________
2. ______________________________________ Email: __________________
3. ______________________________________ Email: __________________
4. ______________________________________ Email: __________________

Current KMESA Member: ____Yes ____No (You can join today & save on conference fee – to join KMESA Membership is $400)

<table>
<thead>
<tr>
<th>Registration</th>
<th>Cost</th>
<th>Quantity</th>
<th>Total Cost</th>
<th># of Lunch Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Attendee KMESA Member Early Bird Specials: ($149 1st person/$119 additional persons) Includes LUNCH on August 29th but must have ticket.</td>
<td>$149 before Aug. 15th $199 after Aug. 15th</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Attendee Non KMESA Member</td>
<td>$249 before Aug. 15th $299 after Aug. 15th</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019 KMESA Membership Fee</td>
<td>$400.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019 KMESA Multi Location Membership Fee</td>
<td>$500.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL REGISTRATION FEE FOR 2019 CONFERENCE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LOCATION**: Conference will be at the Embassy Suites –
Special Room Rate: $140.00
1801 Newtown Pike - Lexington, Ky 40511
Reservations: Hotel: (859) 455 5000
To receive special rate reservations must be made By August 4, 2019.
KMESA
CREDIT CARD AUTHORIZATION FORM
Fax to (866)469-1392

Company Name: ____________________________________________

Credit Card #: _____________________________________________

Expiration Date: _____________ CVS Code: _____________

Zip Code: ________________________________________________

AMOUNT: ______________________ (3% merchant fee will apply)

Authorizing Signature: ______________________________________

Address to mail receipt: ____________________________________

________________________________________________________

________________________________________________________

Thank You -- Teresa Lynne Aldridge, Executive Director
KMESA