

FOCUS FORWARD

OAMES 37th Annual Meeting & Exhibition • October 4-5, 2017

Session Descriptions

Wednesday, October 4, 2017

9:15 AM - Ohio's Focus on Medicaid Managed Care
Patrick Stephan – Director of Managed Care, Ohio Department of Medicaid

Six years ago, Ohio repealed its fee-for-service Medicaid program and took the first steps in moving Medicaid enrollees to managed care which today, stands at 86% of recipients receiving benefits through one of six private managed care plans. But with the standstill of the MLTSS program and tension between the Administration and state legislature on Medicaid spending demonstrated during the budget process, what is the future of managed care? Hear from the Director of the Department's Managed Care bureau first-hand with all the latest news and insight moving forward in 2018.

10:15 AM - Positioning for the Next HME Market Shift
Laura Williard, Vice President Payer Relations – American Association for Homecare; Tom Hess Esq. – Dinsmore & Shohl; Pam Colbert, Esq. – Brown & Fortunato

The Medicare bid program drove many providers out of the market shifting HME business models away from traditional payers. And while evidence is growing that the program is unsustainable and access is questionable, it hasn't stopped managed care and commercial payers from proposing similar cuts or implementing sole source or very limited provider contracts. Private insurers including managed care payers are likely the bulk of your business which require careful contracting and business development to succeed. This session will share trends and current examples of the healthcare environment and help give you tools and strategies, including knowledge and data, that's needed to be competitive in today's marketplace.

11:45 AM - Lunch - Sponsored by Brightree

12:45 PM - Annual Recognitions

1:00 PM - Medicare and Payer Relations *Laura Williard, Vice President Payer Relations – American Association for Homecare*

While AHomecare remains focused on legislative strategies, they are also engaged on Medicare regulations and have invested in industry "out of the box" thinking to tackle non-Medicare issues and implement forward-thinking initiatives for HME providers. Hear the latest from Laura who will lead a session covering AHomecare's engagement with HHS and CMS on key issues such as the ALJ backlog and HME audit environment, as well as new projects such as pay-for-performance initiatives and specialty workgroups focusing on the respiratory benefit and quality standards for Medicaid supplies.

2:00 PM - Ohio's Opiate Crisis – How Did We Get Here? How Do We Recover? *Ernest Boyd, RPh. – Executive Director, Ohio Pharmacists Association*

Ohio is the epicenter of the nation's opiate addiction crisis. HME providers have a unique perspective in this healthcare epidemic as both employers and providers.

So how did we get here and what can we do to fight this problem? How do we engage with affected patients in the workplace or at home? Hear the latest developments and approaches from an expert who has been in the trenches with Ohio organizations and leaders fighting this issue that's affecting all aspects of our society.

3:00 PM - Break

3:15 PM - Federal Policies and Washington Politics – News From Capital Hill *Cara Bachenheimer, Senior Vice President, Government Relations – Invacare*

Cara's presentation is a popular session each year at the OAMES conference. She'll breakdown the latest news from Capitol Hill sharing developments on HME and CRT legislation and efforts of Congressional champions and leadership at HHS and CMS to bring relief to the industry. This includes news about the future of the Medicare bidding program, the fate of Round 2019, relief on the bid rate expansion to rural and non-bid areas and the latest on CMS' interim final rule recently posted by the Office of Budget and Management.

4:30 PM - Social Reception in Exhibit Hall - Sponsored by Pride/Quantum Rehab

6:00 PM - Day 1 Adjourns

Thursday, October 5, 2017

9:00 AM - Power Session on State Issues

9:00 AM - HME Licensure Changes: From Respiratory Care to Pharmacy Board *Steven Schierholt, Esq., Executive Director – State of Ohio Board of Pharmacy*
Gov. Kasich has long been interested in consolidating Ohio's medical licensing boards. After several attempts, this initiative was passed in the state's budget bill, HB 49, this summer. The Ohio Respiratory Care Board was dissolved and the HME law now resides in the Ohio Board of Pharmacy. What does this mean to Ohio's licensed/registered HME providers? Will your company be affected and when will you see these changes? Join us to hear the latest.

9:30 AM - Ohio's Historic Budget Battle - What Does it Mean to You? *Deborah Hackathorn, Senior Vice President – CivicPoint, LLC*

After six months of countless hearings and enormous grassroots efforts by a myriad of advocates, the Ohio budget bill HB 49 was passed by the state legislature. But soon after, 47 line-items were vetoed by the Governor and several of those overrode by the House and later the Senate, many of which affected Ohio's Medicaid program. What's does this all mean to Ohio's HME providers today? Deb will break-down the details of this historic budget and summarize the outcome.

10:00 AM - Medicaid DME Policy Changes Coming in 2018 *Mark Rogers, Ohio Department of Medicaid, Non-Institutional Policy Section*

OAMES and ODM have spent countless hours over the past two years discussing all of the DME rules in the Medicaid program which are going through the state's mandated "five-year rule review". The policies, and related CMNs, will soon be filed and adopted through the state's formal regulatory process. Mark will provide a timely update on the status of the filings, highlight the policy changes and outline the process moving forward as we prepare for implementation on Jan. 1, 2018.

10:30 AM - Break in Exhibit Hall

11:00 AM - Socially Empowered Customers Are Taking Control – Realizing the Potential and Pitfalls of the Digital Age *Sandra Harbrecht, President & CEO – Paul Werth Associates; Mac Joseph, Vice President, Digital Marketing – Paul Werth Associates*

Whether your business has purposefully built an online presence or not, be assured you have one. A passive consumer is a rare find and whether a corporate giant or a small company, you're at risk for a social media storm that can harm your business, and worse, your reputation. American consumers never have had much patience for poor service, but with the internet and social media, the stakes have never been higher. Conversely, have you ever considered the POTENTIAL that online interaction can bring? Small businesses have more power than ever to reach consumers and drive sales. Still nervous? No clue where to begin? Join us for a thought-provoking session that provides advice to engage socially-empowered customers, realize online potential and prepare your organization for the business challenges of the digital age.

12:15 AM - Lunch/Networking in Exhibit Hall - Sponsored by TIMS Software

1:15 PM - Leadership: Building a Team Who Will "Walk through Walls for You" *Sarah Hanna, CEO – ECS North*
Is your company poised to provide your team the right conditions for them to give their best each day, committed to the organization's goals and values, motivated to contribute to the success of your company and have an enhanced sense of their own well-being? If not, how can you achieve these results? Two words: Employee Engagement. Employee engagement is about positive attitudes and behaviors that lead to improved business outcomes, better employee retention, increased productivity and a reduction in grievances. Join us for a confident conclusion to the conference that gives attendees the insight and tools to help their team become focused on clear goals and build the trust and empowerment to go the extra mile to complete their work.

2:30 PM - Conference Adjourns

Schedule of Events

Wednesday, October 4, 2017

8:30 AM.....Registration and Continental Breakfast
9:00 AM.....Welcome - Membership Business Meeting and Elections
9:15 AM.....General Sessions
11:45 AM.....Lunch - *Sponsored by Brightree*
12:45 PM.....Annual Recognitions
1:00 PM.....General Sessions
3:00 PM.....Break
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General Information

Host Facility: The Grand Event Center
820 Goodale Blvd., Grandview Heights, OH 43212 • 614-453-4300

Host Hotel: Courtyard by Marriott
780 Yard St., Columbus, OH 43212 • 614-453-4420

CEs:
10 hours of continued education credit is available for the Ohio Respiratory Care Board HME facility license to all full conference attendees. Wednesday only attendees will receive 6 hours, and Thursday only attendees will receive 4 hours.

Cancellation Policy:
Refunds minus a \$25 admin fee are available through September 29, 2017. No refunds will be issued after September 29. Substitutions are welcomed and encouraged.