

DME Turbulence...



Are You Prepared?

Rough waters are all around us and many of us in the DME/HME business are struggling to stay afloat. Our industry is ever-changing and to thrive we must work smarter everyday, and adapt to the changes while striving for excellence in performance.

DME Turbulence. . . Are You Prepared? will deliver one and a half days of information, networking, and education that you cannot afford to miss. The IAMES Board of Directors hopes that you will join with industry leaders, educators and exhibitors for the IAMES 2010 Annual Educational Conference & Expo to explore all the potential our industry has to offer.



IAMES

2010 Annual Educational Conference & Expo

April 15-16, 2010

Lisle/Naperville Hilton Hotel, Lisle, IL

Illinois Association for Medical Equipment Services

DME Turbulence ... Are You Prepared?

KEYNOTE ADDRESS

Thursday, April 16

8:45 - 9:45 am

Effectively Telling the Homecare Story

Len Serafino, Chad Therapeutics

Len will show you how to manage the homecare debate through word choice, body language and listening to effectively communicate our side of the story.

THURSDAY, APRIL 15

Billing 101 & 201

Peggy Walker, USRehab and **Sarah Hanna**, ECS Billing & Consulting, Inc. will be offering a succession of billing sessions that will put you on the right path to getting PAID! Topics that will be covered:

**Order Intake*

**ABN's and Repairs*

**Documentation Requirements*

**Denials*

Loan Closets, Marketing Programs, Joint Ventures and Other Arrangements

Jeff Baird, Brown & Fortunato, P.C. will discuss the legal parameters that must be followed when implementing marketing programs and entering into joint ventures, strategic partnerships and other contractual arrangements as well as the innovative and successful marketing techniques, joint ventures and various arrangements that comply with legal requirements.

Oxygen & Oxygen Equipment Safety and FDA & DOT Regulations for 2010

David J. Marquard, II, Applied Home Healthcare Equipment will be sharing the latest DOT and FDA regulations and how they impact home respiratory providers and dealers as well as low cost methods to comply.

The Art of Effective Interviewing: The Quest for "THE ONE"

Join **Jon Vegosen**, Funkhouser Vegosen Liebman & Dunn LTD as he shares how to structure interviews, probe candidates' backgrounds to project future success, assess the answers received, and other techniques for learning about what makes candidates tick.

Online Social Networking: It's Coming to the Chronically ill and Disabled Population Near You!

Lenny Hurst, VGM & Associates will discuss how and why you need to get up to speed with social networking to stay in touch with your customers.

Join an IAMES Committee!

Last year we had a nice turn out of committee volunteers and the IAMES Board would like to thank you for your participation. As you know, there is still a lot of work to be done and we need your help. If you are interested in volunteering for a committee, please email Tracy Hodge at tracy@iames.org to express your interest before the conference. We will also have signup sheets at the conference.

(Please see the list of new committees on the insert either included in your hard copy of this brochure or attached to your email. The list includes each committee's chair as well as the purpose of the committee.)

FRIDAY, APRIL 16

Billing 301

Peggy Walker, USRehab and **Sarah Hanna**, ECS Billing & Consulting, Inc. will be offering the last class in their succession of billing sessions where they will take you on an Ambulatory Tour of the documentation pitfalls, algorithm processes and audit snags that revolve around mobility equipment.

Legislative Update

Annual favorite and key VGM liaison, **John Gallagher** – VP Government Relations, VGM – will join us Friday, April 16, to update us with what we can do to make a difference in legislative efforts

Everyone Must Sell

Randy Schluter, DTCP/Ren Train will show you how to teach your team how to sell and promote your business reputation, strengths and experience in the community and with your clients.

Public Aid Update

Kim Knox and **Edna Canas**, Illinois Department of Healthcare and Family Services, will return again this year to update you on HFS and field your questions and concerns.

Move from Sales Management to Sales Coaching & Radically Grow Your Business

Learn what sales coaching can do for your team and how to increase your business by attending this session presented by **Ty Bello**, Team @ Work.

Medicare Updates

Nikia Simmons, National Government Services, will discuss the top submission errors, Medical policy updates, PECOS, education opportunities and other Medicare issues as well as answer your questions.

Family Feud: Put an end to the bickering between customer service, billing, delivery, sales, operations and leadership.

Join **Ty Bello**, Team @ Work and find out how to improve overall communication and efficiency and increase camaraderie between your Customer Service and Billing departments.

Schedule at-a-Glance

Thursday, April 15, 2010

Schedule is subject to change.

8:00 – 8:45 am **Registration & Continental Breakfast**
8:45 – 9:45 am **Keynote: *Effectively Telling the Homecare Story* – Len Serafino**
9:45 – 10:00 am **IAMES Annual Membership Meeting**

	Suite A	Suite B	Suite C
10:10 – 11:00 am	Billing 101: Order Intake, ABNs & Repairs - Doing it Right and Getting Paid! <i>Peggy Walker, USRehab</i> <i>Sarah Hanna, ECS Billing & Consulting</i>	Loan Closets, Marketing Programs, Joint Ventures and Other Arrangements <i>Jeff Baird, Brown & Fortunato, P.C.</i>	Oxygen & Oxygen Equipment Safety and FDA & DOT Regulations for 2010 <i>David J. Marquard, II</i> <i>Applied Home Healthcare Equipment</i>
11:10 am – 12:00 noon			
12:10 – 2:00 pm Lunch & Dessert in Exhibit Hall			
2:10 – 3:00 pm	Billing 201: Documentation - If It's Not Documented, It's Not Done! <i>Peggy Walker, USRehab</i> <i>Sarah Hanna, ECS Billing & Consulting</i>	The Art of Effective Interviewing: The Quest for "THE ONE" <i>Jon Vegosen</i> <i>Funkhouser Vegosen Liebman</i> <i>& Dunn LTD</i>	Online Social Networking: It's Coming to the Chronically ill and Disabled Population Near You! <i>Lenny Hurst, VGM & Associates</i>
3:10 – 4:00 pm			
4:00 – 6:00 pm Reception & Raffle in Exhibit Hall			

Friday, April 16, 2010

7:30 – 8:00 am Continental Breakfast

	Suite A	Suite B	Suite C
8:00 – 8:50 am	Billing 301: The Ambulatory Tour - Documentation Roadsigns <i>Peggy Walker, USRehab</i> <i>Sarah Hanna, ECS Billing & Consulting</i>	Legislative Update <i>John Gallagher</i> <i>VGM & Associates</i>	Everyone Must Sell <i>Randy Schluter</i> <i>DTCP/Ren Train</i>
9:00 – 9:50 am			Are You on Track? Updated Benchmarking for 2010 <i>Judy Bunn, Carecentric</i>
10:00 – 10:50 am	Public Aid Update <i>Kim Knox & Edna Canas</i> <i>HFS</i>	Move from Sales Management to Sales Coaching & Radically Grow Your Business <i>Ty Bello, Team @ Work</i>	Medicare Update <i>Nikia Simmons,</i> <i>National Government Services</i>
11:00 – 11:50 am		Family Feud: Put an end to the bickering... <i>Ty Bello, Team @ Work</i>	

Thursday Reception

IAMES invites you to attend the reception held in the Exhibit Hall for hors d'oeuvres and drinks.

Exhibits

Manufacturers and distributors of durable medical equipment, supplies and services will be on hand Thursday to bring the latest products, services and technology to our conference. Exhibitors have shown a commitment to our industry by participating and helping to sponsor the IAMES Educational Conference & Expo. Please take time to look, buy and talk to these companies.

Purchasing Associates invited to Exhibit Hall FREE!

Visit our exhibit hall for free from 2:10 pm – 6:00 pm April 15, 2010.

IAMES Annual Meeting

Thursday, April 15, 2010
9:45 am - Following Keynote

Election of directors and a 5-minute review of the association's year will be presented. Detailed information will be published for distribution at the morning meeting.
 All IAMES members are requested to attend.

Illinois Association for Medical Equipment Services

1601 North Bond Street, Suite 303
 Naperville, IL 60563

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 tracy@iames.org • www.iames.org

Our Host Hotel ...

Ideally located in the western suburbs of Chicago central to downtown Chicago, and O'Hare and Midway airports! The newly renovated, luxurious Hilton Lisle/Naperville is the BEST choice in the suburbs. Only 27 miles to downtown, 19 miles from O'Hare Int'l Airport and 22 miles from Midway Airport. The hotel's courtesy shuttle takes guests to and from the Metra Train Station for even easier access to Downtown Chicago. The guestrooms at the Hilton Lisle/Naperville are the most spacious in the area and are all beautifully appointed. Rooms offer business necessities such as dual line speakerphone with voice mail and data port as well as large work desks. Warm hospitality and a commitment to quality service—It happens at the Hilton.



Hilton - Lisle/Naperville

3003 Corporate West Drive
Lisle, IL 60532

Off Warrenville Road just east of Naperville Rd.
800.552.2599 • 630.505.0900
www.lislenaperville.hilton.com

Our special guest room rate of \$115/Single • \$130/Double is available through March 17, 2010

Your hotel reservations must be made directly with the hotel. Call the Hilton at 800-HILTONS or 630-505-0900.

To secure the special conference guest room rate of \$115/single-\$130/double, plus taxes, **reservations must be made by March 17, 2010.** However, we urge you to make your reservations immediately. Reservations made after March 17, 2010 may not be accommodated and if honored, may not be offered at the conference rate.

It is each attendee's responsibility to make their own hotel and travel arrangements. Go to www.lislenaperville.hilton.com for an interactive map and directions. We also suggest that you call the hotel directly to verify your reservation prior to arrival.

Hotel check-in is 3 pm and check out is noon. *If you must cancel, it is your responsibility to cancel your hotel reservation directly with the Hilton Lisle/Naperville giving 24 hours notice.*

CONFERENCE REGISTRATION FEES*

IAMES Member Attendee	\$275/person
2nd & 3rd Member Attendees.....	\$200/person
4th or more Member Attendees	\$175/person
Non-Member Attendees.....	\$525/person
2nd & 3rd Non-Mbr Attendees	\$375/person
4th or more Non-Mbr Attendees	\$300/person

YOUR FULL PAID REGISTRATION FEE COVERS:

- Attendance at all General Sessions and Breakouts
- Name Badge & Conference Handouts
- Continental Breakfasts on Thursday & Friday, April 15 & 16
- Lunch on Thursday, April 15
- Reception on Thursday, April 15

*CANCELLATION

We understand that unexpected events can sometimes require a registrant to cancel. If you must cancel and do so prior to March 24, 2010, you will receive a full refund. After March 24, 2010, \$50.00 will be deducted from your refund. We are sorry, but we cannot make any refunds for cancellations received after April 2, 2010.



The Mission of IAMES

*is to represent home care providers
in Illinois by enhancing
members' knowledge of the
HME industry through
information, education,
advocacy and networking.*

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