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OCTOBER 6-9, 2020

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Register today

Online: www.mames.com, click on **Events** tab

Mail/Fax/Email: See page 5 for registration form

For details contact Jim Schafhauser:

651-351-5395 info@mames.com

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MAMES 2020 VIRTUAL CONFERENCE

OCTOBER 6-9, 2020

We're going virtual!

Since 1990 MAMES has gathered the best DME Providers in the Midwest each fall to network, learn from one another, and build our businesses together. Over the past 30 years, this conference has grown into one of the most popular events of its kind in the country, and in 2020 we are moving into an entirely new arena by going virtual due to the COVID-19 pandemic.

By moving to a virtual event, not only will we protect attendees from potential harm and illness, our reach will go even further, as we can open this premier online event to DME Providers from across the country! Our DME Provider registration revenue share program will allow state DME associations to invite their members to share in this educational and networking event.

While we will miss seeing our wonderful members in person, we pledge to do everything in our power to make this the "Gold Standard" of DME Provider events, providing you the best educational and networking opportunities to grow your business. We thank you for your continued support!

Warmest Regards,
Rose and Jim Schafhauser, and the MAMES Executive Team

MAMES is proud to partner with these DME associations for this event:



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Attendee Registration form

Please note: We do incur a cost for each registrant for this event for set up. Please register attendees who will be able to attend the sessions or the exhibit hall, we are happy to add additional attendees for you. Thank You.

Three easy ways to register:

1. **Online:** www.mames.com, click on **Events** tab
2. **Fax:** Fax completed form with credit card payment information to: **218-216-8139**
3. **Mail:** Mail completed form with payment information to: **MAMES, PO Box 3007, Duluth, MN 55803**

Fee schedule

| Registration Type | Member | Non-Member |
|---|----------|------------|
| 1st attendee | \$149.00 | \$189.00 |
| Additional attendees | FREE! | FREE! |
| Virtual Exhibit Hall-only (DME Providers only) | FREE! | FREE! |

ALL Attendees must register
for access codes to log in.

Payment Information

___ Check (payable to MAMES) Check #: _____
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Exp. date: _____ Security code: _____
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Attendee Information

Company Name: _____

MAMES 2020 Member? ___ Yes ___ No

Partner DME Association Promo Code: _____

All information is required for every attendee for registration and attendance:

Name: 1. _____ Telephone: _____

Job Title: _____ Email: _____

Name: 2. _____ Telephone: _____

Job Title: _____ Email: _____

Name: 3. _____ Telephone: _____

Job Title: _____ Email: _____

Name: 3. _____ Telephone: _____

Job Title: _____ Email: _____

Company Address/City/ST/ZIP: _____

Registration Deadline: September 30, 2020

TERMS and CONDITIONS: Cancellations must be received in writing at the MAMES office no later than September 1, 2020 to qualify for a refund less a \$35.00 processing fee. **There will be no refunds after September 1, 2020.** Upon receipt and acceptance of this registration by MAMES, this registration shall become a binding agreement between the Attendee(s) and MAMES. The Terms and Conditions set forth are hereby incorporated by reference. The Attendee(s) acknowledge that no portion of the registration fee is refundable except as expressly set forth in the Terms and Conditions.

MAMES reserves the right to cancel meetings due to emergencies, pandemics, insufficient registrations, etc. **PLEASE NOTE:** Should MAMES need to cancel this event due to current healthcare concerns, all registrations will be moved to the next scheduled event unless a request for refund is received within 15 days of the cancellation notice.

MAMES takes pride in presenting speakers on topics of interest, and the speakers we offer are widely recognized as experts in their field; however, the MAMES staff, its officers, and Board of Directors are not able to evaluate the accuracy and content of their presentations, which are highly technical in nature and often require professional judgements. For this reason MAMES and its staff, officers, and directors assume no liability growing from advice and information such speakers present.

Consent to Use Photos: Registration, attendance at, or participation in MAMES meetings and other activities constitutes an agreement by the registrant to MAMES' use and distribution (both now and in the future) of the registrant's or attendee's contact information, image or voice in photographs, videos, electronic reproductions, and audio tapes of such events and activities.

**Registration will be confirmed via email upon receipt of payment

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Virtual Exhibit Hall-only tickets are FREE for DME Providers!

MAMES has made significant investment in the state-of-the-art **EventTechGroup Virtual Platform**, allowing us to bring you a premier online exhibit hall. And it's **FREE!**

Register for complimentary tickets to log into the Virtual Exhibit Hall and visit **over 60 MAMES Associate Members & Exhibitors** from across the country. Stop by different eBooths to earn chances to win door prizes.

Over \$3,000 in giveaways will be awarded!

There is a "Mystery Booth" Door Prize on every exhibit hall floor—check in at every booth to win!

While you're there, check out the latest products and services to benefit you and your patients.

Register for tickets at www.mames.com or see page 5 for registration form.

Virtual Exhibit Hall schedule (tentative)

All times are Central Time

Tuesday, October 6

1:00 – 5:30p: eBooths open

(4:15 – 5:30p: dedicated eBooth time)

Wednesday, October 7

9:00a – 1:30p: eBooths open

(12:15 – 1:30p: dedicated eBooth time)

Thursday, October 8

1:00 – 5:30p: eBooths open

(4:15 – 5:30p: dedicated eBooth time)



Visit vendor eBooths to watch videos, download brochures, and chat with reps about products and services.

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MAMES 2020 - Session 1

TUESDAY, OCTOBER 6, 2020

1:00 – 2:30p (Central Time)

MANAGING IN UNCERTAIN TIMES

The year 2020 will be remembered where business initially stood still and then changed forever. The COVID-19 pandemic has caused many organizations to totally re-think how they do business and how to manage their workforce. Many companies have gone from attraction and retention to sustainability and survival. There has no bigger change than how team members are being managed. This session will provide an overview of the change in the landscape of hiring, retaining, and engaging the workforce forced on most by the pandemic. The session will also look at the positive side of the change and how it has impacted the workforce in a positive way (believe it or not).

LEARNING OBJECTIVES:

Gain an understanding of how the management of our teams have changed

Learn steps companies have taken to retain and engage their workforce

Learn how a “secret sauce” to effective talent management can work no matter the conditions or the environment

Presenter: Richard Davis, SPHR, SHRM-SCP, CLMS, Director of Human Resources, Atlas Technologies, Inc. Richard Davis has over 35 years of human resources and operations experience. He is currently the Director of Human Resources for Atlas Technologies, Inc., a veteran owned technology company serving the Navy and Coast Guard. Richard is certified by the Society for Human Resource Management as a Senior Human Resource Professional (SHRM-SCP), certified by the Human Resource Certification Institute as a Senior Professional in Human Resources (SPHR), and certified by the Disability Management Employer Coalition as a Certified Leave Management Specialist (CLMS).



*Did you know that the MAMES FYI MONDAY e-Newsletter is published 48 times per year and includes:
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TUESDAY, OCTOBER 6, 2020

2:45 – 4:15p (Central Time)

ACCOUNTABILITY AND BEST PRACTICES IN A WORK-FROM-HOME SETTING

It appears that working from home may not go away. In fact, the Bureau of Labor Statistics projects 73 percent of teams will have remote employees by 2028. Regardless, with staff working from home and/or the office, it is important to have tools to hold staff accountable. How are companies optimizing technology for operations and accountability now and moving forward? What's working and what's not working? A discussion of lessons learned and more will be included in this candid and relatable session facilitated by Miriam Lieber, Lieber Consulting.

LEARNING OBJECTIVES:

- Examine work-from-home and work-from-office comparisons – before, during, and after the COVID19 pandemic.
- How to hold people accountable in the remote work-from-home setting.
- A discussion of current best practices in a remote work-from-home setting.

Presenter: Miriam Lieber, Lieber Consulting

Miriam Lieber is an independent consultant specializing in operations management for the HME industry. Miriam has over 20 years of experience in the field. During that time she has focused exclusively on home healthcare reimbursement and operations. She is also known for her practical advice. She creates efficient operational procedures to cope with complex regulatory changes. Her consultations and seminars focus on developing efficiencies in a cost-cutting environment. She has worked with over 500 providers and also works with payers, manufacturers, and distributors. Miriam's reputation as a leader and expert in the field precedes her.

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MAMES 2020 - Virtual Exhibit Hall

See schedule of events for additional exhibit hall times

TUESDAY, OCTOBER 6, 2020

All times are Central Time

4:15 – 5:30p: Dedicated eBooth time

(1:00 – 5:30p: eBooths open)

- First of three Virtual Exhibit Hall sessions
- **Passively open for visits from 1:00 – 4:15p.** During this time you can visit the eBooths to leave your “virtual business card” and request a demo or information. Please note, the booths may not have vendor reps available to chat with at this time.
- **Actively open for visits from 4:15 – 5:30p.** During this time we ask vendors to be available for live interaction with attendees.
- **Door Prizes** – MAMES will give away prizes in the Virtual Exhibit Hall during active exhibit hall sessions. More details will be provided closer to the event.
- **Mystery Booth Prizes** – MAMES will also give away a “Mystery Booth” Prize on every floor of the exhibit hall during this event! Visiting and “dropping your business card” at every eBooth will greatly increase your chances to win! The more you engage with our vendors the better your chances to win!

Prizes range in value from \$150 to over \$600!

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MAMES 2020 - Session 3

WEDNESDAY, OCTOBER 7, 2020

9:00 – 10:30a (Central Time)

BEST PRACTICES FOR INTAKE/REIMBURSEMENT WORKSHOP "CREATING EXCELLENCE IN YOUR REVENUE CYCLE PROCESSES AND PROCEDURES"

Part One

(Part Two will be Thursday, Oct 8 at 2:45pm central time)

This interactive revenue cycle workshop takes a comprehensive look at workflow processes and procedures from intake and billing through the final collection of receivables. Participants receive an overview of front- and back-office processes with best practice insights from leading industry experts. Attendees will participate in live Q & A sessions to address specific questions related to respiratory, general DME, and complex rehab business specialties.

Part One: Front office topics covered during the session include intake, prior authorizations and reauthorizations, evaluating current tracking processes, patient and referral management, staff and staffing ratios.

Each session will be 90 minutes; 60 minutes pre-recorded video presentation with 30 minutes "LIVE" Q&A. Please prepare questions you have on the topic areas being covered for each session. We will share the findings from each Q&A session and follow up with key takeaways that participants can share and implement in their businesses.

Workshop presenters:

Bruce Gehring – Allegiance Group

Ronda Buhrmester – VGM

Joey Graham – Prochant

Amie Barone & John Stalnaker – ACU-Serve

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MAMES 2020 - Session 4

WEDNESDAY, OCTOBER 7, 2020

10:45a – 12:15p (Central Time)

SPEAKING PLAIN TO THE REFERRAL COMMUNITY DURING A PANDEMIC:

What is it that the referral community really wants and needs from an HME or CRT company during a pandemic? Also, what are the pain points that HME and CRT providers are facing with minimal access to the medical referral community?

Ty Bello will be gathering key information from both the referral community and pain points experienced from HME and CRT providers. Ty will present his findings and also provide a road map for engaging and capturing the referral community's attention during the pandemic.

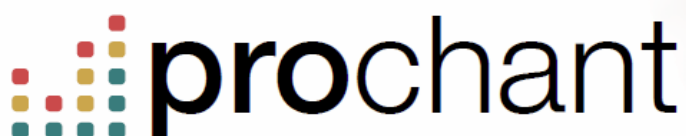
LEARNING OBJECTIVES:

- Learn what the referral community really needs and wants from providers.
- What pain points are providers facing with the referral community during the pandemic?
- How to use this information to create a path that will stay top-of-mind and grow referrals.
- What should our Game Plan be for Q4 2020 and Strategic Plan for 2021?

Presenter: *Ty Bello, Team@Work*

Ty Bello is a top-producing, high energy Leader with 30 years of experience successfully building, leading and inspiring top-performing sales teams that consistently exceed aggressive quotas. Known for creating a culture of success by articulating a vision that is mutually agreed upon, inspiring others to act, as well as recognizing and celebrating contributions while always challenging the status quo for opportunities to grow and improve.

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1. Coloplast IC User Survey, 2016, v0.5, data-on-file (PM-01349)

MAMES 2020 - Virtual Exhibit Hall

See schedule of events for additional exhibit hall times

WEDNESDAY, OCTOBER 7, 2020

All times are Central Time

12:15 – 1:30p: Dedicated eBooth time

(9:00a – 1:30p: eBooths open)

- Second of three Virtual Exhibit Hall sessions
- **Passively open for visits from 9:00a – 12:15p.** During this time you can visit the eBooths to leave your “virtual business card” and request a demo or information. Please note, the booths may not have vendor reps available to chat with at this time.
- **Actively open for visits from 12:15 – 1:30p.** During this time we ask vendors to be available for live interaction with attendees.
- **Door Prizes** – MAMES will give away prizes in the Virtual Exhibit Hall during active exhibit hall sessions. More details will be provided closer to the event.
- **Mystery Booth Prizes** – MAMES will also give away a “Mystery Booth” Prize on every floor of the exhibit hall during this event! Visiting and “dropping your business card” at every eBooth will greatly increase your chances to win! The more you engage with our vendors the better your chances to win!

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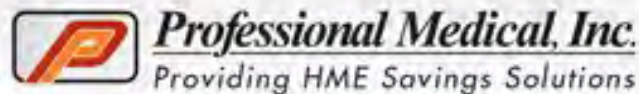
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MAMES 2020 - Session 5

THURSDAY, OCTOBER 8, 2020

1:00 – 2:30p (Central Time)

DON'T LEAVE IT UP TO THE LOBBYISTS: How Anyone Can Effectively Communicate with Lawmakers

According to Merriam-Webster dictionary, a “lobbyist” is *one who conducts activities aimed at influencing or swaying public officials and especially members of a legislative body on legislation*. But did you know that you don't need to walk the halls of the Capitol Building or lunch with lawmakers on a daily basis to influence the rules that govern your business? You can exercise your powers of legislative persuasion as an **ADVOCATE!**

Join in a panel of industry experts who will teach you how to create awareness of pertinent issues that directly affect your bottom line - without ever stepping foot in DC.

With an election year coming up, all the chaos in Washington and in our state governments, it is important to make your voice heard by learning to communicate with your lawmakers. You will have the opportunity to ask questions and see specific examples of how you can be an effective advocate!

Presenters:

Jay Witter, AAHomecare

John Gallagher, VGM

Patrick Naeger, MAMES Past President, AeroCare Holdings, Inc.

Ashley W. Plauché, AAHomecare

Emily Harken, VGM

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MAMES 2020 - Session 6

THURSDAY, OCTOBER 8, 2020
2:45 – 4:15pm (Central Time)

BEST PRACTICES FOR INTAKE/REIMBURSEMENT WORKSHOP "CREATING EXCELLENCE IN YOUR REVENUE CYCLE PROCESSES AND PROCEDURES" PART TWO

Note: If you missed Part One it will be available with the Q&A portion in an archived recording.

This is Part Two of an interactive revenue cycle workshop that takes a comprehensive look at workflow processes and procedures from intake and billing through the final collection of receivables.

Participants receive an overview of front- and back-office processes with best practice insights from leading industry experts. Attendees will participate in live Q&A sessions to address specific questions related to respiratory, general DME, and complex rehab business specialties.

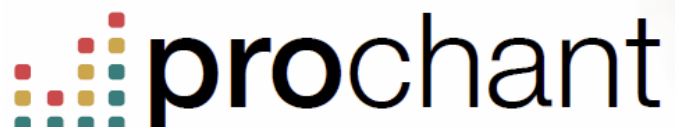
Part Two: Back-office topics covered during the session include order confirmation, hold management, claims transmissions, front-end rejections, cash posting, denial management, A/R management and special process and exceptions.

We will share the findings from each Q&A session and follow up with key takeaways that participants can share and implement in their businesses.

Workshop Presenters:

| | |
|---|-----------------------------|
| Bruce Gehring, Allegiance Group | Joey Graham, Prochant |
| Amie Barone & John Stalnaker, ACU-Serve | Ronda Buhrmester, VGM Group |

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MAMES 2020 - Virtual Exhibit Hall

THURSDAY, OCTOBER 8, 2020

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(1:00 – 5:30p: eBooths open)

- Third of three Virtual Exhibit Hall sessions
- **Passively open for visits from 1:00 – 4:15p.** During this time you can visit the eBooths to leave your “virtual business card” and request a demo or information. Please note, the booths may not have vendor reps available to chat with at this time.
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If a vendor on this list is not a member of your association, now is your chance to visit with them and ask for their support!

MAMES 2020 - Session 7

FRIDAY, OCTOBER 9, 2020

9:00 – 10:30a *(Central Time)*

COFFEE BREAK WITH MEDICARE:

Grab a cup of coffee and sit down with the DME MACs to get the latest updates on Medicare!

In this collaborative event, join staff from DME MAC Jurisdictions A, B, C, and D to get the latest information on all the hot topics surrounding Medicare reimbursement. Information will be provided regarding the COVID-19 public health emergency (PHE) waivers and flexibilities, policy updates, audits, and more.

Presenters:

Cindy White, Provider Outreach and Education Consultant,
NORIDIAN HEALTHCARE SOLUTIONS LLC, DME MAC Jurisdiction A & D

Judie Roan, Provider Relations Senior Analyst
CGS – DME MAC Jurisdiction B & C

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FRIDAY, OCTOBER 9, 2020

10:45—12:15 pm(Central Time)

MAMES KEYNOTE CLOSING EVENT

PUTTING HUMOR TO WORK FOR LESS STRESS AND MORE SUCCESS!

You'll laugh as you learn how leaders, teams and organizations are leveraging their humor resources to build more inspiring workplaces that drive outrageous results! International Hall of Fame business speaker Michael Kerr will share examples from around the world of how businesses are putting humor to work for less stress and more success!

You'll discover:

- *Why culture is your #1 competitive advantage and how to be more intentional about building an innovative, service-first, fun workplace culture*
- *Why humor at work is no joke: The power of humor to drive real results*
- *How humor can improve sales, and help you attract and retain customers*
- *How humor unites teams and boosts morale*
- *Why HA + Ha = AHA! How humor improves communication and innovation*
- *3 powerful Rs for using humor to manage your stress*

Presenter: Michael Kerr is an international Hall of Fame business speaker who travels the world researching, writing, and speaking about inspiring workplaces. He is the author of seven books, including "The Humor Advantage: Why Some Businesses Are Laughing All the Way to the Bank" and "The Jerk Free Workplace: How to Lead When You're Not the Boss."

MAMES encourages you to get involved in this first of it's kind virtual DME event!

- Take advantage of the networking lounge.
- Engage each vendor at every booth. Not only could you win a big door prize, but you may be the visitor who moves them to support your association in a bigger fashion.
- Find a new product or service line!
- Ask questions, use the e-chat and video chat options.
- Get you staff involved and engaged and committed.

Thank you to everyone who is attending—each of the associations who have partnered with MAMES on this event appreciate your involvement and your commitment to the DME industry and the people you so devotedly serve!

Thank you—Rose and Jim Schafhauser, MAMES