



Wisconsin Association of  
Medical Equipment Services

**Presents**

**26th Annual**

**Convention & Trade Show**

**Sept. 20-22, 2009**  
*at the Osthoff Resort  
in Elkhart Lake*

# You Are Invited to Attend the 2009 WAMES Annual Conference!

Again this year is a format that includes four simultaneous tracks for Rehab, Management, Respiratory and Supplies. Some of the topics are:

- Pay to Play: Sales Incentives that Actually Increase Sales
- Non-Delivery Oxygen Technology
- The Link Between Sleep Apnea and Co-Morbid Conditions: DVD and Type II Diabetes
- Therapeutic Support Services
- Referral-Based Education
- Adding Diabetic Footwear to your Business
- Decreasing AR and Increasing In-House Revenue, How to/Methods
- The Power of Positioning

## Sunday, Sept. 20, 2009

<b>12-5:30 p.m.</b>	<b>2009 Annual Golf Outing on The Bull at Pinehurst Farms Golf Course</b>
<b>5:30-6:30 p.m.</b>	<b>Golfers Reception and Prizes at The Bull at Pinehurst Farms Golf Course</b>
<b>6:30-9 p.m.</b>	<b>All Participant Reception and Bonfire at The Osthoff Lakefront</b>

## Monday, Sept. 21, 2009

<b>7:30 a.m.</b>	<b>Registration opens with Continental Breakfast</b>
<b>8-8:15 a.m.</b>	<b>Welcome with Jean McAdams, President of WAMES</b>
<b>8:15-9:45 a.m.</b>	<p><b>Keynote Speaker Dr. Gary Schwantz — Savoring Life</b></p> <p>A favorite of those who have heard Gary speak, this presentation focuses on what is really important in our lives. Some see life as an obligation, a GOT-TO, and some see life as a privilege, a GET-TO. Dr. Schwantz contends that we can choose to see life as a GET-TO — there are 5 elements:</p> <p>Those who love life:</p> <ul style="list-style-type: none"> <li>• Do it on purpose</li> <li>• Notice the moments</li> <li>• Celebrate and have some freakin' fun</li> <li>• Have grateful hearts</li> <li>• Take time</li> </ul> <p>You will enjoy the humor, the inspiration the practical applications — but you will especially enjoy remembering that our lives are not our jobs.</p>
<b>9:45-10 a.m.</b>	<b>Break</b>
<b>10-11:30 a.m.</b>	<b>Educational Tracks</b>

### Sponsors of the 2009 WAMES Annual Conference

The MED Group  
 Invacare Corporation  
 Pride Mobility/Quantum Rehab  
 Philips Respironics  
 ResMed  
 Covidien  
 Airgas Puritan Medical

The VGM Group  
 Dr. Comfort  
 First Quality  
 DHC Healthcare  
 Med-Stat USA

*Thank you to these sponsors — they help provide quality education at the conference.*

## 1. RESPIRATORY TRACK

**10-11:30 a.m.**

**Non-Delivery Oxygen Technology** with Joe Lewarski, Vice President Respiratory Group with Invacare

As oxygen reimbursement continues to shrink and business costs steadily rise, the profitability is being squeezed out of oxygen therapy. In an effort to reign in costs, providers need to find ways to continue to provide quality patient care without sacrificing services. Non-delivery oxygen technologies effectively reduce cost while enhancing patient care. This presentation looks at the financial and clinical benefits of non-delivery oxygen systems. The various systems will be reviewed and recommendations for their use will be discussed.

**11:30 a.m.-1 p.m.**

**Lunch with Awards and a Washington Update**

with John Gallagher, VP of Government Relations with The VGM Group

**1-2 p.m.**

**Surviving — and Thriving! — with Liquid Oxygen Therapy** with Laura A. Linley-Lunquist, RCP/RPSGT

from Covidien and John Bookhout from Airgas Puritan Medical

The incidence of chronic obstructive pulmonary disease (COPD) is expected to continue to grow for the next several years. Many of these new cases will be "baby boomers" who have recently become Medicare beneficiaries. These new COPD patients are likely to be more active than ever before and will be seeking the right ambulatory oxygen modality — and the right provider partner — for their active lifestyle needs. This session will present tactical and economic strategies for providing liquid oxygen therapy under Medicare guidelines to help you survive — and thrive! — with your liquid oxygen business.

**2-3 p.m.**

**The Link Between Sleep Apnea and Co-Morbid Conditions: DVD and Type II Diabetes —**

Hank Hart, LPN, BS, Sleep Consultant with Philips Respironics

This session reviews the impact of sleep disordered breathing on common co-morbidities: cardiovascular disease and type II diabetes. Participants will discuss the association between OSA and these co-morbidities, current trends and relevant clinical data. Additionally, ways to improve medical management of patients with type II diabetes or CVD who also suffer from OSA will be discussed.

**3-4 p.m.**

TBD

Sessions description to come

## 2. REHAB TRACK

**10-11:30 a.m.**

**Referral-Based Education** with David Jones, Director, MED National Rehab Network

Changes to reimbursement and industry regulations increases the opportunity for effective referral education program. It's more important than ever to utilize smarter, more efficient business practices. Cultivate and maintain strong customer relationships allowing for repeat referrals. Direct contact with local physicians, case managers and assisted living centers will allow you to present the advantages of your products and service. A lower cost marketing approach reduces cost per lead versus television or direct mail advertising.

**11:30 a.m.-1 p.m.**

**Lunch with Awards and a Washington Update**

with John Gallagher, VP of Government Relations with The VGM Group

**1-4 p.m.**

**Therapeutic Support Surfaces — Opportunities For HME Revenue Growth**

with James J. Cocuzza, Product Sales Specialist Therapeutic Support Surfaces, Invacare Corporation

Whatever happened to the truth? Are you convinced that Referrals Sources take classes in how to divert, distract, and otherwise throw the Sales Representative off? I do. Even if you have only been in medical sales for a week or you are a seasoned veteran with 25 years in the field, the statements, excuses and diversions are legendary, and just plain funny. As we study the top diversionary tactics of the referral source, we will focus on what they say, but really on what you are saying in return.

**3. MANAGEMENT TRACK****10-11:30 a.m.****What the Window Witch and Referral Sources are Really Saying** with Ty Bello, Team At Work Coaching

Whatever happened to the truth? Are you convinced that Referrals Sources take classes in how to divert, distract, and otherwise throw the Sales Representative off? I do. Even if you have only been in medical sales for a week or you are a seasoned veteran with 25 years in the field, the statements, excuses, and diversions are legendary and just plain funny. As we study the top diversionary tactics of the referral source, we will focus on what they say, but really on what you are saying in return.

**11:30 a.m.-1 p.m.****Lunch with Awards and a Washington Update**

with John Gallagher, VP of Government Relations with The VGM Group

**1-2 p.m.****“Social Networking: It’s Coming to the Disabled and Chronically Ill Near You!”**with Mike Mallaro, Chief Financial Officer & Chief Information Officer, The VGM Group  
or Jeremy Kauten, General Manager, VGM Forbin

The explosion of on-line social networking is a modern phenomenon. Sites like Facebook and many others connect hundreds of millions of people in a way that is simply not possible in the non-virtual world. Social networking is growing rapidly among older age groups and is a perfect fit for the chronically ill and disabled populations. Millions of HME customers are already using on-line social networking sites to connect with others who share their condition, to stay connected and to seek a sense of community as they endure their medical plight. With your customer base utilizing this media, HME providers need to get up to speed — and learn how to capitalize.

**2-3 p.m.****Pay to Play: Sales Incentives that Actually Increase Sales** with Ty Bello, Team At Work Coaching

Please understand that this is not a session on how to stop paying incentives and bonuses. I believe in both of them and will help you see why they are different than Coin Operated Sales payments. Bonuses and Incentives are the carrot at the end of the horses whip. If you can visualize that then you will really be energized by what we will uncover in this session. If your Sales Team is partially retired and you are constantly asking where’s the new business then this session is for you.

**3-4 p.m.****Litigation Strategies and Defenses for DME Providers**

with David F. Andres, Partner, McCoy and Hofbauer, S.C.

Litigation is expensive, time consuming and stressful. In today’s legal environment a dealer can be brought into a lawsuit for little or no apparent justification. This program will explore the legal environment faced by DME providers in the context of civil litigation: how they can be brought into a suit; potential theories of liability; risk minimizing strategies; and the potential implications of a lawsuit on a dealer’s business operations.

**4. DMS/DME TRACK****10-11:30 a.m.****Adding Diabetic Footwear to your Business** with Sharon Felber, C.Ped, Dr. Comfort

One in four Americans will develop foot complications as a result of diabetes. Proper footwear is essential to reducing these complications, and DME and HME businesses are well positioned to serve as a footwear provider for diabetic patients. Learn how having a simple, streamlined diabetic shoe program in your DME/HME business can be a new way to add a profit to your business and provide a quality, beneficial service for your patients.

**11:30 a.m.-1 p.m.****Lunch with Awards and a Washington Update**

with John Gallagher, VP of Government Relations with The VGM Group

**1-2 p.m.****Looking at the History of Incontinence in North America** with Michele Mongillo, RN from First Quality

This seminar will explore the evolution of incontinence products in the North American market from the 1800 to present day. We will look at incontinence product quality measures and industry accepted standard testing protocols that can be used for product comparisons. The seminar will further look toward the future trends in the incontinence product development.

#### 4. DMS/DME TRACK cont.

<b>2-3 p.m.</b>	<p><b>Maximizing Sleep Revenues and Compliance In the Process</b> with Mike Bargmann, Vice-President Sales — Invacare HCS — iPartners</p> <p>With cuts all around us one way to maximize revenues is to tap into your existing patient base for supply reorder business. The sleep patient is the perfect candidate for this type of program. A good program improves your overall patient satisfaction and boosts sleep therapy compliance. This in turn leads to happy referral sources and overall improved revenue for you.</p>
<b>3-6 p.m.</b>	<p><b>Reception with Exhibitors with Silent Auction in Palm Garden Ballroom</b></p>
<b>6-9 p.m.</b>	<p><b>Reception and Pontoon Boat Rides on beautiful Elkhart Lake.</b> <b>Bonfire on the shores of Elkhart Lake at 8:30 p.m. sponsored by DHC Healthcare.</b></p>

#### Tuesday, Sept. 22, 2009

<b>7:30 a.m.</b>	<p><b>Registration opens with Continental Breakfast</b></p>
<b>8-8:15 a.m.</b>	<p><b>Welcome with Jean McAdams, President of WAMES</b></p>
<b>8:15-9:15 a.m.</b>	<p><b>Keynote Speaker — Washington Update: Threats and Opportunities for HME</b> with Michael Reinemer, Vice President, Communications and Policy with the American Association for Homecare</p> <p>HME providers continue face multiple threats from Congress, CMS, and other quarters. Learn the latest on key issues and messages related to “competitive” bidding, power wheelchairs, home oxygen therapy, and anti-fraud efforts. Find out what the national association is doing on your behalf, and what you can do in just 15 minutes per week to be effective advocates for stronger home medical equipment policy in Medicare and Medicaid.</p>
<b>9:15-9:45 a.m.</b>	<p><b>Keynote Speaker — I Am The Boss of Me</b> with Scott Bartow, Past President of WAMES and President of Med-Stat</p> <p>This is a lighthearted yet to the point presentation that we are responsible for our own actions, regardless of the circumstances. This session would provide practical tips for focus and redirecting activities/events towards positive outcomes.</p>

#### Educational Tracks

Choose from three different tracks: Rehab, Respiratory and Management Tracks.

#### 1. RESPIRATORY TRACK

<b>10-11 a.m.</b>	<p><b>Home Sleep Apnea Monitoring</b> with John Stevenson, MD, FACP, FAASM, Diplomate, American Board of Sleep Medicine</p> <p>The participants in this presentation and discussion will learn the indications and contraindications for un-attended portable sleep apnea monitoring, as well as the reliability and usefulness of the results. There will be discussions of the equipment options for unattended monitoring, including the newest ones. Initiation of treatment with PAP based on the results, including follow-up techniques will be discussed.</p>
<b>11 a.m.-12 p.m.</b>	<p><b>“Women vs Men in Sleep: Are There Any Differences Besides The Pajamas?”</b> Denise Hartsell, RRT, RPSGT, Regional Clinical Specialist with Resmed</p> <p>By the end of the program the attendee should be able to:</p> <ul style="list-style-type: none"> <li>• Recognize differences in prevalence of SDB in men versus women</li> <li>• Recognize the differences in reported symptoms between men and women</li> <li>• Recognize how difficult it is for women to be diagnosed with SDB versus men</li> <li>• Recognize the different physiological factors or disease processes that affect women’s sleep</li> <li>• Recognize how treatment of women with SDB may differ than the treatment of men with SDB</li> </ul>

## 2. REHAB TRACK

10 a.m. — 4 p.m.

**The Power of Positioning** with Jay Doherty PT, ATP, Clinical Education Manager for Quantum Rehab

This course will focus on the identification and application of evidenced based research to be utilized in prescribing power positioning for the purpose of establishing a functional position for participation in activities of daily living as well as maximizing pressure reduction. While prescribing a seating system is a very individualized approach, there are widespread differences in the application of tilt and recline systems, often one being chosen over the other, while new research support the combination having a greater impact on an individual having a dynamic seating system for optimal positioning and pressure reduction. Pressure Management will be discussed as well as implications of other support surfaces as to ensure that a comprehensive approach is utilized in determining the best solution for the client.

This course will utilize pressure mapping as a means to demonstrate the application of multiple power seat functions and case studies will highlight the clinical decision making necessary to provide an optimal seating system given the client's individual needs. Course provides .5 CEU's. Lunch is included.

## 3. MANAGEMENT TRACK

10-11 a.m.

**The Metric Driven Company** with John Allman, Director, Business Solutions with The MED Group

The need for providers to become more innovative in all they do has steadily increased. That includes the metrics they employ. Companies that pay attention to metrics are able to spot problems and opportunities first. By knowing which factors affect process outputs and cause problems, the metric-driven company can take the steps to improve them. John will discuss ways to maximize your company's efficiency and improve its bottom line through the effective use of metrics.

11-12 p.m.

**Decreasing AR and Increasing In-House Revenue**

with Suzanne Gizella, Vice President, Sales with Financial Control Solutions

Ms. Gizella will focus on several aspects of the cash flow cycle from an operational standpoint, as well as discussing the administration of bankruptcy and probate law as it applies to patient payments. She will emphasize certain elements of the billing cycle that not only can reign in receivables aging, but also reduce the number of accounts that are submitted to collection and thereby slash costs of collection.

12 p.m.

**Prizes and Conclusion**

CEUs have been applied for from RESNA who is authorized by the International Association for Continuing Education and Training (IACET) and the Wisconsin Physical Therapy Association for the Rehab Track at the 2009 WAMES Annual Convention. Application has been made to the American Association for Respiratory Care (AARC) for continuing education contact hours for respiratory therapists.

## Lodging

The Osthoff Resort has offered WAMES special room rates of **\$139 single or double** for the WAMES Annual Convention, **woodland view or \$169** for lake view. They are also offering a special **weekend rate of \$189 for woodland and \$219 for lake view**. For reservations, call the Osthoff directly at **800-876-3399** or **920-876-3366** and mention you are with the WAMES convention to receive this rate. Web site is: [www.grandgenevaresort.com](http://www.grandgenevaresort.com)

**Directions:** See the Osthoff Resort Web site at [www.osthoff.com](http://www.osthoff.com)

## Silent Auction

Again, we will offer a very beneficial and enjoyable activity to the exhibit hall this year: **The Silent Auction!** The proceeds from this auction will go towards WAMES' legislative and regulatory efforts. We are asking all participants to donate items.

## Cancellations, Registration Policies

- All attendees will receive confirmation by email or fax
- Cancellations for refund minus 20 percent cancellation fee will be accepted until Sept. 15, 2009. No refunds after Sept. 15, 2009.



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# 26th Annual Convention

Sept. 20-22, 2009  
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## REGISTRATION FORM

Contact Information (please submit one name per form and copy for additional registrants)

Name	Title
Address	
City / State / Zip	
Phone	Fax
Email	

Please indicate which track you are most interested in attending:

RESPIRATORY    REHAB    MANAGEMENT    DMS

### Registration Fees

**FULL CONFERENCE** — includes all sessions, lunch on Monday, breaks and reception

<input type="checkbox"/> First Attendee (members and non-members)	\$200.00
<input type="checkbox"/> Additional Attendee (members and non-members)	\$175.00
<input type="checkbox"/> First Attendee (members and non-members) Monday only	\$150.00
<input type="checkbox"/> First Attendee (members and non-members) Tuesday only	\$100.00

### SUNDAY GOLF OUTING

<input type="checkbox"/> Includes Greens Fees, Cart, and Reception (per person)	\$125.00
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**TOTAL**

**Register  
Today!**

### Payment

**CHECK** — Make check payable to WAMES

Mail to:

WAMES  
PO Box 389  
Wild Rose WI 54984

**CREDIT CARD** — Fax to WAMES at 715-366-4501 with credit card information.

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card number	exp. date
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Questions: Email or call Ann Barrett at WAMES at [abarrett@uniontel.net](mailto:abarrett@uniontel.net), call 715-366-7500 or fax 715-366-4501



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**Time-sensitive registration information enclosed...**

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**REGISTER TODAY!**



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**P.O. Box 389**

**Wild Rose, WI 54984**