



OCTOBER 27-28, 2021  
RENAISSANCE COLUMBUS POLARIS HOTEL  
WESTERVILLE, OHIO

## 40<sup>th</sup> Annual Meeting & Exhibition Agenda

October 27-28, 2021 • Renaissance Columbus-Polaris Hotel • Westerville, Ohio

**Presented by:** Cardinal Health at-Home, Compass Health, First Quality, Pride Mobility/Quantum Rehab  
**Conference Sponsors:** Brightree, GCE Healthcare, OxyGo, Professional Medical Inc., Rifton, The VGM Group  
**Education Contributors:** American Association for Homecare, Brown & Fortunato PC, Dinsmore & Shohl LLC, ECMSI, LeadingAge Ohio, The VGM Group, The van Halem Group, The Fitzgibbon Group

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### Wednesday - October 27, 2021

**8:30 am – Registration and Continental Breakfast**

**9:00 am – Welcome by OAMES President Andy Willhelm**

**9:05 am – Payer Relations Update: Regs, Rules and Rates**

- **Laura Williard, Vice President of Payer Relations – American Association for Homecare**  
Laura spearheads efforts across the country working with Medicaid programs and commercial payers, often in conjunction with state HME associations to problem-solve and educate decision-makers on the value of HME services and ensure appropriate access to these cost-effective services. She leads the development of the role of HME providers in care management models and advocates for strong networks that offer patients choice and quality care while protecting appropriate reimbursement and fair policies. She will share work being done with non-Medicare payers to minimize adverse effects and maximize benefits and will outline AAHomecare's initiatives to benefit HME providers in our states.

**10:00 am – Payer Contracting: Analysis, Strategies and Opportunities**

- **Craig Douglas, Vice President of Payer and Member Relations – The VGM Group**  
In today's HME environment, providers need to be diligent in their efforts to ensure their new and existing payer contracts are where they need to be and do their homework if they want to experience positive results from their contract negotiations. Successful contracting and negotiating strategies analyze and leverage ALL relevant data points PRIOR to beginning discussions. Whether you are entering into a new product line, a new geographic area, pursuing a new payer contract or renegotiating an existing one, knowing the key questions to ask will undoubtedly enhance your negotiating strategy and shine a light on key opportunities. During this session, we'll discuss the critical questions you need to ask and learn about available resources and key strategies to leverage them into successful contracting negotiations.

**11:00 am – Coffee Break**

**11:15 am – Power Panel on Operations and Compliance for Today's Successful HME Business**

- **Laura Williard – American Association for Homecare; Craig Douglas – The VGM Group; Kelly Grahovac – The van Halem Group**

Hear from HME experts about hot topics in operations and compliance over the last year. Learn how to navigate between compliance, payers and operations to maximize profitability and to protect your company. This will be an engaging, interactive and impactful discussion sharing experiences and strategies with Kelly, Laura and Craig.

**12:15 pm – Lunch**

**1:15 pm – OAMES' Annual Recognitions**

**1:30 pm – Ohio Medicaid 2022 Outlook: "Next Generation" Managed Care and Other Initiatives**

- **Maureen Corcoran, Director – Ohio Department of Medicaid (ODM)**

When Gov. Mike DeWine took office in early 2019, he called on Ohio's Medicaid agency to ensure Ohioans get the best value in providing quality care. In response, the agency engaged the public in a statewide outreach to develop "a bold, new vision" for the Medicaid program, "one that focuses on people and not just the business of managed care". Managed care procurement, along with many other "Next Generation" program changes, are underway to strengthen the structure of Ohio's \$20 billion managed care program; the first since CMS' approval of Ohio's program in 2005. We're honored to welcome the agency's top official to provide an update on these transformative activities in Ohio's Medicaid program.

**2:30 pm – Coffee Break**

**2:45 pm – What's Ahead on the National Front? News on Federal Legislative and Regulatory Initiatives**

**Cara Bachenheimer, Esq., Head of Government Affairs – Brown & Fortunato PC**

This session will provide an update on the latest federal regulatory and legislative issues facing HME providers. Cara is back to breakdown the activities on Capitol Hill and at CMS which includes the bidding program, audits, Medicare policies, on-going public health emergency issues, the industry's legislative priorities and possible vehicles to move these initiatives this year and in the months ahead. The session will also provide insight on the future of the competitive bidding program and some of the challenges for non-bid areas and when we expect to have more details about the program.

**3:45 pm – State of the State Update**

- **Michelle Fitzgibbon, President – The Fitzgibbon Group; Andy Willhelm, OAMES President; Senator Steve Huffman, Chair – Ohio Senate Health Committee (Invited), Rep. Scott Lipps; Chair – Ohio House Health Committee (Invited)**

This session will wrap up day one of the conference highlighting a number of state issues you need to know about as an HME provider and small business operating in Ohio. We'll review Ohio's biennial operating budget bill passed last summer and other important legislation before the Ohio General Assembly including critical health-related bills from Sen. Huffman and Rep. Lipps who are leading the work in the Ohio Senate and Ohio House of Representatives respectively. Join Michelle and Andy and legislative leaders as we dig into these issues, field questions and discuss OAMES' engagement forward.

**5:00 – 6:30 pm EXHIBIT HALL HAPPY HOUR (Exhibits Open!)** – Our evening social reception will be held in the exhibit hall to maximize networking opportunities and capture the popular fun of "happy hour". Enjoy great fellowship with business colleagues at the end of day one before heading out for dinner plans!

**Thursday - October 28, 2021**

**8:00 am – Registration and Continental Breakfast in Exhibit Hall**

**8:30 am – Your Most Important Profit Center is a Corporate Compliance Program**

- **Kelly Grahovac, General Manager – The van Halem Group**

You know that a compliance program is required; but did you know that it can also save your company money? While Medicare fraud and abuse cases are not representative of the overall HME industry, they should at least cause some introspection into what "could" happen. Compliance plans require regular, routine audits which will identify areas of concern sooner and allow corrective action to be taken quickly, reducing loss to the company. Kelly's presentation will discuss implementation of an effective compliance plan including the benefits of having one in place. Time will also be dedicated to the current audit landscape and hot-button topics.

**9:30 am – Coffee Break in Exhibit Hall**

### **10:00 am – Cyber Security Strategy and Legislation for Current and Future Risks**

- **Ralph Blanco, CEO; ECMSI and Gregory Tapocsi, Legal Counsel – Dinsmore & Shohl LLP**

As the cyber threat landscape continues to evolve, businesses are taking a harder look at their technology strategy to protect their investment in data, reduce liability and increase productivity. And government bodies are stepping up their guard as well. This session will blend “front-line” technical information from Ralph with legal and legislative news from Greg. Ralph will breakdown what your businesses IT infrastructure should look like to reduce the inevitable IT threats. Greg will review Ohio’s new comprehensive privacy regime that may hold significant financial implications for your company and discuss how compliance with the groundbreaking Ohio Data Protection Act (ODPA) can reduce your legal liability.

### **11:30 - 11:45 am – OAMES Give-Back Feature: 4 Paws for Ability**

- **Kelly Camm; Development Director – 4 Paws for Ability**

In 2019, OAMES started the tradition of adopting an Ohio-based organization to support at our Annual Meeting. We are pleased to announce this year's program is **4 Paws for Ability** based in Xenia, Ohio. They will provide a brief presentation and participate in our exhibit hall to share their mission which aligns in many ways with OAMES' providers – improving people’s lives and independence! Please join us in supporting this group with our on-site fundraiser and wish list contributions which is available on OAMES website homepage at [www.oames.org](http://www.oames.org).

### **11:45 am - 1:00 pm – Lunch with Exhibitors (Exhibits Close at 1:00 pm)**

### **1:00 pm – Preparing for the Next Business Interruption: Best Practices and Lessons Learned**

- **Jan Hensel, Esq., Legal Counsel/Partner – Dinsmore & Shohl LLP; Timothy Cahill, Partner of Counsel – Dinsmore & Shohl LLP and Kathryn Brod, President/CEO – LeadingAge Ohio**

Unexpected societal disruptions can cause immeasurable challenges for any business, as clearly has been demonstrated by the ongoing pandemic, which has been especially difficult for healthcare providers. Jan and Tim will share their perspectives on some of the dramatic changes in both employment and healthcare law that were brought about by the pandemic, focused on the unique challenges that our members face as businesses as well as providers. The discussion will go beyond COVID-19 and focus on lessons learned and best practices, and provide you, as a leader in your company, with actionable tips on how to navigate these challenges and move forward successfully in the “new normal”.

### **2:15 pm – Wrap-Up, Prizes and Evaluation Return**

### **2:30 pm – Conference Adjourns**

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## **HOST HOTEL INFORMATION**

OAMES host hotel is the Renaissance Columbus-Polaris Hotel in Westerville, Ohio. The property information is listed below along with instructions for making reservations:

#### **Renaissance Columbus-Polaris Hotel**

409 Altair Parkway  
Westerville, OH 43082  
Phone: 614-882-6800

Overnight Dates: October 26 and 27, 2021

- OAMES has a room block for the Annual Meeting & Exhibition at the discounted group rate of \$162/night.
- Use the link below to make your reservation. Cut-off date is October 5.

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1608155071363&key=GRP&app=resvlink>

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**QUESTIONS?** Contact Kam Yuricich at OAMES. Office: 740-739-7638, Cell: 614-581-2958 or [kam@oames.org](mailto:kam@oames.org).