

## Heartland 2010 Conference - Proposed Education Schedule

Executive	Operations	Regulatory	Rehab & Accessibility	Reimbursement	Respiratory & Sleep	Sales & Marketing	Products & Technology
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### Monday, June 7, 2010

					<b>Room 23</b>	
					Peggy Walker	
8am-12pm					Billing Boot Camp	
12:00-1:00					LUNCH	
1:00-4:00pm					Billing Boot Camp	

### Tuesday, June 8, 2010

7:30-8:00	First Time Attendee Breakfast							
8:00-9:00	Opening Session - Bill Klein							
9:30-11:00	Mike Mallaro	Louis Feuer	John Gallagher / Cara Bachenheimer	Ann Eubank	Elizabeth Cole / Heather Trumm	Alan Morris / Sarah Hanna	Anne Obarski	
	HME Financial Performance: Reviewing the Landscape	Exceptional Customer Service with a New Focus	Competitive Bidding: What's It All Mean? Are You Prepared?	Don't Give Product Away - How to Involve and Motivate the Consumer to Fight for the Right Equipment!	Negative Pressure Wound Therapy 101	Oxygen Update: What's New and Where Are We Headed?	Make Your Retail Business Contagious!	
11:00-11:15	BREAK							
11:15-12:45	Neil Caesar	Jane Bunch	Asela Cuervo	Bradford Peterson	Wayne van Halem	Joe Lewarski	Liz Beaulieu / Michael Sperduti	Bill Stelzer
	Is My Compliance Plan Compliant? How to Satisfy Payors and the Feds	Intake Training	Audit Alphabet Soup: How to Stay Out of the Hot Water	What We Forgot We Knew About Tilt & Recline	Fraud, Waste and Abuse: The Basics	Portable Oxygen Therapy: Is There a Difference?	The Referral Source Speaks	Home Modification & You
12:45-2:00	LUNCH							
2:00-3:00	Michael Taylor - Best Bath Systems	Jim Munson / Tom Hartmann - The ROHO Group	Cynthia Counts / Ryan Walter - Graham-Field	Presenter Name	Presenter Name	Presenter Name	Presenter Name	
	The Safe Bathing Market Is Growing: Are You Ready?	The ROHO Philosophy	Patriot Homecare Bed and Liberty Bed Rails	TBA	TBA	TBA	TBA	
3:00-3:15	BREAK							
3:15-4:45	Neil Caesar	Bryan Hines / Dave Cormack	Asela Cuervo	Lois Brown / Julie Jackson	Sarah Hanna	Mary Schreck	Rebecca Frank	Jim Karl
	Wake Up and Smell the Coffee! Sleep Joint Venture Opportunities	Inventory Control and Bar Coding: How to Determine What is Best for You?	Compliance: How the Stakes Have Changed and Why You Must Change Too	When Power Positioning Begins to Fail: Incorporate Programming and Consumer Education as a Standard Practice	How Strong is Your Gatekeeper?	Choosing Oxygen Modality: Balancing Economics and Patient Lifestyle	Referral Capture: 50 Sure Fire Ways to Get Referrals	Home Sweet Home? Understanding Abilities, Limitations and Determining Factors

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### Wednesday, June 9, 2010

7-7:45	BREAKFAST							
7:45-9:15	Jim Greateorex	Rob Bell	Cara Bachenheimer	Elizabeth Cole	Peggy Walker	John Durkee / Bob Shellenberger	Jeffrey Leonard / Amy Blackmore	
	How to Build a Million Dollar HME Retail Business	Make 'em Say "WOW!" Customer Service	Washington Update: Focus on Oxygen, Power Mobility and Fraud and Abuse	Documentation Requirements from the ATP and the Clinician for Complex Power Wheelchairs	Power LCD: What Does it Really Mean?	Managing Patient Communication	Marketing to the Consumer (Locally, Regionally & Nationally): New Opportunities for Growth	
9:15-9:30	BREAK							
9:30-11:00	Wendell Martens	Tom Cesar	Mary Ellen Conway	Lois Brown / Jim Black	Jane Bunch	Mike Bargmann	Louis Feuer	Jennifer Myers
	Sleep & Wellness Centers: A Cash Flow Alternative to Assignment	The Balanced Scorecard Basics	Maintaining Your Accreditation and Adding New Products	The Perfect Fit: "The Pocket Guide" Session to Building a Manual Chair Around the User for Optimal Performance and Health	Respiratory Reimbursement: Take a Deep Breath!	Maximizing Sleep Revenues and Compliance in the Process	Sophisticated Retail: A Store and a Sign is Not Enough	Marketing to the Aging
11:00-2:30	LUNCH & EXHIBITS							
2:30-3:30	Michael Sanderson - RemitDATA	Mindy Casterton-Humpal - The VGM Group	Brian Rourke - Product Design Group	Adam Wing - AbleNet	Presenter Name	Presenter Name	Presenter Name	
	Utilizing Real-Time Payer Analytics	HME Provider.com: The VGM Group's Web Lead Program	PDG Express Chairs: Come See What's New	Easy-Tech Assistive Technology Solutions for Increased Quality of Life	TBA	TBA	TBA	
3:30-3:45	BREAK							
3:45-5:15	Greg Packer	Rob Bell	Wayne van Halem	Gerry Dickerson	Jane Bunch	Lori Scott	Ty Bello	Jeffrey Leonard
	Working Through the Pitfalls of Medicaid	The Power of Positive Leadership	Zone Program Integrity Contractors: What You Should Know	The Past, Present and Future of RESNA Certification	Put On Your Boxing Gloves and Fight! How to Win Any Audit You May Have	What You Need to Know About OSA Supply Replacement	What Can "Brown" Do For You? A lesson from UPS on the Medical Sales Process	Consumer Self Advocacy: The Key to the Future of Complex Rehab

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### Thursday, June 10, 2010

8:00-9:00	BREAKFAST						
	Vince Crew	Merideth McDonald	Wayne Stanfield	Amy Meyer	Erika Williams / Max Garner / Jim Hardiman	Bob Messenger	Chris Godlewski / Robert Mayslak
9:00-10:30	Five Crucial Steps to a Successful Ethical Culture	An Updated Look at Business Continuity and Disaster Recovery	Dig Your Well Before You're Thirsty	Real Life Solutions...100% Case Studies	Medicare Updates	Oxygen Conserving Devices	Designing and Merchandising a Retail Environment
10:30-10:45	BREAK						
	Louis Feuer	Donna Ploof	Alan Morris	Jennifer Myers / Jackie Dzugen	Kit Shellhouse	Presenter Name	Ty Bello
10:45-12:15	Controlling Your Sales Team: A Sales Report is ONLY the Beginning!	Hire Smart and Win! Screening Bootcamp	Do I Want This Competitive Bidding Contract?	Residential Accessibility Open Forum	"Times They Are A-Changing" Patient Collections in a New Economy	TBA	I'm Not Your Meal Ticket: How to NOT do lunches with referral sources
12:15-1:30	LUNCH						
	Vince Crew	Gerry Dickerson	Curt McLees / Louis Feuer	Tricia Henley / Jim Munson	James Cocuzza	Bob Messenger	Christina Thronson / Jeremy Kauten
1:30-3:00	Your Leadership Responsibility: Growth in Times of Chaos, Confusion, and Compromise	Saying No	Accreditation Next Time: Keeping Up With the Standards	Understanding the Mystery of the Medicare Seating and Bed Support Surface Codes	Understanding the Business Side of Support Surfaces	Marketing a Home Respiratory Program	Google, Bing, Youtube and Facebook: How to Maximize Your Web Marketing
3:00-3:15	BREAK						
	Chris Calderone / Kevin May	Kelly Franko	Mike Sedlak	Michael Babinec	Peggy Walker	Presenter Name	Jeremy Kauten / Lenny Hurst
3:15-4:45	How to Get Employees to Think Like Owners	Have You Ever?...Finding Common Ground Among Us	Understanding Regulations Impacting Homecare Beds and How They Pertain to Providers	Power Mobility: Matching User Profiles with Current Drive Technologies	Repairs and Replacement: What Do I Do Now?	TBA	Web Sites and HME: The Latest Trends and Solutions