

Heartland Conference 2012 Education Schedule

Executive & Business Operations	Sales & Marketing	Regulatory & Legislative	Billing & Reimbursement	Rehab	Accessibility	Respiratory & Sleep	Products & Technology
--	------------------------------	-------------------------------------	------------------------------------	--------------	----------------------	--------------------------------	----------------------------------

Monday, June 4th, 2012

9:00 - 4:00p	Billing Boot Camp Peggy Walker
9:00 - 12:00p	Sales Training: Fast and Furious Louis Feuer

Heartland Conference 2012 Education Schedule

Executive & Business Operations	Sales & Marketing	Regulatory & Legislative	Billing & Reimbursement	Rehab	Accessibility	Respiratory & Sleep	Products & Technology
---------------------------------	-------------------	--------------------------	-------------------------	-------	---------------	---------------------	-----------------------

Tuesday, June 5th, 2012

7:00 - 7:45	Breakfast						
8:00 - 9:00	Keynote presenter - Bryan Dodge, a professional speaker, radio personality and author.						
9:30 - 11:00	HME Finances and Metrics - 2012 Mike Mallaro	THE SEALS: Building a Winning and High Performance HME Sales Force Michael Sperduti	Panic is Not an Option: How to Prepare for Post-payment Audits and Pre-payment Reviews Denise Fletcher				
	Operationalizing Medicare Respiratory Rules: O2 and PAP Sarah Hanna	YOUR HEAD IS No. 1: Discovering the Secrets! Bengt Engstrom	Home Accessibility: A Team Approach Kristina DuFour				
	Sleep Labs and the Coordination of Care Timothy Safley						
11:15 - 12:45p	Running a Successful Retail Business: Four Important Pieces You Need to Know! Rob Baumhover	Marketing to Home Health Care Consumers Kimberly Snyder	Washington Update - Focus on Oxygen, Power Mobility and Fraud and Abuse Cara Bachenheimer				
	Basic Mobility Assist Equipment Peggy Walker	Seating and Mobility with Spinal Muscular Atrophy Stephanie Tanguay	Strengthen Your Relationship with the Consumer - Strengthen Your Practice Ann Eubank				
	Modest Makeovers: The Missing Link in Improving Home Accessibility Mary Years						
12:45p - 2:00p	Lunch						
2:00p - 3:00p	Are Facebook and Twitter Costing You \$52,000 Per Year? (VGM Forbin) Mike Place	Behind the Wizard's Curtain: How SEO, SEM, SMO Really Works (VGM Forbin) Christina Thronson	EZ-ACCESS Ramp Dave Henderson				
	Reduce Mileage Expense and Increase Productivity with MileageTraks (HME GPS) Bob Wagner	The Business of Therapeutic Support Surfaces (Invacare) James Cocuzza	Un-complicating Custom Seating - Comfort Company Steven Dufresne				
	Updates in Rehab Shower Commode Chairs (Raz Design) Nelson Pang						
3:15p - 4:45p	Business Owners Survival Strategies: Just for the BOSS! Louis Feuer	Leveraging Compliance Programs to Protect Your Business Wayne van Halem Pam Felkins Colbert	Understanding Everyone's Role in Audits James Herren				
	Expanding Your Bariatric-Powered Mobility Tool Kit Jerry Traylor	Take a Load Off: The 24/7 Approach to Pressure Management! Lois Brown	Home Modification and You: Home Accessibility Business Opportunities in the HME/DME Marketplace Bill Stelzer				
	The Continuum of Products and Solutions for the COPD Patient Mary Schreck						

Heartland Conference 2012 Education Schedule

Executive & Business Operations	Sales & Marketing	Regulatory & Legislative	Billing & Reimbursement	Rehab	Accessibility	Respiratory & Sleep	Products & Technology
---------------------------------	-------------------	--------------------------	-------------------------	-------	---------------	---------------------	-----------------------

Wednesday, June 6th, 2012

7:00 - 7:45	Breakfast						
7:45 - 9:15	Ten Ways the Industry and its Technology Will Change Forever in 2013 Chris Watson	What My HME Retail Should Look Like in Three Years Jim Greatorex	Marketing Opportunities and Fraud and Abuse Issues for Home Care Companies Under Competitive Bidding - and for Everyone Else Neil Caesar		The Power of Access Across the Lifespan Amy Morgan		
	DME MAC Updates James Hardiman Terri Shoup	Standing is Justified Andy Hicks					
	Market the Pants off Your Competition Carisa Rasmussen						
9:30 - 11:00	Personal Safety and Self Defense for DME/HME Joe Rosner	Customer Service Upselling: Providing Better Care and More Profits on Every Call Michael Sperduti		Government Relations/Regulatory Impact on DME John Gallagher			
	Staffing Your Reimbursement Department for Success Sarah Hanna	Funding, Policy, Coding and the Clinical Paradigm Greg Packer Peggy Walker		It's Not Just the Product that Counts: It's What You Do With It! A Hands-on Manual and Seating Client Evaluation Lois Brown			
	Home Oxygen Therapy: Operational Efficiency and Profit in the Face of Declining Payments Joseph Lewarski						
11:00 - 2:30p	Lunch & Exhibits						
2:30p - 3:30p	Access for ALL: Easy to High Tech EADL's (AbleNet) Tom Nikola	Addressing the Dire Need for Improvement of the Assisted Bathing Process (Best Bath Systems) Bill Shrewsbury		Aging in Place Bathroom Accessibility Products Certification Training (Safeway Safety Step) Chris Stafford			
	Bed Design and Safety Requirements: What You Should Know About the Products You Buy for Your Patients (Invacare) Mike Sedlak	Beyond Efficiencies - Workflow and Business Process Management (MedFORCE) Ester Apter		I've Fallen and I CAN Get Up! New Technology to Support Aging in Place (BeClose) Dan Henderson			
	What is a Patient Communication and Payments System (PCPS)? - (Patientco) Kurt Lovell						
3:45p - 5:15p	Ten Ways to Improve Any Process/Workflow and Get Results That Last Chris Calderone	Sales Incentives that Actually Increase Sales Ty Bello		Politics, Presidential Elections and Home Care Tyler Wilson Jay Witter			
	How to Win Your Audit Denials on Appeal Wayne van Halem	Should the Cushion Do it All? Positioning and Stability Options Tricia Henley		Making Accessibility Easy Dave Henderson			
	Optimizing Your Supply Replenishment Methods to Improve Business Outcomes John Durkee Anthony Como						

Heartland Conference 2012 Education Schedule

Executive & Business Operations	Sales & Marketing	Regulatory & Legislative	Billing & Reimbursement	Rehab	Accessibility	Respiratory & Sleep	Products & Technology
---------------------------------	-------------------	--------------------------	-------------------------	-------	---------------	---------------------	-----------------------

Thursday, June 7th, 2012			
8:00 - 9:00	Breakfast with Medical Directors, DME MAC, and Jurisdiction B		
9:00 - 10:30	Puttin' on the Ritz: Becoming a Pillar in Your Service Community Bill Withers	Choosing the Right Marketing Components to Create Retail Sales Opportunities Wendell Martens	Compliance with Accreditation and Regulatory Requirements Mary Ellen Conway
	ABNs: Let's Review These Again! Peggy Walker	Impact of Seating and Positioning on Respiratory Function Lois Brown Bob Messenger	Medical Benefits of Tilt Jean Sayre Jane Fontein
	Choosing the Right Mask for the Right Patient Cheryl Needham		
10:45 - 12:15p	Bringing Value to Your Referral Sources - Partnering with Hospitals Alan Morris	HME Marketing: Succeeding in a World of Competitive Bidding Rich Derks	HME Emerging Issues & Trends: Challenges Persist, Opportunities Abound Mark Higley
	To Bill or Not to Bill: A Guide to Billing Wheelchair Accessories Jim Stephenson	Complex Rehab Technology Update Don Clayback	Matching Evaluation Results to Seating Interventions (Part One) Elizabeth Cole
	Home Accessibility and the Benefits of Aging in Place Jim Quinly		
12:15p - 1:30p	Lunch		
1:30p - 3:00p	Motivation Through Management: Are You Pro-active or Reactive? Karel Murray	From Seed to Sale: Seeing Dramatic Growth and Green in Your HME Website Jeremy Kauten	Legal Insight: What to Do When the Government Comes Calling Neil Caesar
	Train the Delivery Techs: Paperwork to Bill By Sarah Hanna	Matching Evaluation Results to Seating Interventions (Part Two) Elizabeth Cole	The Safe Bathing Market is Growing: Are You Ready? Jason Williams
	Effective Management of the Home Oxygen-Dependent COPD Patient Bob Messenger		
3:15p - 4:45p	Advertising Buzz Words - What They Mean to HME/DME Retail Business Bill Stelzer	Power Mobility: NOW What? Peggy Walker	Matching Evaluation Results to Seating Interventions (Part Three) Elizabeth Cole
	Accessibility in the Home: Opportunities Abound Jerry Keiderling		