



# FAHCS 2021 ANNUAL CONFERENCE & EXHIBIT SHOW

Thursday & Friday, AUGUST 5 - 6, 2021

RENAISSANCE ORLANDO at SeaWorld® - 6677 SEA HARBOR DRIVE, ORLANDO - (407) 351-5555

## Thursday, AUGUST 5, 2021

- 9:00 am FAHCS Board Meeting (open to membership), Exhibitors May Begin Set Up
- 12:30 pm Meeting Registration Open (NO LUNCH SERVED DURING TODAY'S MEETING)
- 1:00 pm President's Welcome, General Meeting, Introduce Board of Directors; Updates & Committee Reports
- 1:15 pm Mark Higley - VP Regulatory Affairs, VGM

### What is the Future of the Bidding Program? Is there an End Game? What's Up in DC? SPONSOR VGM

Mark's Analysis & Predictions (and how it affects DME Suppliers) Participants will be able to: 1. Analyze the critical role of Medicare fee schedules/SPAs in determining other payer reimbursement methodologies. 2. Analyze Round 2021 estimated savings and resulting cessation of program. 3. Estimate the likely end of the declared pandemic and its effect on HME Medicare reimbursements. 4. Identify likely outcomes for a continued Medicare Competitive Bid Program and/or a new "auction" methodology. Mark will include the latest information from our Nation's Capital.

- 2:30 pm Sylvia Toscano, Pres. And Noel Neil, Professional Medical Administrators  
Reimbursement and Strategies for Success

**Maximizing Reimbursements** – In this first 30 minute session, we will review various tips and strategies to maximize reimbursement for Medicare and Managed Care. Presented by **Sylvia Toscano**, President.  
**Audit Strategies for Success** – In the second 30 minute session, we will cover Navigating the Medicare Audit and Appeals Landscape in an Audit Centric Environment. Presented by **Noel Neil, J.M., CDME**.

- 3:30 pm **EXHIBITS OPEN - SNACK BREAK**

- 4:15 pm Ty Bello, Team @ Work  
Embrace Sales Technology and Thrive in 2021

Do you have an accurate and complete understanding of your sales teams activities in the market place? Are you reaching the right referral sources with the right message? As we move beyond the Pandemic of 2020, we can choose to embrace technology for Sales or ignore it. We are living in a SMART Sales environment and many are still using Flip Phone Technology to manage and grow our sales efforts. There are opportunities for us to increase referrals, target top accounts, and create a strong engaging messaging through the adoption and execution of a CRM and Market Data. We will not just explore this opportunity, but provide case information that proves the adoption of these Sales Technologies WORK. **Learning Objectives:** Review the Flip Phone Sales Approach to Sales Accountability and Market Penetration AND Uncover the CRM Technology available and how this transforms our Sales Team.

- 5:30 pm **EXHIBIT RECEPTION - Vendor Appreciation Reception: Snacks, Drinks and Networking!**

- 7:00 pm **Add-on FAHCS Networking Event - Game Night and Dinner - Dave & Busters (8986 International Dr, Orlando, FL 32819)**  
*Come PLAY, EAT, DRINK and NETWORK - ADD ON Registration REQUIRED - Transportation on your own*

## Friday, AUGUST 6, 2021

- 8:00 am **Continental Breakfast with EXHIBITORS**

- 8:30 am Ty Bello, Team @ Work  
Respiratory GROWTH Opportunities in a Post Pandemic Environment

Developing a Post COVID-19 strategy is critical. The referral market place has gone through tremendous changes and we must adapt our Sales efforts to engage and equip them with best-in-class options for Home Sleep Testing, Patient Compliance, and Resupply. We will explore the industry leading options for your HME Business and how the adoption of these can change your Respiratory Business. We will also provide a clear Sales Process full of information and application on how to reach, engage, and gain referrals. In a me-too world of HST, Compliance, and Resupply, how will you differentiate your business and gain market share?

**Learning Objectives:** Review the current Referral Community landscape for HST, Patient Compliance and Resupply; How to use home sleep testing to grow and generate increased CPAP revenue; What to expect from an IDTF and how to market this to the referral community; How to increase patient referrals by becoming your referral's partner in patient care while becoming more patient centric to increase patient revenue, extending the patient's life-cycle, and patient retention; and How to develop and execute a Sales and Marketing Strategy to the Referral and Consumer Community

- 9:45 am **EXHIBIT BREAK**

- 10:15 am Laura Williard, Vice President, Payer Relations, AAHomecare  
Payer Relations Update: Rules and Rates from DC to the States

AAHomecare serves as our liaison with payers on both a national and state level. Laura will update attendees on current issues and what to look for with your managed care contracts. She will share work being done to minimize adverse effects and maximize benefits and will outline their initiatives to benefit DME providers in Florida.

### **Tom Griffin, Lobbyist, SB&M (virtual)**

### Update on FAHCS Initiatives and Industry Topics - What's Happening in Tallahassee, plus Sunshine/Wellcare

Hear about our lobbyist efforts and what happened during the Legislative session, what work is being done with the Department and what FAHCS' activities are plus strategies for the coming sessions.

- 11:45 pm **Luncheon - Sponsor Highlights - Associate Member Introductions & EXHIBIT TIME**

### **NEW** 12:30 pm **Audrey Brown, CEO Florida Association of Health Plans (FAHP)**

Meet CEO Audrey Brown and learn more about the Florida Association of Health Plans (FAHP) that represents commercial, Medicaid and Medicare Advantage Health Insurers and MCOs. FAHCS is privileged to having a working relationship with FAHP - come learn what we can do together.

### **Special** 1:00 pm **PAYER ROUNDTABLE - Payers invited to discuss important topics and updates concerning Florida Providers** **Confirmed: Duenna Dorsett & Faith Tarver - Sunshine Health/WellCare and Andre Loubier - CareCentrix**

- 2:00 pm **AHCA (The Agency for Health Care Administration) Update**  
Florida Medicaid Update (invited virtually)

- 2:30 pm **Belinda Yandell, CGS Provider Outreach and Education**  
Medicare Update - Virtual

Session includes a review of recent updates and changes to the Medicare program and will also highlight some new and upcoming enhancement to CGS self service tools. Time will be allotted to address questions on billing and policy issues affecting Fee For Service Medicare claims.