



## VGM Roadshow and GAMES Day at the Dome

February 1 - 2, 2023

Hilton Garden Inn, 275 Baker St NW, Atlanta, GA 30313

Registration: [tinyurl.com/gars0122](https://tinyurl.com/gars0122)



### VGM Roadshow & GAMES Social Hour

Wednesday, February 1, 2023

9:00 - 9:30 am

#### Registration

9:30 - 11:00 am

#### Showing Value to Referral Sources: Connecting with Common Challenges they Face

*Speaker: Alan Morris, Director, Research & Strategy, VGM Government Relations and Regulatory*

This presentation is to educate DME providers on some of the biggest challenges their referral sources are currently facing and how those DMEs can articulate their value in a way that responds to those challenges. DMEs bring value in several ways and articulating that value in a way that directly hits on being part of the solution for referral sources is a significant business development opportunity for many providers.

1. Recognize common challenges referral sources are currently facing in their world
2. Understand how DME value service can help alleviate some of those challenges
3. Articulate your value in terms that resonate with the referral sources

11:00 - 11:15 am

#### Break

11:15 am - 12:30 pm

#### Death, Taxes, and Changing Government

*Speaker: John Gallagher, VGM*

While Benjamin Franklin said, "The only two certainties in life are death and taxes," the saying could probably be modified to include government and legislation. There is no doubt that the past year to 18 months has proven that change in our government and legislation is also 'certain.' This presentation will dive into the state and federal legislative issues impacting the DME industry as well as how providers and constituents can help in grassroots efforts. Topics will include how the Midterm 2022 elections will impact industry efforts, Key Congressional Committees of jurisdiction and how they impact DMEPOS, Current Industry Legislation and state level reimbursement concerns. John will also discuss recently released studies and how to use them in your discussions with Congressional Members and Staff, and potential Alternatives to the Competitive Bid Program.

12:30 - 1:30 pm

#### Lunch with Exhibitors

1:30 - 2:45 pm

#### Analyze and Attack Payer Contracting Opportunities

*Speaker: Craig Douglas, VP Payer Relations*

Have you found yourself feeling somewhat powerless when discussing the payment terms of your payer contracts or the amount of business you are receiving from your referral sources? If so, are you tired of being in the dark when it comes to those negotiations?

Reaching an agreement with fair reimbursement rates has traditionally been a tedious process that can take an immense amount of time without much data available to assist you. Providers are often at the mercy of payers when it comes to determining a fair reimbursement during those “negotiations”, as providers often don’t have the same transparency into claims and other types of data that payers have at their disposal. Payers often utilize a “take it or leave it” approach, saying “this is what we pay everyone else”. This usually leaves providers with nothing to leverage back with; until now, that is. In this session, we will dive into some available tools that providers can now utilize as they negotiate new or renegotiate existing contracts with payers to achieve more long-term stability in their contracts. Craig will provide insight into data and other resources that can prove extremely helpful in these types of negotiations.

3:00 - 5:00 pm

### **GAMES Social Event**

State associations provide a unified voice at federal and state levels, education opportunities, as well as collaborative and networking opportunities to succeed in this fast-paced industry. GAMES has the potential to be one of the most productive and valuable state associations. GAMES offers its members education, collaboration among other suppliers in Georgia as well as state and federal updates.

Join VGM and the GAMES board for this social event. Drinks and appetizers will be provided.

- Education: We offer exclusive discounts for educational sessions, webinars, and workshops relevant to the home medical equipment (HME) industry.
- Committees: Joining a committee will give you a chance to collaborate with colleagues in the HME industry as we strive to move the association forward. We're looking to bring our members together in a positive and proactive way.

Association Updates: The association keeps members in touch with each other and current issues through our website and email updates of emerging issues relevant to our state and industry.



## **GAMES Day at the Dome**

*Thursday, February 2, 2023*

9:00 am

### **Preparing for the “Day at the Dome”**

*Speaker: Laura Williard, AAHomecare*

CLOB Room #318

Join us for an hour to prepare educate everyone for the “Day at the Dome” on Feb. 2<sup>nd</sup>. In this session we will discuss the plan for the day. We will also go through the issues and talking points for the advocacy day. Please stick around for this important event!

## **GAMES PLATINUM MEMBERS**



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