



## GAMES 2023 Annual Meeting August 13-15, 2023

*The Georgian Terrace*  
659 Peachtree St NE, Atlanta, GA 30308



## Agenda

### Sunday, August 13, 2023

- 12:00 – 1:30p      **Board Meeting**
- 1:30p                **Registration Open**
- 2:30 – 2:45p        **President’s Welcome**  
*Jeremy Killough, M.R.S. Homecare, Inc.*
- 2:45 – 3:45p        **Current Audit Environment: What can you expect?**  
*Wayne van Halem, VGM & Associates*  
The PHE is over and the ALJ backlog is resolved. That means that audits are back in full swing, and volumes are predicted to increase. This presentation will provide an overview of the current audit environment, including government and private payers, as well as what we anticipate for the remainder of the year and into 2024.
- 3:45 – 4:00p        **Break – Time to Stretch!**
- 4:00 – 5:00p        **The DME Cash Crunch: Where is Your Revenue Getting Stuck?**  
*Andrea Stark, MiraVista LLC*  
Suppliers are struggling with evasive and escalating AR challenges, and in the wake of increasing inflation they’re facing an increasing cash crunch. Now’s the time to figure out where your “real money” is and why it’s getting stuck. During this session, Andrea discusses actionable strategies to peel back the layers of your business and help you answer the million-dollar question: Where is my money and how do I get it? Attendees will:
- Consider protocols that unwittingly build AR.
  - Discuss processes that create uncollectible AR.
  - Acquire strategies to modify existing “bad billing” behaviors to ensure future billing success.
- Discuss tactics for analyzing where your revenue is getting held up—and how to fix it going forward, and much more!
- 5:00 – 6:30p        **Welcome Reception in Exhibit Hall**



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## Monday, August 14, 2023

7:45a **Breakfast and Opening Session**

8:00 – 9:30a **Have You Heard?**

*Andrea Stark*

After taking care of patients, delivering equipment, and coordinating with referrals, there's not much time left for keeping up with the tidal wave of changes published by Medicare, Medicaid, MAPs, and commercial insurance payers. During this event, Andrea will share her unique insights on a few key industry developments to help attendees do their best work with less worry. Topics are chosen close to event time using impactful developments in the last six months. In this session, attendees will become experts in the following developments:

- Avoiding Accidental Surety Bond Lapses that Cost Suppliers Big.
- Using PECOS 2.0 to Streamline Medicare Revalidation this Summer.
- Interpreting Humana's exclusive DME relationship with AdaptHealth and Rotech for certain Medicare Advantage Plans.

9:30 - 10:30a **Retail vs 3<sup>rd</sup> Party - Understanding the Path to Profitability**

*Michael Scarsella, Compass Health Brands*

A deep dive into the multiple pathways to profit for Providers in today's HME market. We will discuss vendor partnership strategies that go beyond price to minimize cost, eliminate waste, and maximize overall profit. All facets of the provider business will be reviewed from both a cash retail and 3<sup>rd</sup> Party Pay perspective.

10:30a – 12:00p **Break with Exhibitors**

12:00 – 1:00p **Lunch / Platinum Vendor Presentations / State of the Association Address / GAMES Annual Meeting and Voting on the Slate of Officers**

1:00 – 2:00p **Let's Talk A.I - Artificial Intelligence...It's Here to Stay so Learn How to Leverage It**

*Steve Cela, Strategic Office Support*

This interactive session will focus on writing SOPs to Marketing Materials, Videos, Blogs, etc. Learn what tools are out there to use to assist your efficiencies and business growth.

2:00 – 3:00p **DME Industry SWOT: Current State and What the Future Holds**

*Alan Morris, VGM & Associates*

In this presentation, we'll discuss the current state of the industry including what's going for us and what we have working against us. We'll also discuss what's on the horizon, including opportunities for growth and realignment in the healthcare ecosystem as well as what hurdles we might face moving forward.

Objectives:

1. Recognize the industry's current-state strengths and weaknesses



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2. Outline threats that may impact future industry progress
3. Highlight some of the DME industry's biggest opportunities for advancement moving forward

3:00 – 3:15p

**Break**

3:15 – 4:15p

**Payer Relations Update / Trends in Medicaid and Medicare Advantage**

*Laura Williard, AAHomecare*

4:15 – 5:15p

**Advocating for Better Reimbursement Rates with Georgia Medicaid**

*Member Discussion*

GAMES has been very active supporting DME providers with advocacy efforts with Georgia Medicaid. We have the opportunity to work with the Medicaid program to submit a select number of products for potential rate increases.

Join this WORKING session to discuss the rate analysis and be part of the decision-making process on what HCPC codes will be submitted to the Department of Community Health (DCH) for consideration. This is a great opportunity to have your company provide input on this terrific opportunity.

**RAFFLE WINNERS ANNOUNCED!**

6:00p

**Dinner, Drinks, and GAMES! at The ROOF at Ponce City Market**

We have an incredible evening planned for Monday, August 14! Be sure to join us at THE ROOF at Ponce City Market for an evening at [Skyline Park](#) for a buffet dinner, drinks, and unlimited games!

## Tuesday, August 15, 2023

8:30a

**Breakfast and Opening Session**

8:45 – 9:45a

**Employee Retention – Explore your Options**

*Miriam Lieber, Lieber Consulting*

What attracts an employee to your company? What motivates employees to work elsewhere? The answers to these questions and more will be explored in this candid discussion on how to increase workforce retention. Examine employee satisfaction strategies, career and development opportunities, on-boarding, mentorship and other essentials to enhance employee engagement. The end result should be better company culture and productivity.

10:00 – 11:00a

**Peachtree Government Relations and Representative**

*Don Bolia, PGR and Representative Sharon Cooper*

11:00a – 12:00p

**NEW: Healthcare in Georgia**

*Representative Dale Washburn, District 45*

12:00p

**Raffle Winners Announced - Adjourn**



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