



## Our Distinguished Speakers



**Steve Cela** founded Strategic Office Support to provide a much-needed service to clients and at the same time, make a difference in the lives of his employees. In addition to Strategic Office Support, Steve owns Apnix Sleep Diagnostics, Houston's leading sleep diagnostic center, and Apnix CPAP Equipment and Supplies, a medical equipment supplies company.

Steve holds an MBA from the University of Texas, Dallas, and a Bachelor of Science in Biology and Biochemistry from Baylor University. He is a recognized member of the Whitehall Club and the American Academy of Sleep Medicine. Steve is a Houston native, and when not working, he enjoys time with his family, exercising, racing cars, and nutritional education.

**Steve Cela, President**  
Strategic Office Support  
[www.strategicofficesupport.com](http://www.strategicofficesupport.com)

**Miriam Lieber** is a principal consultant and trainer specializing in home healthcare revenue cycle management. Her extensive experience with Medicare and other third-party payers has brought her national recognition in the homecare industry. With over 25 years in the homecare field, Miriam has consulted with over 500 HME companies nationwide and is a featured author of many articles in the areas of operations management and leadership. She is also a nationally known speaker for many homecare trade associations. In her consulting practice, Ms. Lieber's clientele includes, HME companies, managed care organizations, hospitals, wholesalers, pharmacies and manufacturers. She is known to have practical approaches to complex operational matters and assists her clients with the nuts and bolts of running a profitable business.



**Miriam Lieber, President**  
Lieber Consulting  
[www.lieberconsulting.com](http://www.lieberconsulting.com)



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## **Our Distinguished Speakers**



**Alan Morris** is the Director of Research and Strategy for VGM & Associates. Alan brings over 16 years of experience as a consultant in the healthcare space to VGM. With background in industry analysis, research, and regulations, he has extensive knowledge he can use to ensure that VGM's members and vendors are kept up to date on all industry trends, regulations, and legislation at the state and federal level. Alan worked for VGM & Associates from 2007 – 2014 where he delivered multiple keynotes, seminars, and webinars on industry regulatory impacts and market trends. Prior to re-joining VGM, he led a team of internal consultants and analysts in the healthcare sectors of strategy, finance, clinical, operations, and value-based contracting for a multi-state midwestern health system. He also obtained expertise in healthcare policy, strategic partnership management, and performance management.

**Alan Morris, Director of Research and Strategy**

VGM & Associates

[www.vgm.com](http://www.vgm.com)

**Michael Scarsella** joined Compass Health Brands in December 2017. Prior to joining the Compass Health Brands Team, Mike was the NE Regional Vice President at Golden Technologies. Prior to Golden, Mike spent more than 18 years as a marketing and sales executive in the Home Furnishings industry. His focus during this tenure was on developing products and strategies to maximize sell-through at the retail level. He worked with a broad array of companies including Henredon, Ralph Lauren, Durham Furniture, and Harden Furniture and fostered strong and successful relationships with some of the finest furniture retailers in the US and Canada. Mike holds a Bachelor's in Communications from The University of Notre Dame and an MBA in Marketing and Strategic Planning from the Katz Graduate School of Business, University of Pittsburgh.



**Michael Scarsella, Senior Vice President, HME**

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**Andrea Stark** co-founded MiraVista LLC in 2003. She specializes in helping DME suppliers build reimbursement mastery within their organizations through custom reimbursement training, direct staff support, and data-driven operational consulting and oversight.

**Andrea Stark, Co-Founder**

MiraVista LLC

[www.miravistallc.com](http://www.miravistallc.com)

**Wayne van Halem** founded The van Halem Group in 2006. The Atlanta-based firm merged with VGM Group in 2014, and Wayne currently serves as its president as they assist providers with navigating complex issues related to audits, appeals, enrollment, and compliance. A former auditor and national Appeals Director with Medicare, Wayne is also a published author and well-known lecturer. He is an Accredited Healthcare Fraud Investigator through the National Health Care Anti-fraud Association (NHCAA), a Certified Fraud Examiner through the Association of Certified Fraud Examiners (ACFE), and an active member of the Health Care Compliance Association (HCCA). He also sits on the American Association for Homecare's Regulatory Council, Medtrade's Educational Advisory Board, Medicare DME MAC Jurisdiction C and D Advisory Councils, and on the Advisory Board for HME Business Magazine. Since 2006, his company has saved suppliers over \$70 million in overpayments and denial recoveries.



**Wayne van Halem, President**

The van Halem Group

[www.vanhalemgroup.com](http://www.vanhalemgroup.com)



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**Laura Williard** is the Vice President of Payer Relations for the American Association for Homecare. She has served in the HME community for more than 24 years, most recently at Advanced Home Care as senior director of regulatory affairs, reimbursement compliance, and contracting. Williard has extensive experience working with managed care, Medicare advantage, Medicaid MCOs, and state Medicaid programs.

Laura is very active in the state associations, serving on the board for GAMES, Vice President for NCAMES, and Vice President for ATHOMES. She also served as the Vice Chair for the Jurisdiction C Medicare Council, and is a founding member of the Mediware User Group. Williard also participated as a member of the Palmetto 16 State Coalition Committee and sits on the Public Policy Committee of the Visiting Nurses Association of America.

**Laura Williard, VP Payer Relations**  
American Association for Homecare  
[www.aahomecare.org](http://www.aahomecare.org)

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