

HomeCare

THE LEADING BUSINESS RESOURCE FOR
HME & HOME HEALTH PROFESSIONALS
HOMECAREMAG.COM

TRAINING REALLY MATTERS

Why hands-on learning works
for Senior Helpers

Plus:

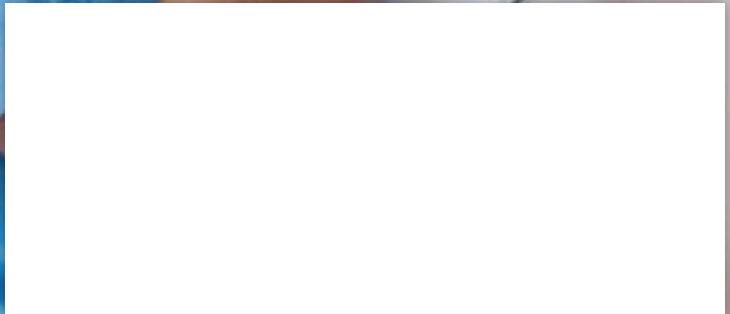
- » Better education for HME providers
- » Tech that makes training work

HME

Is now the time to
sell your business?

IHC

The insurance you
need to manage risk



nati³al
ramp | FREEDOM **NOW**

ARE YOU LOOKING FOR A TRUE RAMP PARTNER?

National Ramp is the premier ramp
manufacturer for dealer support



FREEDOM NOW. IT'S NOT JUST OUR MISSION, BUT OUR PURPOSE.



Powerful tools at your disposal, such as our industry-first real time **configurator** (for on-site and accurate ramp quoting)



High quality, **in-stock**, modular ramps **made in U.S.A.** ready to ship now!



Provide your customers with the **quality** and services they deserve, so you can **grow your profits**.

CALL US TODAY TO LEARN MORE ABOUT HOW **NATIONAL RAMP** CAN PROVIDE **EASY-TO-DO-BUSINESS** SOLUTIONS FOR YOUR RAMP INSTALL COMPANY.

OUR JOURNEY **TOGETHER** STARTS NOW!

Check 107 on index.



CALL US TODAY

(845) 358-0350



sales@nationalramp.com



www.nationalramp.com

Introducing F&P Evora™ Full

Fisher and Paykel Healthcare's new compact full face CPAP* mask. Evora Full is minimal contact with full performance featuring our next generation of Dynamic Support Technology™.



F&P myMask App



*We refer to CPAP in this instance, but this may also include other positive airway pressure device modes such as APAP or BiLevel. Masks must be used with a PAP device to deliver therapy. F&P Dynamic Support Technology, Evora and myMask are trademarks of Fisher & Paykel Healthcare Limited. For patent information, see www.fisherpaykel.com/ip. Apple, the Apple logo and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc., registered in the U.S. and other countries. Google Play and the Google Play logo are trademarks of Google LLC. © 2022 Fisher & Paykel Healthcare Limited

F&P Evora Full
now available on the
F&P myMask app



Check 104 on index.

Dear HomeCare Readers,

I am writing this note to you in a few moments stolen during a retreat for our company's leadership team. We're having tough conversations on a lot of topics, including a deep dive into our reader experience. We're looking at how our audience interacts with HomeCare's content—here in print, on our website, in our email newsletters and through live and on-demand events. Are we delivering it via the right platforms? And most importantly, is it serving your needs as a reader? Help us out by dropping me an email with your thoughts at hwolfson@cahabamedia.com.

I want to take just a moment to share some sad news: longtime industry advocate Sheldon "Shelly" Prial died at the age of 95 on May 24. A pharmacist by training, Prial owned and operated independent drug stores in the New York City area and founded the Home Healthcare Dealers Cooperative with his wife, Thelma. He was an energetic supporter of the industry and a dear friend to HomeCare and a member of our Editorial Advisory Board. He was always willing to take a phone call to answer questions or help us understand some aspect of the work, often sitting on the phone for hours with no complaint. He will be missed.

Another topic on the minds of every business leader these days is how to get the most out of your teams. In this month's cover series, we dive into ways to improve your training process and how doing so can impact recruiting, retention and outcomes. We've also got experts weighing in on the right time to sell your business, boosting bathroom safety, the insurance protection your organization needs and how to prepare for post-pandemic oversight of this industry. And we've also got our special section with profiles of some of our vendor partners offering supplies and software to help you maximize your business. We hope you enjoy!

Thanks for reading!



Hannah Wolfson



Sheldon "Shelly" Prial rarely missed a Medtrade.

BE HEARD

We want to know what you think and how we can serve you better.

Send your comments and feedback to Managing Editor Kristin Easterling at keasterling@cahabamedia.com. We'd love to hear from you!

HomeCare® (ISSN# 0882-2700) is published monthly by the Cahaba Media Group, 1900 28th Avenue S., Suite 200, Birmingham, AL 35209. Periodicals postage paid at Birmingham, AL, and additional mailing offices. **SUBSCRIPTIONS:** Free of charge to qualified HME and home health workers. Publisher reserves the right to determine qualifications. **Annual subscriptions:** U.S. and possessions \$48, all other countries \$125 U.S. funds (via air mail). Single copies: U.S. and possessions \$5, all other countries \$15 U.S. funds (via air mail). Call 205-278-2840 inside or outside the U.S. **POSTMASTER:** Send changes of address and form 3579 to HomeCare Magazine, Subscription Dept., P.O. Box 530067, Birmingham, AL 35253. ©2022 Cahaba Media Group, Inc. No part of this publication may be reproduced without the written consent of the publisher. The publisher does not warrant, either expressly or by implication, the factual accuracy of any advertisements, articles or descriptions herein, nor does the publisher warrant the validity of any views or opinions offered by the authors of said articles or descriptions. The opinions expressed are those of the individual authors, and do not necessarily represent the opinions of Cahaba Media Group. Cahaba Media Group makes no representation or warranties regarding the accuracy or appropriateness of the advice or any advertisements contained in this magazine. **SUBMISSIONS:** We welcome submissions. Unless otherwise negotiated in writing by the editors, by sending us your submission, you grant Cahaba Media Group, Inc., permission by an irrevocable license (with the right to license to third parties) to edit, reproduce, distribute, publish, and adapt your submission in any medium on multiple occasions. You are free to publish your submission yourself or to allow others to republish your submission. Submissions will not be returned. VOLUME 44 NUMBER 7



EDITORIAL

Editor

Hannah Wolfson | (205) 278-2825
hwolfson@cahabamedia.com

Managing Editor

Kristin Easterling | (205) 314-8267
keasterling@cahabamedia.com

CREATIVE SERVICES

Art Director

Jessi Tygielski

Digital Project Manager

Greg Ragsdale

Web Developer

Greg Caudle

CIRCULATION

Subscription Changes & Inquiries

homecaremag@omeda.com

ADVERTISING

Associate Publisher

Jim Harmon | (205) 933-0333
jharmon@cahabamedia.com

Sales Development Representative

Jill Kuerner | (205) 961-3378
jkuerner@cahabamedia.com

Client Services Representative

Kimberly Holmes | (205) 212-9402, ext. 210
kholmes@cahabamedia.com

EDITORIAL ADVISORY BOARD

Cara Bachenheimer

Chair, Government Affairs Practice
Brown & Fortunato, P.C.

Jeffrey S. Baird

Chairman, Health Care Group, Brown & Fortunato, P.C.

Mary Ellen Conway

Chief Compliance Officer, US Med

Louis Feuer

President, Dynamic Seminars & Consulting

Jim Greatorex

Vice President, VGM Live at Home

Mike Hamilton

Executive Director, Alabama Durable Medical
Equipment Association

Sarah Hanna

CEO, ECS North

Seth Johnson

VP Government Affairs, Pride Mobility Products Corp.

Miriam Lieber

President, Lieber Consulting

York Schwab

Show Director, Medtrade

Bradley Smith

Managing Director/Partner, Vertess

William A. Dombi

President, National Association for Home Care
& Hospice



Publisher

Matthew G. Conroy

Vice President, Sales

Greg Meineke

Creative Director

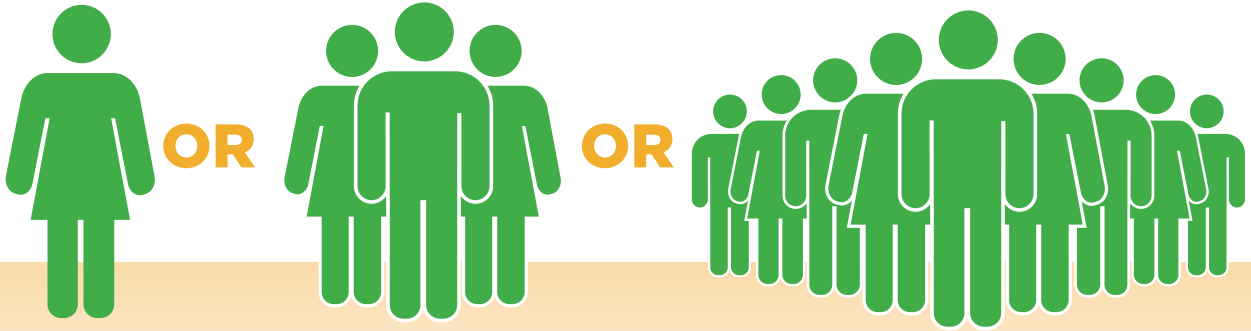
Terri McVey

Finance Director

Brandon Whittemore

1900 28th Avenue South, Suite 200
Birmingham, AL 35209 • Phone: (205) 212-9402

HERE WHEN YOU NEED US.



We have the capacity to
support your hiring needs.

Our clients are saving money on labor every year by hiring TBO! Gone are the days of high turnover, high labor costs, under-experienced recruits, and lengthy on-boarding. Our teams are ready to work, committed to your success, and experienced. Expect to save money not just on labor costs but also on training & onboarding, ancillary support, and employee overhead!

- Prior Authorization Requests
- Certificate of Medical Necessity
- Intake/Customer Service
- Aging
- Collections
- Posting

- Bookkeeping
- Compliance
- Scheduling
- Dispatch/Communications
- ReSupply Processing
- Quality Assurance

- Data Entry
- Operator
- Held Billing
- Confirmations
- Fax Wrangler



TACTICAL
BACK OFFICE PERSONNEL

Check 108 on index.

Try Insourcing today by calling
(800) 588-7501

or visiting our website at
TACTICALBACKOFFICE.COM

In this issue



16

COVER SERIES: TRAINING

- 16 Senior Helpers' training program gives new meaning to 'hands on'
- 18 How education sets your team up to win
- 20 Let your superusers lead the way with new training tools

HME

- 42 An outlook on mergers & acquisitions for the second half of 2022
- 44 Simple fixes you can offer to make clients' bathrooms aging friendly

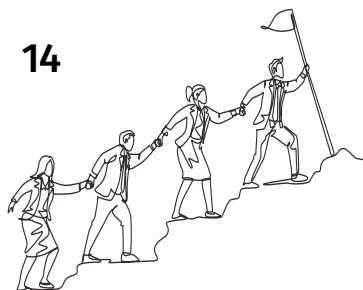
IN-HOME CARE

- 46 Insurance insights for home health care providers
- 48 Preparing for a new era of compliance

COLUMNS

- 10 **HME:** 5 tips to build a winning digital strategy
- 12 **IN-HOME CARE:** 6 ways to put Alzheimer's patients' needs first
- 14 **ROADMAP:** Key characteristics of an intentional leader

14



IN EVERY ISSUE

- 6 Industry News
- 8 Government Affairs
- 10 Columns
- 53 HomeCare Directory: Staffing
- 56 Back Page

50



MARKET-LEADING PRODUCTS

- 50 New on the Market
- 52 Aids to Daily Living



Freedom

It's what you get when you automate the most repetitive and tedious administrative tasks in home care and home health care. Experience the new way of work.

Experience Element5.

Check 103 on index.

element5

Workflow automation solution for post-acute care

SYNERGY HomeCare Makes Top 5 Large Franchisors

SYNERGY HomeCare led the homecare industry in territory sales growth in 2021, becoming one of the five largest homecare franchisors in the United States. This marks the second consecutive year that SYNERGY HomeCare awarded more territories than any other franchisor in the homecare category, according to a review of franchise disclosure documents and other public records.

SYNERGY HomeCare ended 2021 with 406 sold territories. The company has inked more than 100 new territories since January 2020, a 32% increase. The momentum has continued into 2022, with 16 territories sold this year.

SYNERGY HomeCare has also hired franchise marketing expert Jennifer Chasteen as its first chief marketing officer. synergyhomecare.com

UPCOMING EVENTS

We want to make sure our readers know about upcoming event opportunities. Did we miss an event? Send info to keasterling@cahabamedia.com.

July 13–15 RESNA Annual Conference
Arlington, VA
resna.org

July 19–22 HomeCareCon 2022
Lake Buena Vista, FL
homecarecon.com

July 24–26 NAHC Financial Management Conference
Las Vegas, NV
nahc.org

Aug. 4–5 FAHCS Annual Meeting
Orlando, FL
fahcs.org

Cardinal Health Opens New Ohio Distribution Center

Cardinal Health announced the addition of a new distribution center in the Columbus, Ohio, area as part of a multi-year warehouse modernization and growth plan. The center will support the company's at-Home Solutions business, a medical supplies provider and specialized business focused on providing care in the home for people with chronic and serious health conditions.

The 208,144 square-foot building will be the 10th U.S. distribution center for Cardinal Health at-Home Solutions. The new facility will integrate state-of-the-art logistics technology, including robotic storage capabilities, conveyance and the Kinaxis RapidResponse platform to optimize digital supply chain planning. All technology and automation will work alongside Cardinal Health employees to deliver operational efficiencies while supporting fluctuations in volume and labor. cardinalhealth.com

CareAcademy Receives \$20M Investment

CareAcademy, a care enablement platform for homecare and home health organizations, announced a \$20 million strategic investment round. The investment is part of Goldman Sachs' One Million Black Women initiative, a \$10 billion commitment to narrow opportunity gaps and impact the lives of Black women over the next decade. The funding will be used to accelerate product development and data measurement capabilities.

"This strategic investment positions CareAcademy to meet its ambitious goal of empowering 1 million caregivers by 2023," said Helen Adeosun, founder and CEO of CareAcademy. careacademy.com

3B Medical's New Name, Leadership

3B Medical, Inc., a manufacturer of sleep and respiratory products and services, announced that Clint Geffert has been named as president of commercial operations. The company also announced a name change and rebrand; it will now be known as React Health. Tom Pontzius, who

has been acting president for operations and commercial operations for the past seven months, will assume the role of president of operations.

Geffert has more than 15 years of successful senior management experience, and 25 years of industry experience, most recently as president of VGM & Associates. Prior to that, Geffert held roles of increasing responsibility at Philips in their sleep and respiratory care division.

reacthealth.com

Central Medical Supply Buys 3 Equipment Providers

Central Medical Supply Group (CMSG), a portfolio company of Osceola Capital, has acquired three hospice and homecare equipment management companies: Helping Hands Medical Equipment, which further expands Central Medical into eastern and central Pennsylvania; the hospice assets of Consolidated Medical Surgical Supply, which expands the company into upstate New York and Connecticut; and PPD Homecare Inc., a respiratory equipment and services provider in Mantua, New Jersey.

"We care deeply about our hospice partners and their patients, and these three businesses fit perfectly with our culture and vision for growth," said Central Medical CEO and Founder Joe Sacco.

centralmedsupply.com

Grau New Chair of DMERT Group

The Durable Medical Equipment Repair and Training (DMERT) Group has announced Wayne Grau as the new chair of their executive board, replacing Greg Packer.

Grau started his home medical equipment career in 1991 with Pride Mobility Products and moved up the ranks at the company, eventually taking over legislative and regulatory affairs. In 2007, Grau took on vice presidential roles in both legislative affairs and business development and supplier relations for Managed Care Associates.

This past December, Grau accepted a position with MK Battery to lead the HME product category. dmertgroup.com.

Automated processes. Qualified orders. One single system. You've got this.

And we've got you with **Brightree's Business Management Software** solution-- the #1 choice of thousands of HME providers relying on us to do the heavy lifting of their business management for over 100 million patients. But with us, you're never a number. We cater to organizations of all sizes with world-class automation that brings you out-of-this-world results -- including reducing days to confirm orders by up to 10 days.

Our simplified processes and cutting-edge tools allow you to log into one system for real-time data and instant visibility to all the moving pieces of your business. From comprehensive patient intake all the way to claims monitoring, we manage the details, reduce any rework, and can dramatically decrease your claim denials.

Ready to get down to business?
We're ready to show you how.

Visit us at brightree.com/onebms.

Heather Yi
Vice President,
Customer
Success



Tax Credits for Aging in Place

The Home Modification for Accessibility Act, HR 7676

By Kristin Easterling

Home is not just where we sleep and eat most of our meals, it's our place to be independent. And, since the pandemic, it's increasingly an office, a gym, a childcare center—and, of course, if you need health care, your home is a great place to receive it.

A new act sponsored by Rep. Charlie Crist (D-Florida) and Thomas Suozzi (D-New York) aims to provide tax incentives for home modifications to allow seniors and those with disabilities to live comfortably and safely in their own homes.

The Home Modification for Accessibility Act will empower Americans to make decisions about where and how they live by offsetting the costs associated with making home modifications through a penalty-free early retirement withdrawal and lifetime tax deduction of up to \$30,000. This will reduce injuries and subsequent medical costs associated with falls, as well as drive development and investment in the market and create new job opportunities for skilled laborers and contractors.

A related bill, the Senior Accessible Housing Act (HR 2305), would allow people who have reached age 60 to apply for a tax credit of up to \$30,000 for modifications to their homes, including the addition of entrance and exit ramps, the widening of doorways, and the installation of handrails, grab bars and non-slip flooring.

Both bills were referred to the House Ways and Means Committee. The Senior Accessible Housing Act has not gained much traction in previous congressional sessions, but enjoys support from industry groups such as VGM Live at Home.

LEARN MORE >> [Track this bill at congress.gov.](#)

WHAT PEOPLE ARE SAYING

"This bill will help correct a fundamental injustice in American life. While we're living longer and health care is increasingly conducted at home, the country's housing stock is not meeting our daily and safety needs."

— Louis Tenenbaum, founder and president, HomesRenewed Coalition

"This bill is a step in the right direction towards enabling more seniors to age in place while ensuring they are positioned for many more years of comfortably living in their own homes. This legislation has the full support of the National Association for Home Care & Hospice."

— William A. Dombi, president, National Association for Home Care & Hospice

DID YOU KNOW?

In AARP's most recent aging-in-place survey, 79% of respondents said their home would need some sort of modification for safety and accessibility.

WHAT HAPPENS NEXT? >>

According to Tenenbaum, if passed, this bill will allow homeowners and renters to demand better housing stock with more accessible features.



HOME CARE AND HOSPICE

CONNECTION 4.0 LINK UP

CONFERENCE AND EXPO

OCTOBER 23–25 | ST. LOUIS



This year, we want to celebrate one of the most meaningful touchstones of our industry...

CONNECTION.

The 2022 Home Care and Hospice Conference and Expo is the meeting point for you to uncover groundbreaking ideas, discover new interests, and network with industry pros in home care and hospice.



Inspiring Speakers
Hitting the Mainstage



Your Chance
to Ask the Experts



Put Ideas to Work
Straight Away



Registration is Open!
nahc.org/nahc2022

How to Build a Winning Website

5 steps that will improve your online presence today

By Mandi Whiting



Mandi Whiting is the client services specialist for ReadySites, an option for affordable and functional websites offered by Full Media. Full Media is a Chattanooga, Tennessee-based digital marketing agency specializing in health care. Full Media offers a full spectrum of HIPAA-compliant digital marketing capabilities within the health care space, including website design, online advertising, search engine optimization, patient experience optimization and analytics. Visit fullmedia.com.

As hard as it is to believe, websites have had a place in our everyday lives for roughly 25 years. This means that the majority of professionals in the home medical equipment (HME) industry today have likely been working on their organization's digital presence for decades.

But while websites aren't new concepts in the homecare arena, they remain a critical element—perhaps the most important foundational piece, in fact—of a well-planned digital engagement strategy.

From my perspective, everything you're doing online should consider and point back to your website. Running a digital ad? You're sending people to a page on your website. Creating an email campaign? You should be linking back to a particular product or service you want to promote. When it comes to your website, it's important not to "set it and forget it."

Today, we're taking digital engagement strategy back to the place it starts—your website—and talking about four ways you can quickly improve your online presence by focusing on a few website enhancements that yield real returns.

1 Understand your user.

One of the most beneficial aspects of digital marketing is that it's trackable. With the right tools, you can collect information about how your users interact with your website. Details about what content is viewed most, which elements of your site people are clicking on and how long users

are spending on each page can give you a great deal of insight into their needs. Before making any changes at all, be sure you've properly analyzed any existing data. By looking at what's already there, you may see some clear indications about easy updates to improve your users' experience.

2 Simplify.

If there's one mistake I see health care organizations make routinely on their websites, it's over-complicating. And I get it: When you're in the business of health care, providing information is one of the most essential components of your mission. Patients and family members need to understand the ins and outs of the care they can expect to receive from your organization. If you're an HME provider, purchasers are looking for specific details about the types of equipment you are selling and the kind of partnership they can expect from your team.

Sharing information is great. It's how information is presented and organized that can take a website from helpful to confusing in an instant.

Some indicators that a website may need to be simplified include:

- **Too many options in a top navigation bar:** You may have provided a great deal of information on your website, but is it easy to sift through? If your website's navigation bar has more than five to seven primary links, or if sub-navigation items are difficult to click through, you may want to restructure this feature.



- **Too many calls to action:** Calls to action are very important on any website, but if you're offering too many options, a user may not understand the best way to engage with you. When possible, consolidate calls to action down to one or two options (usually a "click to call" button and/or an online form).
- **Prospects are calling to ask questions that your website answers:** Are you getting inquiries about details that are already on your website? From time to time, someone may call before visiting your website—but if you're getting the same questions routinely, it's an indicator that the information isn't organized intuitively.

3 Personalize your pages.

Especially for larger organizations, making a website feel personal can feel like a challenge. But when you're in the business of earning and maintaining trust, it's critical that you use your website as an opportunity to connect with prospects. A few ways you can bring a more personal touch to your website include:

- **Using custom photography:** It's okay to use stock photography in some components of your marketing materials, and I understand that patient privacy is

a consideration in health care. But some custom photography—at a minimum, headshots of your leadership team—can go a long way in taking your organization from a nondescript, unfamiliar brand to one that people recognize and trust. You may even consider staging a shoot to build a library of custom stock using your team and patient models (these can be paid talent or friends and family of the organization). This would enable individuals interested in your practice to get a better view of what it's like to engage with your organization.

- **Including testimonials:** Testimonials can go such a long way in earning trust. Sharing success stories can help prospective patients and their family members see exactly what type of benefits they can expect from your organization.
- **Feature providers:** As people are exploring your HME organization, they're looking for proof of excellence, including learning more about your team. To help potential patients and families connect with your brand, go beyond the basics of titles and credentials. Share why your team chose the homecare business and what motivates them to serve patients well each day.

4 Update often.

Regular updates send trust signals to prospective patients and customers. Have you ever landed on a website and wondered if a business is still in operation? Maybe you were looking for an address for a new location and that information hadn't been added to the site. Perhaps you clicked on a phone number that was no longer in service, or heard about an upcoming expansion and were looking for more information, only to find that the blog hadn't been updated in years. This type of interaction may lead a user to question all the other content on the site and thus, decreases trust between the user and the site. Don't let your homecare organization slip into this territory.

5 Audit for HIPAA compliance.

No matter how great your digital engagement strategy is, if it doesn't take the Health Insurance Portability and Accountability Act (HIPAA) into consideration, you could be opening yourself up to costly violations.

HIPAA compliance is likely a common topic in every conversation about business operations for HME providers—and it's also a critical consideration for your organization's website. Any information you collect through forms or appointment request tools should be encrypted to maintain compliance. Additionally, there are parameters to follow about the amount of time certain data remains accessible in your systems, as well as who interacts with that data and where.

If you're unsure about whether or not your website meets HIPAA requirements, consult with a HIPAA-compliant marketing agency. Not only can HIPAA-compliant agencies help you identify and remedy potential vulnerabilities, but they can also sign business associate agreements that share the burden of responsibility for HIPAA compliance, ensuring a heightened level of care in working with your organization. **HC**

Person-Centered Care Matters

6 ways to put an Alzheimer's patient's needs first

By Nicole Brackett



NICOLE BRACKETT, CEE, is a licensed practical nurse and the care delivery and education manager for Homewatch CareGivers, LLC. Brackett has over 20 years of experience in Alzheimer's disease and dementia care and was an integral part of bringing the Homewatch CareGivers' University online learning management system to promote training for caregivers, which can increase the quality of homecare services for individuals. She is a certified feeding assistant instructor for the state of Colorado and is also a certified Eden educator through the Eden Alternative. Visit homewatchcaregivers.com.

Dementia is not a disease but a group of symptoms that interfere with thought and social function, and in later stages, it significantly affects a person's physical ability to care for themselves. Alzheimer's disease is the most common type of dementia, and the level of care needed by an individual will depend on which stage of Alzheimer's disease that a person is in.

What is important at all stages of Alzheimer's disease is that the person or those closest to them is involved in their health care decisions. Too often, well-meaning caregivers—whether loved ones or professionals—will focus on the tasks and symptoms, not the individual. Below are six care considerations and tips to better focus on a client's unique needs.

1 Home Safety

While making the home safe is important for anyone aging in place, there are some special considerations for those living with Alzheimer's disease. In the middle stage of Alzheimer's, wandering can become more common and can happen at any time of day or night. When evaluating a client for homecare, take some time to go over these ways to make home safer. To reduce the chances of a fall and subsequent injury, it is recommended that a caregiver remove any

items like footstools, coffee tables and throw rugs. As the illness progresses, it can impact a person's eyesight and ability to distinguish between transitions in flooring, such as on steps. Consider adding a contrasting color to the top and bottom step to indicate a change, or using a gate that is at least waist high to prevent the individual from using the stairway. Use nightlights to light paths, especially from the bedroom to bathroom, in case they get up at night. Also, outdoor areas should be fenced in and bodies of water should be fenced off in case the person ends up outside alone. Door alarms and personal emergency response buttons can also help alert caregivers that a client has left the home.

2 Structure & Predictability

Establishing routines can help relieve the anxiety that can be experienced by disruption of the person's familiar day-to-day life. Rather than telling your client what to do, ask them about their preferences so that they are an integral part of their own activities of daily living, such as dressing, bathing, meal preparation, housekeeping tasks and social engagement, to the level they are able and desire. Arrange closets and label drawers to promote successful independence in a task such as getting

If you can build trust and make them feel valued at each visit, you will have succeeded.



dressed. Consider modifying steps to the activity as the disease progresses so that the person can still participate as much as possible.

3 Communication

When speaking with a person with dementia, make good eye contact while looking friendly and relaxed. Speak slowly, clearly and simply, but never use “baby talk” with someone just because they are experiencing the symptoms of dementia. Don’t get frustrated or yell at them because they are confused. Use concrete terms and give one instruction at a time such as “Breakfast is ready. Let’s go eat.” Great communication, both verbal and nonverbal, will have a positive effect on the person who is living with Alzheimer’s disease. They might forget your name, but if you can build trust and make them feel valued at each visit, you will have succeeded.

4 Nutrition

It’s important to keep the person’s likes and dislikes top of mind, while still meeting

basic nutritional needs. Selecting a variety of foods that they like and can eat, especially fruits, vegetables, whole grains and lean protein along with low-fat dairy, can add to the person’s overall general health.

5 Physical Exercise

Exercise can promote circulation and muscle strength for any senior adult. A diagnosis of dementia does not mean that someone should stop exercising or ignore their health. The best activities for those living with Alzheimer’s and other dementias are those that get the heart pumping. These can start with simple walks in the neighborhood with a caregiver who can be there to prevent any confusion about getting back home. Activity should be modified as the disease progresses and the person’s physical abilities change. Before adding any activity to your client’s routine, be sure to work with their health care provider.

6 Enrich Relationships

Work to discover solutions to behavioral expressions for those who are unable to

communicate unmet needs, such as needing to use the restroom or the need to take a break from an activity. This strategy includes knowing when it is time for quiet and rest, as frustration increases with sensory overload. Identify body movements that may indicate they need to use the restroom, such as pacing or pulling at their clothing. Look for signals that the person may be hungry or thirsty, such as looking through the pantry or the refrigerator or rubbing their stomach.

The 5 Rs

One additional method of communication that can be helpful is to adopt the “Five Rs” as part of your routine. Doing this will not only help you care for a client who is living with Alzheimer’s disease, but also is a way to keep yourself in a healthy state of mind when things become stressful.

1. Remain calm.
2. Respond to feelings.
3. Reassure.
4. Remove yourself to regain composure.
5. Return fully to the situation when there is a state of calmness. **HC**

The Law of Intentionality: Reaching Goals Through Intentional Effort

6 key characteristics of an intentional leader

By Jim Mathis



JIM MATHIS, IPCS, CSP, CSML, is the Reinvention PRO, an international platform certified speaker, certified speaking professional, certified speaker and trainer with the Maxwell Leadership team and best-selling author of “Reinvention Made Easy: Change Your Strategy, Change Your Results.” To subscribe to his free professional development newsletter, send an email to subscribe@jimmathis.com with the word SUBSCRIBE in the subject. An electronic copy will be sent out to you every month. For more information on how Mathis and his programs can benefit your organization or group, call (407) 369-7842 or visit jimmathis.com.

The law of intentionality: No accomplishment or goal of worth is reached by accident. It requires an intentional effort to reach our goals and have a maximum impact on our lives and add value to others' lives, too. Intentional leaders are in the people business first—and their industry second—to add value to everyone they encounter.

Not a Genius

I have a confession to make. In high school I wasn't the smartest person in my class. I had high grades in a very competitive environment. I made the dean's list and the honor roll frequently, but I didn't score high enough to be at the top scholastically.

I was, however, one of the most intentional students in a structured military school. My sophomore year, I decided to run for “Funniest Man on Campus” and won by a landslide. The next year, I entered the race for school vice president, and I had to write an article about the race from an insider's view for the school paper. Once I figured out how to get students to vote for me, I won again. I graduated as the most decorated ROTC officer in our school.

I was very active in church. I participated in choir, drama productions and community activities, all with a goal attached to them: to use my intentional creative skills to add value to others. That continues today.

The clients and leaders who bring me in say their people seem to lack the



motivation to develop a productive daily routine. They know what they ought to do but allow other concerns to get in the way. It speaks to priorities and self-discipline, but often indicates a lack of focus. Many people don't live intentional lives.

Our daily routines are often interrupted. If you have worked from home during the pandemic, you have realized what most of us who worked from home knew for years: Home offices lend themselves to distractions. It is hard to be intentional when minor disturbances constantly call your attention away from accomplishing major tasks.

If you live an intentional life, you will find yourself ignoring many distractions that will eventually take care of themselves. Intentional people know that if they focus on their purpose for business (or for life), everything else will fall in line behind their priorities.

Momentum Makers

Intentional people are self-motivated, and momentum has become their best friend. Motivation often makes large problems smaller. Motivation makes you excited to

If you live an intentional life, you will find yourself ignoring many distractions.

accomplish each task and see it through to the finish. Motivated people generate their own momentum—and momentum takes care of many distractions.

Intentional homecare business leaders have a passion to be significant and to contribute to the lives of others. They seek to add value to the world around them with their talents and skills. They want to make a difference. Check out these six characteristics of an intentional leader.

1 Intentional leaders are purpose driven.

They know their purpose in life and want to take steps to accomplish that purpose every day. They know who they are and what they can do to add value to others. If they are good at their purpose, then they have found a way to contribute and get people to pay them for it. They don't wait to get "good" at something to start accomplishing their purpose.

What are you good at doing? Don't wait to start until you're the best at it; start now to become not only good, but better. Know your purpose and start using what you have. Spend time each day or each week improving your strengths. Put aside your weaknesses and focus on getting better, just as an artist practices drawing simple objects or a hockey player practices taking the shots they are great at making.

2 Intentional leaders are never satisfied with the status quo.

They work outside of their comfort zones. Stretch yourself to gain new ground every day. Be so uncomfortable with yesterday's accomplishments that you want to exceed them today. Never rest on your laurels.

Consider how many championship teams fail to repeat the next season. They sit back, sign autographs and lose the

competitive edge. Repeat champions never forget what got them to the top. They stay in shape, keep their daily routines and set a repeat as their goal.

3 Intentional leaders see success as an ongoing journey, not a destination.

This speaks to your view of success. If it is a destination, you will almost always fail to reach it—or put off getting there. However, if you see success as a journey, each day brings a new step to take.

Prioritize the important tasks that it takes to be successful daily. Jim Rohan suggests making an "I should" list. These are things you should do. It has more impact than a to-do list. Make an "I should" list and start on it today. You can look at most people's daily agenda and tell if they live intentionally or bounce from one circumstance to another.

4 Intentional leaders arrange their daily agendas according to their purpose & never defer from it.

Show up each day ready to accomplish something, whether it is your sales goal for the day, your management goal to train others or your service goals to help a people get better service from you. Add value to others and you will always find a sense of accomplishment and gain momentum. I guarantee that if you spend your time helping other people, you will have an improved attitude and success each day. Remember, you're in the people business.

5 Intentional leaders are self-disciplined.

They are strong in setting personal boundaries. Their goals stretch them and are attainable with effort. Where do you want to be in three years, five years, next

year? What steps will it take to get there before tomorrow to start that journey? How can you be an intentional individual in your field or on your team? How can you be so goal oriented that even the distractions are in awe of your purposeful actions? What sacrifices need to be made to focus on what is most necessary to meet your goals?

6 Intentional leaders are passionate about being the best they can be daily.

Think about how you drive over speed bumps. You slow down, take the bump slowly and move on. Do you ever look back at the impediment? Of course not! Intentional leaders turn roadblocks into speed bumps and move on, never looking behind them.

Remember the last time you made a sale? Or the last time you achieved an award for outstanding service or recognition? Remember how great you felt with the next task? That was a choice you made based on your feelings. Intentional people know how to make the same choice every day. They do not allow their feelings to make it for them. That is self discipline at its best. Your passion for success sets the pace for intentionality.

How can you be intentional about closing more sales today? How can you be intentional about being better at leading and equipping others today? How can you be intentional about giving better customer service to the next person you encounter?

Most importantly, how can you be intentional about your attitude toward work, the people you work with, the clients you meet and the circumstances that arise today? What can you do to take control and live intentionally each moment going forward?

As you live intentionally, you will continually find that your passion is what carries you and that life matters more each day. **HC**



TRAINING

A New Way to Train

Senior Helpers' onboarding system gives new meaning to 'hands on'

By Hannah Wolfson

Mari Baxter remembers looking around a conference table and thinking there had to be a better way to train caregivers.

Baxter, who is chief operating officer for Senior Helpers, had spent months traveling the country checking out how her company onboarded staff. Like so many other homecare companies then and now, much of the training was passive, with new employees sitting and listening to lectures.

"It was an old way of doing things—it wasn't just the way that we did it," Baxter said. "Just caregivers around a conference table and someone telling them 'you can or can't do this' and then moving on. ... I didn't find any energy and I didn't find any passion. And I saw so many flaws within our own training."

Building a Plan From Scratch

So she started thinking about how to approach training differently. She remembered visiting a franchisee in Wisconsin who had set up some of the more complex equipment in his office to use to assess caregivers: gait belts, wheelchairs, a hospital bed, a Hoyer lift. With that in the back of her mind, she went to her boss and asked if, as part of renovations to a new office for their corporate location in Baltimore, Maryland, there was room to add an apartment.

Her boss said yes—and now, caregivers receiving training there step into a 1,500-square-foot unit outfitted with the familiar decor of an octogenarian's house—wood paneled walls, teapot wallpaper,

linoleum floors, a gold couch, worn carpeting. There's even a baby picture of Baxter in a big wooden frame.

"Everyone walks in and says, 'Oh my gosh, it's like I'm walking into my grandma's,'" she said.

The mock apartment is also full of possible dangers, including both wooden and carpeted steps and a low, regular bed.

In fact, when a new training class arrives at the apartment, their first assignment is often to find a certain number of common hazards against the clock, escape room-style—with the most successful winning a gift card.

"We have all the realities of clientele—dog bones on the floor, dog leashes on the floor, the typical ground outlet with 50 things plugged into it with an extension cord, a laundry basket sitting on the wheelchair pillow, expired food, a paper towel roll on top of the stove," Baxter said. "There so many things you can encounter—the coffee table too close to the couch, a cigarette and ashtray next to an oxygen tank."

Other parts of the curriculum include working with a mannequin to learn proper lifts and transfers, bathing and changing of bed linens, or understanding the concepts behind safe feeding. Those who successfully complete each area receive a certificate in, say, kitchen safety to add to their resume.

Baxter said the training is more fun for those going through it and seems to stick better. It also has an impact on both recruiting and retaining caregivers, Baxter said. Although she didn't want to



From welcome mats to extension cords, the Center of Excellence includes real-life examples of some of the hazards caregivers may encounter entering the home. Source: Senior Helpers.



share the company's data on the program, the "Centers of Excellence," as Senior Helpers' training setups are called, have been adopted across the country at both corporate offices and individual franchises. Some franchisees have tried a more minimal model, using a storage unit for occasional sessions or renting time in an apartment-style hotel suite.

"(Potential caregivers) will call up and say, is this the place that has the cool training?" Baxter said. "That means we've accomplished our mission, when you start getting people wanting to come back to work because you're making training fun and exciting."

Beyond Basic Training

Training employees just wasn't enough. Baxter also wanted to solve another problem: educating family caregivers.

"When we take a client, we can be with them from 9 to 5 or midnight to 6 and we're doing our best, our caregiver does a great job—and then we get a call on Monday morning that the client's daughter was visiting and she didn't know how to get her mother into the bathtub and she dropped her and now she's in the hospital," Baxter said.

So Senior Helpers began to offer "family nights" in the apartment, where clients' family members can come in to learn how to safely bathe their loved one, or change the sheets without moving them, or load them safely into a car or a wheelchair—with staff, caregivers or a 50-pound test dummy playing the role of the patients.

Baxter said the training is more fun for those going through it and seems to stick better.



Everyday obstacles and equipment are set up so caregivers can learn to provide safer care.

"We teach the family members how to get more confidence with their own equipment," Baxter said. "Teaching the families became very valuable to us. The families also became so grateful."

Senior Helpers also uses the training as a marketing point with potential clients and with referral sources.

"I wanted to be able to walk into any kind of assisted living or independent living or any place that is giving us referrals and saying, 'we don't just sit around a table, we train them differently—come watch one of our trainings.'"

Upskilling & Support

There was one more angle Baxter wanted to cover, and that was offering support to existing caregivers, whether through refresher training or upskilling — and sometimes just the chance to connect to their peers.

"Being a caregiver is so undervalued and unappreciated. They work harder than any human being," Baxter said. "They're subjected to verbal abuse. ... they have to do things like hygiene for grown adults. ... I think caregivers are some of the most

undervalued, most wonderful human beings, but burnout can come for anybody."

In addition to family nights, Senior Helpers now offers the apartment up to caregiver book clubs and movie nights.

"We'll show a movie about dementia or Alzheimer's and have popcorn and pizza and talk [about the film]. We let the caregivers come in and sit in the apartment and talk about their own client relationships."

That allows the caregivers to vent (in a HIPAA-compliant fashion) and find solutions for some of their thornier client issues. And this approach to training is paying off, Baxter said.

"Our retention in our corporate stores where they have the training is unbelievable. We don't lose the caregivers," she said. "That was really what our goal was. And we keep bringing them back for more fun, exciting training. It's just been such a game changer for us. Because I love to see their smiles, I love to see their faces and having them say that this training made such a difference for them." **HC**

Hannah Wolfson is editor of HomeCare.



TRAINING

Your Call Will Be Recorded for Training Purposes

How education sets your team up to win

By Miriam Lieber

Business owners know that retaining good employees is vital to the health of any business. They also know that employee retention is dependent upon training, a popular topic of discussion today in the home medical equipment (HME) industry. Moreover, training is a differentiator between a great organization and a good one. Companies that invest in training and development achieve lower employee turnover rates. I recently spoke with HME providers and received a resounding affirmative response to the question: Is training a pain point or a weak spot in your organization? In this article, I will focus on training from a retention, staffing, leadership, program and software perspective.

Retention & Training

Retention and training go hand in hand in a business setting, and certainly in the HME industry. As companies work to create a culture of trust, respect and positivity, one of the main culprits for low morale is a lack of training. Staff members often feel unprepared for their job functions and that they were not properly educated in their job responsibilities. A long-term research project commissioned by Middlesex University found that 74% of employees felt that they weren't achieving their full potential at work

due to a lack of training and development opportunities.

This translates to poor employee engagement and increased employee turnover. I have discussed training with many HME providers, and it is clear that HME businesses need to improve on it, making it a focus of their strategic plan as they look to improve employee retention.

Staffing Trainers

In most HME companies, people who perform well at their job are often asked to act as a trainer for others. The problem with this strategy is that being a trainer requires certain independent skills that often have nothing to do with the job itself. Just because a person is a good biller, does not mean that they will be good at training other billers. The two positions have different skill sets. As a result, it is imperative that you find someone who is a good teacher and communicator and exhibits patience. Industry best practice is to have the department divided by tiers or levels, and therein you should find your department trainer. The first-level or first-tiered staff work at an entry level or as a generalist. The second level is a trainer-level employee who has the skills to train others on their job functions. They can articulately and fluently explain how to accomplish their tasks.

The third level employee is a team lead or team supervisor. By having a tiered team approach, it enables staff the opportunity for growth and promotes employee development.

In many companies, finding the trainer is not simple and can defeat the entire purpose of training staff in the first place. For most, the trainer performs multiple duties, including their own work in tandem with their training responsibilities. For example, if they are working in the billing and collections department, they often have their own payers or accounts receivable reports to work in conjunction with their training function. As the company grows or if there is a high rate of employee turnover, the trainer often ends up behind in either their workload or their training obligations. For many companies desperate to get the person in a seat, the trainer ends up spending minimal time in the training process. This sets the new hire up for failure and makes it more likely they will make errors that could affect the bottom line. By taking the time up front to train new staff, productivity will improve. Moreover, at this point, it may be worth considering a full-time trainer for the department.

In terms of personality and character traits, the trainer should be articulate, knowledgeable, a good communicator, patient, flexible and capable of assessing the outcome of the training. It is much more about how the material is presented than anything else. The trainer should also be able to vary their training techniques based upon the learner's preferences. This position is critical to the overall health of the company as they make the first impression on the staff and the more effective they are at teaching, the better the new employee.

Leadership

Similar to a Tier Two trainer, the leadership team has to value the importance of training for the organization to make training a



central focus. For example, if the leaders of the business do not believe someone needs a minimum of four to six weeks—and preferably six to 12 weeks—of training on the phones before they take phone calls themselves, the new hire will likely be set free before they are really ready for phone duties. This creates an environment where the new person may fall behind before they even get started. As a result, leaders should regularly check in with Tier Two staff to ensure they have the tools and resources needed to perform their training function. One large HME provider shared that training a new hire for 12 weeks before releasing them to the phones resulted in 90% competency versus someone who is trained in less than 12 weeks with a competency rate of 60%. The 30% difference for this one company was enough proof to include 12 weeks of phone training.

Training Program

To develop a training program like the 12-week training mentioned above, it behooves you to determine how your staff best learns. Some people are visual learners and others like to read, watch or listen to someone delivering information. Still others must simply shadow and then practice hands-on to learn. Regardless, establish different methods of learning for the same functions.

Also, document each step in the training process and create a checklist and timeline for each interval in the training and the expected completion time. It should include each task, the sign-off date, progress and any important instructions. Make sure that the trainee completes one step before proceeding to the next stop. Regular assessments will teach the trainer how well the employee is progressing and if they understand what they are learning. Remediate as necessary.

As the new hire goes through the training program, remember that according to the Harvard Business Review, “When



your employees want to learn a new skill, they typically don’t Google it or refer to your learning management system (LMS) first; 55% of them ask a colleague. When you account for the fact that humans tend to learn as they teach, peer learning offers a way to support rapid, just-in-time learning, while strengthening the existing understanding your employees have about concepts.”

The bottom line is when designing a training program, ask your staff how they best learn (you can create a Google-type survey to do this) and employ methods that address the employee’s learning needs. Both learner and teacher should benefit.

Software

Although many new learners prefer to tap into teammates or trainers and leaders as a means to learn their tasks, you should still have software to conduct, track and eventually to scale your training. In fact, in the article, “Where Companies Go Wrong with Learning and Development” Steve Glaveski writes that “Using today’s technologies, you can personalize training so that it adapts lessons based on employee performance, tailoring content to every single employee’s needs, learning style and delivery method.”

Specifically, you might use a LMS such as Rise, Greenlight/Silkroad or Google Classroom to develop your own training program. Additionally, like many HME providers, you could use industry software such as VGM U, which offers a variety of training courses. For companies contemplating a more formal training process, consider starting by recording video call meetings for training purposes. This will enable you to expand your training personnel’s reach without repeating yourself over and over again.

Whichever methods you use, make sure to also audit the work of the new employee via learning assessments. This will demonstrate the training’s effectiveness and the learner’s capacity to retain the information. Adjust the training as needed.

In summary, as I work with HME providers nationwide, I can tell that the businesses that focus on training see increased productivity, accuracy and morale. Engaged staff working in an environment that fosters learning for all employees drives increased profitability. **HC**

Miriam Lieber is president of Lieber Consulting, LLC, and a member of HomeCare’s Editorial Advisory Board. She can be reached at (818) 692-1626 or miriam@lieberconsulting.com. Visit lieberconsulting.com.



TRAINING

Embracing Technology Helps Make Training a Success

Let your superusers lead the way with new tools

By Christopher Lieu

The health care industry is facing unprecedented challenges today. In addition to shortages of personnel and supplies, organizations are struggling to adapt to rapidly changing conditions. Now more than ever, there is a high volume of complex work that needs to be completed in a shorter time frame without error. Technology is a powerful ally that facilitates the effective and efficient training and onboarding of workers.

But it's only effective if properly matched to the needs of the specific business.

Impact of Training in Clinical Settings

Many people view technology as a way to improve clinical outcomes or streamline workflow processes. But it has also been shown to have a significant impact on making training more effective and efficient. Let's say you're hiring a new

clinician. That candidate must be capable and knowledgeable and trained quickly to join already existing workflow processes. Implementing new technologies allows for self-paced learning with a focus on the information that will be most useful in their day-to-day practice. Additionally, it enables employers to quickly identify areas where trainees could use additional support and tailor training materials accordingly. Finally,





embracing technology allows new clinicians to learn procedures and techniques in less time, minimizing the disruption of current staff who are already on the job.

Reduce Errors & Improve Patient Care

Home medical equipment (HME) and home infusion providers are turning to technology more than before to help manage the training process. The ability to guide each staff member through their portion of the intake process, for example, ensures important information related to payer requirements, patient medications and more are captured up front to reduce downstream errors, improve clinical interactions and make it easier to train staff regardless of their role. Technology can also be used to create training modules that are specific to each staff member's job function. By doing this, staff can get the most relevant and up-to-date information possible. This saves time and money. Additionally, technology can be used to track each staff member's progress through their training. This way, managers can help ensure that everyone is on the same page and no one falls behind.

Successful Training for Better Practice Management

By using technology to enhance training, home medical equipment and home infusion providers can improve employee knowledge and skills and ultimately provide better care for their patients. Online access to training materials and other online tools and resources can help employees stay current with the latest industry news and developments, as well as provide them with the ability to review training coursework at

their convenience. Additionally, technology can help make training more successful by allowing employees to share their knowledge and experience with others. By using social media and other collaboration platforms, employees can connect with others who are also undergoing training. This can help to create a community of learners, which can contribute to the overall success of the training process.

Impact of Health Care Innovations

Innovations that support HIPAA compliance, such as telehealth, video conferencing, text messaging and email, are replacing phone calls and in-person appointments. The use of technology in the training process teaches new employees how to use these tools for better patient care and communication. Whether you are using these to communicate with patients more effectively or to better understand their needs and preferences, incorporating technology into your training program can help streamline operations and improve the overall experience for both you and your patients. Further benefits of these tools include helping minimize errors and a reduction in required interactions.

Superusers Leading the Way

With all the advantages associated with the adoption of technology, some organizations don't just use it daily but depend on it entirely. Among them are the "superusers." Training staff to use technology is difficult and challenging. Superusers embrace technology across all sectors, especially when onboarding new staff. They learn the granular details of the system and train

others in their organization to be able to use it successfully.

When incorporated into a new hire's training program, technology is a vital tool in teaching institutional best practices, eliminating the need to switch between different systems of information. The right technology offers system-wide improvements, more accurate workflows and a potential reduction in personnel. The results are improved critical outcomes as well as organic workflow.

Future Advances on the Horizon

With an initial focus on workflow, the implementation of technology will have wide-ranging effects across the future of the industry. In addition to offering comprehensive clinical knowledge on Day One, training sparks staff creativity and efficiency. Patient care will always be the central focus and technology assures a bright future for this goal. Health care technology continues to advance and evolve, and health care providers are preparing to embrace it to remain competitive. Technology offers the opportunity to train providers to be well-positioned to provide the best quality care for their patients, delivered efficiently and effectively. **HC**



GET MORE NEWS

Visit homecaremag.com/tags/training for more on this topic.

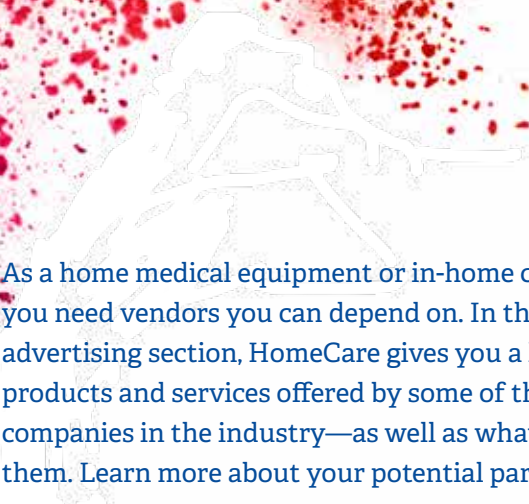
Christopher Lieu, clinical product manager at Brightree, has six years of experience in the infusion pharmacy industry, including completing a PGY-1 in Home Infusion at Option Care in Southborough, Massachusetts. He obtained his Doctor of Pharmacy degree at the Medical University of South Carolina and is in the process of earning his MBA at the Georgia Institute of Technology. Visit brightree.com.

Technology can be used to track each staff member's progress through their training.

PRODUCTS and SERVICES

2022 VENDOR PROFILES

A SPECIAL ADVERTISING SECTION



As a home medical equipment or in-home care provider, you need vendors you can depend on. In this special advertising section, HomeCare gives you a look at the products and services offered by some of the leading companies in the industry—as well as what drives them. Learn more about your potential partners inside.

Index

Brightree, LLC	23
Element5	24
EWheels.....	25
Fisher & Paykel Healthcare	26
HME Billing & Consulting	34
Huntleigh a Member of Arjo.....	32
Indeelift, Inc.	35
Lincoln Healthcare Leadership–Home Care Technology Expo	36
Mac’s Lift Gate, Inc.....	39
National Ramp.....	27
Optipillows EPAP Mask	39
OxyGo.....	37
Parks Health Products	40
Proactive Medical Products.....	30
Sunset Healthcare Solutions	38
Tactical Back Office Personnel	31
TIMS Software by Computers Unlimited.....	33
Tranquility.....	40

Brightree, LLC



We've got you.

You're in the home medical equipment (HME) business to take care of your patients, and Brightree's in it to take care of you—and your business management. In fact, Brightree's Business Management Software solution is the No. 1 choice of providers with thousands of HME, pharmacy and home infusion providers of all sizes relying on Brightree's cloud-based platform and patient-focused approach that's proven to improve business performance and deliver better health outcomes.

Customers report that their work is more efficient, more rewarding and much faster with Brightree, thanks to a single system that automates manual processes, manages the details and helps eliminate errors. And regardless of whether the organization is big or small, Brightree provides scalable, cloud-based software as a service (SaaS) solutions and services for resupply, contactless mobile delivery, advanced analytics, revenue cycle management and patient collections. As a result, the complexities of today's biggest challenges like reimbursements, interoperability and compliance are simplified to optimize your overall operations, delivering a big boost to your profitability and improving the outcomes of your patients, just like the 100 million other patients who have received a better patient experience and better care with Brightree.

Essential Technology

Brightree's technology enables customers to electronically connect and seamlessly share data with referral sources, manufacturers, patients and the health care industry at large.

- For HME providers, you can rely on a single platform to boost efficiency in nearly every part of the business, including patient intake, scheduling inventory, delivery, billing, clinical, resupply and revenue management.
- For HME pharmacy and home infusion providers, you get the benefit of a specific workflow for pharmacy providers that helps you obtain and document insurance authorization, conduct clinical monitoring, fill pharmacy orders and deliver medication and supplies to patients.

Added Innovations

Providers also know that Brightree's commitment to innovation and customer success sets the company apart. For example, Brightree Digital Experience (Brightree DX) is a new platform that combines automation of key communications to patients through SMS to streamline workflows with an entire digital collaboration platform that your staff can use to drive internal and external collaboration with the patient, about the patient and on behalf of the patient.

Other innovations include expanded advanced analytics offerings with dashboards that highlight workflow insights, key performance indicator tracking and peer benchmarking that allows providers to ensure they're remaining competitive with similar organizations. Powered by billions of data points, the technology gives HME and pharmacy providers a scalable data solution. This enables smarter and more informed business decisions for revenue cycle management, business operations, patient payments and resupply programs, ultimately supporting better patient care.

CEO of Spiro Health Gary Sheehan explains why he has been impressed with the metrics delivered by Advanced Analytics. "With Brightree, there's one version of the truth and it tells us how we're performing. We've been able to focus on areas that have made a substantial difference to the bottom line."

Expanded resupply is another Brightree innovation, offering medical supply categories beyond sleep therapy, including incontinence, diabetic, enteral, ostomy, urology, tracheotomy and laryngectomy segments. Sail Healthcare Chief Operating Officer Matt Ford says he has seen a definite advantage with Brightree Resupply. "Patients appreciate that they can order at their convenience, and we have a very high uptake for ordering without having to field phone calls, which is exactly what we needed." **HC**



BRIGHTREE, LLC

125 Technology Parkway
Peachtree Corners, GA 30092
(888) 598-7797
info@brightree.com
brightree.com

Element5

Freedom. It's a choice; a way of life. Freedom is underrated, until you don't have it. So as post-acute care continues to battle the staffing crisis, why deprive yourself of freedom?

Homecare and home health agencies are bogged down by a myriad of regulations and compliance requirements. Their administrative teams spend a large part of their day on one activity—clicks.

Simple tasks require teams to spend hours performing thousands of repetitive clicks. Clicks that are essential to tasks that keep the cogs moving across the operation and functioning of your organization. But these tasks hold your employees back from focusing on higher value work, clinical outcomes and, most importantly, shaving hours off their personal time. As a result, they are often left displeased, disgruntled and disappointed, compelling them to quit their jobs and completing the vicious cycle of the staffing shortage.

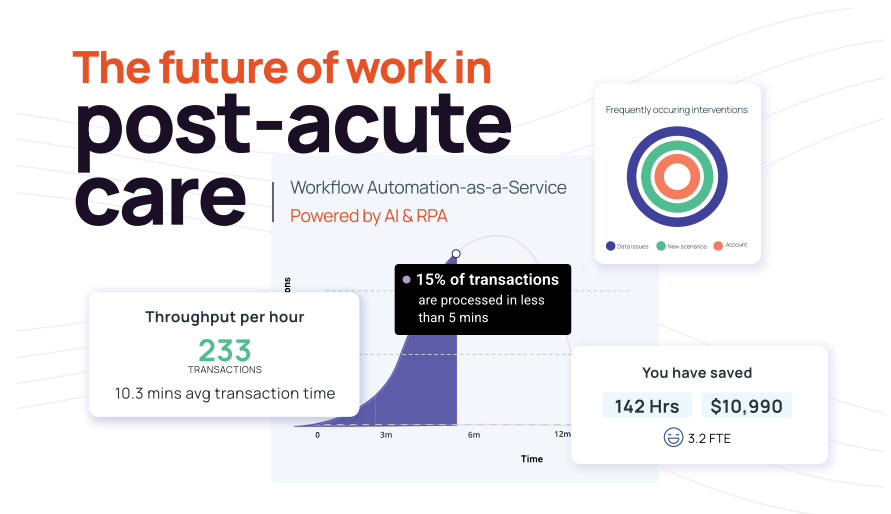
A Solution to Automate Administrative Work in Homecare & Home Health

As the world's first automation-as-a-service solution, purpose built for post-acute care, Element5 delivers pre-built workflows that seamlessly integrate with existing systems and complete everyday work just like a human user would. Powered by technology such as artificial intelligence and robotic process automation, Element5 can log onto systems on behalf of your teams, copy information and paste that into the right fields, download files and upload them into the correct repositories and perform a wide range of tasks so your teams don't have to spend their time on them. Most importantly, Element5 is HIPAA and Services Organization Control 2 compliant, securing the protection of your patient information and ensuring that your data never leaves the systems it is supposed to be on.

Leading home health providers automate a wide range of their everyday work with

The future of work in post-acute care

Workflow Automation-as-a-Service
Powered by AI & RPA



Element5. Some of the most commonly automated workflows include:

- Review Choice Demonstration: Pre-claim review submission
- Authorizations
- Eligibility verification
- Claims submissions
- OASIS records submission to the Internet Quality Improvement and Evaluation System
- Physician or facility notification (sending end of episode, transfer summary, discharge summary, lab results and more)

Why Leading Home Health Agencies Choose to Automate Their Work Using Element5

Low Investment and High ROI

A pre-built automation workflow works better than hiring new resources or agencies to get the job done. Most importantly, it gets to work from Day One of deployment and delivers tangible results.

Precision, Consistency and Accuracy

Humans performing manual, repetitive tasks are prone to fatigue and mistakes, and rectifying these errors can be an even bigger challenge. Element5's automation works 24/7 in a timely and consistent manner without fatigue or errors

Easy Deployment; No Maintenance

Element5's workflow automation operates

on top of your existing systems, so there is absolutely no need for large information technology overhauls. Delivered in a software-as-a-service model, they manage all the heavy lifting and upkeep for you.

Insights and Analytics

The proprietary automation hub ensures you have a clear view into the tasks currently being performed, efficiency and other insights that keep your operations in check.

Take a moment to envision a world with happier staff. Teams and employees who perform at the top of their licenses. People who aren't bothered by administrative burdens, because there is a new way of getting work done. Go home. Throw that ball around. Enjoy the sunset. Kick back and relish the freedom from a thousand repetitive clicks.

Element5 has got you covered. **HC**



ELEMENT5

1245 Lincoln Ave., 2nd Floor
San Jose, CA 95125
(833) 394-7474

hello@e5.ai
e5.ai

EWheels

EWheels is a developer, manufacturer and distributor of quality, high-performance recreational and medical scooters. They build products that are cost effective, emissions-free alternatives to other forms of transportation. Every product they build is manufactured with the highest quality components and built by highly skilled, qualified labor. Combined, their factories produce more than 1 million electric mobility products each year.

EWheels medical scooters are designed to turn heads and not look like your average scooter, and with bright colors, trendy designs and speed, EWheels scooters allow drivers to feel empowered and in control, while giving them the freedom to get where they need to go. With their quality construction, top-rated performance and wide selection, EWheels products offer the best overall value.

The unique electric systems on their products are patented in the United States and overseas. These systems are the backbone of their scooters, powering these

EWheels scooters allow drivers to feel empowered and in control, while giving them the freedom to get where they need to go.

vehicles with efficient and environmentally friendly, high-performance drive systems for recreation or mobility.

Ride-Ready Shipping

EWheels was started more than 11 years ago and the company prides itself on drop shipping recreational scooters fully assembled and ride ready.

Out of the box, their products outperform the competition. Superior acceleration, torque, safety and comfort are characteristics inherent in the design of all their vehicles when compared to other electric powered vehicles at a comparable price point.

They launched their medical division three years ago and it has quickly become a


leader in the industry with continuous five-star reviews.

EWheels Gives Back

EWheels Gives Back is proud to partner with organizations doing good in the community, including the Fallen Heroes Fund, Make-A-Wish, the Leukemia and Lymphoma Society and the Phoenix Children's Hospital.

In 2020, EWheels partnered with the Arizona Chapter of Paralyzed Veterans of America to provide scooters and mobility products to veterans in need. With over 34 chapters across the country, Paralyzed Veterans of America empowers the nation's heroes and their families by providing the resources they need.

Join Them Today!

EWheels currently has a full inventory and can ship out orders within two to three business days. For more information on becoming a dealer, please email andi@ewheelsdealers.com. 



EWHEELS

1000 W. Vista Bonita Dr., #B101
Phoenix, AZ 85027
(888) 305-0881
info@ewheelsdealers.com
ewheelsmedical.com

Fisher & Paykel Healthcare

Fisher & Paykel Healthcare is a leading designer, manufacturer and marketer of products and systems for use in respiratory care, acute care and the treatment of obstructive sleep apnea. Fisher & Paykel products and systems are sold in more than 120 countries worldwide. Their CPAP masks with dynamic support technology deliver consistent sealing performance, while being extremely comfortable for patients. F&P Evora Full, F&P Evora Nasal, F&P Vitera, F&P ESON 2 and F&P Brevida are the leading Fisher & Paykel masks, trusted by sleep physicians and respiratory therapists and used by millions of patients all over the world.

Their latest two products are part of F&P's new Evora line of CPAP masks. "Evora" comes from "Evolutionary" and "Aura." The Evora products combine full performance with minimal look.

F&P Evora Full

F&P Evora Full is the new compact full-face CPAP mask for obstructive sleep apnea from Fisher & Paykel Healthcare. Evora Full delivers comfort with minimal contact, allowing users to move and sleep freely without compromise. The mask has an under-the-nose seal that provides a clear line of sight, while the unique design of the seal keeps the mask comfortably in place.

Soft, thin silicone sits comfortably under the nose to minimize pressure, while the structured frame provides a stable seal.

Headgear with VentiCool technology allows heat and moisture to escape from the head for a comfortable night's sleep.

F&P Evora Nasal

F&P Evora Nasal is Fisher & Paykel Healthcare's new compact nasal mask for the delivery of CPAP therapy to treat obstructive sleep apnea. F&P Evora Nasal features the world's first CapFit headgear and the next generation of dynamic support technology.

The CapFit headgear has been designed



to be put on like a cap—a simple and intuitive movement that patients are familiar with. The headgear structure ensures the seal is presented in the right place, making life easy for you and your patients. It is made from soft-knit fabric with AirEdges to avoid leaving marks on your patient's face. The headgear comes in one size with three points of adjustment, providing your patients an easy and comfortable fit.

The stability wings work in synergy with the floating seal to allow freedom of movement while keeping the mask comfortably in place.

Minimal and unobtrusive, the floating seal engages to wrap around the nose to provide a flexible and comfortable fit.

F&P myMask App

Fisher & Paykel Healthcare introduces the new F&P myMask app to support patient mask setup. F&P myMask helps to effectively

fit, fine tune and clean F&P CPAP masks for the treatment of obstructive sleep apnea. With step-by-step videos, patients have the resources to feel empowered to solve problems quickly and in their own time, while building confidence in their journey towards better sleep. F&P myMask—support when it matters most. **HC**

Fisher & Paykel
HEALTHCARE

FISHER & PAYKEL HEALTHCARE

17400 Laguna Canyon Rd. #300

Irvine, CA 92618

(949) 453-4000

homecaremarketingusa@fphcare.com

fphcare.com

National Ramp



Are you a ramp dealer looking for a true business partner delivering reliability and profit?

National Ramp is a world-class leader in the modular ramp industry. They are the only manufacturer to offer eight different ramp lines, a full “Ramp It Up” training program, plus many additional tools and services to set their certified dealers up for success.

By partnering with them, you will become a Certified National Ramp Dealer. This status will give you access to:

- An extensive in-stock inventory on all standard ramps ready to ship immediately
- High quality products manufactured in the United States
- Dedicated account managers 100% focused on dealer support and growth
- Lead generation programs
- Consumer financing

When National Ramp says “partnership,”

they really do mean that, and they take their responsibility seriously. They enjoy a business relationship with many premier ramp dealers across North America, and it would be their pleasure to welcome you as a partner. They want to be involved in understanding your business so they can help grow it. They have decades of experience in this industry and have tailored their programs to give you a dominating and competitive edge in your marketplace.

In addition to the perks above, National Ramp also offers the most comprehensive dealer support program in the industry, including:

- Ramp portal and ramp configurator (desktop and mobile) to allow immediate on-site quoting
- Simple 1-2-3 Ramp Portal order system—24/7, 365 days a year
- Sales training and Ramp Solution Center to get your questions addressed any time during an installation

- Dealer revenue generating programs for increased profit
- Dealer sales kit and ramp evaluation tools

National Ramp believes in a culture of growth, leadership and continuous improvement. Call today to learn more about becoming a certified National Ramp dealer! **HC**

national ramp | **FREEDOM NOW**

NATIONAL RAMP

709 Executive Blvd., Unit A
Valley Cottage, NY 10989
(845) 358-0350

ross.coulter@nationalramp.com
nationalramp.com

PATIENT LIFTS

PROTEKT® ELECTRIC LIFTS

- 6-point spreader bar allows for multiple sling options, safer patient handling and a wider range of transfers.
- Capable of lifting from the floor.
- Ergonomically designed foot pedal offers hands free opening of base.
- Manual emergency lowering provides safe response to power loss.
- Dual rear locking casters.
- Clip free sling hookups.



Item #	Weight Capacity
33500	500 lb.
33600	600 lb.

PROTEKT® SIT-TO-STAND LIFTS

- Soft pad with lateral contour secures legs in three positions.
- 4 sling hooks allows for multiple sling options, safer patient handling and a wider range of transfers.
- Legs spread with an easy to operate foot pedal.
- Ergonomic design makes the lift ideal for toilet transfers.
- Fast, simple sling attachment.
- Manual emergency lowering provides safe response to power loss.
- Dual rear locking casters.



Item #	Weight Capacity
34500	500 lb.
34600	600 lb.

PROTEKT® ONYX HYDRAULIC LIFT

- High performance hydraulics raise and lower patients gradually and safely from any stationary position.
- Spreader bar allows for use of 4- or 6-point slings, safer patient handling and a wider range of transfers.
- User friendly hand operated base opening adjusts and locks easily.
- Sturdy lift welding ensures safe patient transfers.
- Dual rear locking casters.
- No tool required for assembly.
- Includes chain connections.



Item #	Weight Capacity
32475	450 lb.

NEW!

PROTEKT® ALL-IN-ONE UNIVERSAL PORTABLE ELECTRIC LIFT

- Universal transfer applications: Car, Bed, Chair or Floor.
- Portable and foldable will fit in most car trunks.
- 4-point spreader bar with "clip" sling attachment.
- Lightweight and easy to move.
- Foot pedal base width adjustment.
- Manual emergency lowering for added safety.
- Dual rear locking casters.
- Battery gauge with audible low-battery indicator.



Item #	Weight Capacity
33350	350 lb.

FOR MORE INFORMATION, PLEASE CALL OR VISIT:

270 Washington Street, Mount Vernon, NY 10553 • Tel: 855-237-7622 • www.proactivemedical.com

AIR MATTRESSES

PROTEKT® AIRE 3000 SERIES LOW AIR LOSS/ALTERNATING PRESSURE MATTRESS SYSTEM



- User friendly air flow dial offers custom weight settings.
- 350 lb. weight capacity.
- 18 Month non-prorated warranty.

Product	Item #	Description
3000	80030	with standard mattress
3500	83500	with 3" safety base mattress
3600	83600	with cell-on-cell mattress
3600AB	83600AB	with side air bolsters

PROTEKT® AIRE 6000 SERIES DELUXE DIGITAL LOW AIR LOSS MATTRESS SYSTEM WITH CELL-ON-CELL TECHNOLOGY



- Deluxe digital pump offers (4) alternating cycles (10, 15, 20, 25 min.)
- 450 lb. weight capacity.
- 2 Year non-prorated warranty.

Product	Item #	Description
6000	80060	with cell-on-cell mattress
6450	86450	with 3" safety base mattress
6400	86400	with standard mattress
6000AB	80060AB	with side air bolsters

NEW!

PROTEKT® 1st DEFENSE DYNAMIC HYBRID MATTRESS SYSTEM



*Patent Pending

- Alternating pressure & low air loss therapies.
- Foam top cover insert creates a more comfortable support surface.
- 350 lb. weight capacity.
- 2 Year non-prorated warranty.

Item #	Description
82030	Protekt® 1st Defense System 36"x80"x7"
82030RR	Protekt® 1st Defense System with raised rails

PROTEKT® AIRE 8000 LOW AIR LOSS/ALTERNATING PRESSURE BARIATRIC MATTRESS SYSTEM



- Digital dual compressors offer greater airflow.
- 750 lb. weight capacity.
- 2 Year non-prorated warranty.

Item #	Description
80080	bariatric mattress 42"
86080AB-42	bariatric mattress w/ side air bolsters 42"
80085	bariatric mattress 48"
86080AB-48	bariatric mattress w/ side air bolsters 48"
80080-54	bariatric mattress 54"

FOR MORE INFORMATION, PLEASE CALL OR VISIT:

270 Washington Street, Mount Vernon, NY 10553 • Tel: 855-237-7622 • www.proactivemedical.com

Proactive Medical Products

Even though Proactive Medical Products was named to the Inc. 5000 list of the fastest-growing private companies in the United States two years in a row, Co-Founder and CEO Brian Goldstein is adamant about keeping his company nimble. Unlike much larger medical product suppliers who are often slow to respond, Proactive can react in the moment to a customer's urgent need.

"For example, today at 4:30 p.m., I got a call from a customer saying 'I need a patient lift shipped right away,'" Goldstein said. "We put that lift in my warehouse manager's van and dropped it off at UPS that same day. We can do things other companies simply can't do."

Located in New York and Florida, the company has two warehouses totaling 45,000 square feet and continues to expand to meet customers' needs. Proactive specializes in durable medical equipment

(DME) with an emphasis on low-air-loss and alternating pressure air mattresses, pressure redistribution foam support surfaces, positioning and pressure redistribution wheelchair cushions, electric and hydraulic lifts, mobility devices, respiratory products, fall prevention, patient wandering and noninvasive diagnostic products. Proactive's products are sold through their large dealer and distributor network both in the U.S. and abroad.

Another reason customers are attracted to Proactive is the company's affordable and efficient custom product program, as their expertise allows them to manufacture most of their products in unlimited sizes, styles and configurations. "When it comes to cushions or mattresses, if somebody needs one extra-high, extra-long, we're the only company out there that can do that," Goldstein said. "And unlike others, we don't

overcharge our clients."

Goldstein's philosophy is simple: The customer is always right. "It sounds so cliché, but it is the only way we work," he said. "If something breaks, we don't really ask any questions. We'll ship something overnight. Ask questions later, if necessary, but just take care of that customer."

The company relies on their trusted network of distributors and Goldstein makes it clear they take care of them as well.

"Let's say one of our distributors is dealing with a nursing home and the nursing home administrator needs help troubleshooting or training on one of our products," said Goldstein. "We take care of it pronto. We always satisfy the customer, even if it costs us money. And that's going to come back to us, as people will talk about what great customer service they received."

The Proactive Medical Equipment team is always available to satisfy customers.

Whether you are a DME dealer, medical products distributor or retail customer, they pride themselves on being available to their customers and treating you like family. They encourage customers to take advantage of their product knowledge, including their expertise with private label products.

For more information on how to become part of the Proactive family, contact Goldstein and his team at Proactive Medical Supplies by going to proactivemedical.com/contact-us. **HC**



PROACTIVE MEDICAL PRODUCTS

270 Washington St.
Mount Vernon, NY 10553
(855) 237-7622
brian@proactivemedical.com
proactivemedical.com



Tactical Back Office Personnel

Tactical Back Office Personnel (TBO) was born out of necessity.

The home medical equipment (HME) industry constantly needs well-trained front- and back-office personnel. Employees trained in industry-standard software with excellent communication skills are hard to find. Combine that with someone who is reliable on top of everything else, and you just described the dream employee. That's where TBO comes in.

They understand how hard it is to attract the right employees. It can take months, and when that ideal candidate is finally found, it takes time—and money—to get them trained in your company's software and routine tasks. They also understand what the high cost of turnover, recruiting and poorly trained candidates can do to a company's bottom line. TBO solved this problem by training qualified personnel capable of doing the job well.

The staff hired and trained by Tactical Back Office have worked in the call center industry for years. They can speak and comprehend English fluently and can interact with American patients effortlessly. Their training specialists are well-versed in the Medicare local coverage determination, HME and what it takes to build a patient chart for billing. Because of this, your new employees will be competent on the first day. By the time they complete the TBO's rigorous training and onboarding program, your team members will provide the best possible service for your clients and are even well-versed in your industry's standard operating procedures.

These team members are so well trained and committed to efficiency that you can think of them as remote members of your team—ready to tackle a wide variety of tasks and requests. These employees will show up on time, treat you with respect and achieve the goals you have set. They will even be excited to work for you!

TBO offers its personnel competitive



wages and benefits. This business model has helped them save their clients hundreds of thousands of dollars a year and kept those tough-to-hold positions filled. Tactical Back Office Personnel's goal is to save you money on labor costs and improve performance within your company. This allows you to scale as needed to achieve your business goals faster.

Besides cost savings, their clients have seen the following benefits:

- Under 5% turnover rate
- Fully-trained personnel
- Accomplishing tough to achieve key performance indicators
- Loyalty and commitment to the business

Why go through the trials and tribulations of hiring new employees, training them and trying to bring them up to speed in your business? Let Tactical Back Office Personnel handle the heavy lifting for you so you can get back to focusing on the bigger picture and what truly matters in your business.

Try a team member out for a month. See how it works out. If it's not a good fit, no problem. With no long-term contracts, TBO gives you the comfort of being secure in

whatever decision you make.

It is easy to see why many industry leaders have made the switch to Tactical Back Office Personnel.

Todd Usher is the founder of Tactical Back Office Personnel, a firm dedicated to helping small and mid-sized companies handle their various staffing needs. Usher founded this company by accident when he faced his own staffing and training issues. Since then, he has devoted his time and energy to helping others fill those hard-to-fill positions. **HC**



TACTICAL BACK OFFICE PERSONNEL

Todd Usher
P.O. Box 1395
Minden, NV 89423
(800) 558-7501
todd@thetbo.com
tacticalbackoffice.com

Huntleigh a Member of Arjo

Huntleigh has been innovating and developing products that assist in the management and treatment of vascular and lymphatic conditions for over 30 years. Along with their world-class hand-held Dopplers and vascular assessment systems, Huntleigh is uniquely positioned to offer clinicians comprehensive solutions for the holistic assessment and treatment of vascular conditions.

Huntleigh is now introducing a new dimension in wound therapy for the treatment of venous and mixed-etiology ulcers. The WoundExpress is a Medicare Part B approved novel thigh-administered

intermittent pneumatic compression device that is easy for patients to apply away from the wound.

Ideal for in home use, WoundExpress has a patented sequence to deliver compression therapy to improve blood flow to the wound. The company found that 93% percent of ulcers improved and 94% of patients decreased pain within a 16-week period of using WoundExpress plus standard-of-care treatment.

Order your WoundExpress for your patients and start seeing improved healing and decreased pain in your patients today! **HC**

HUNTLEIGH

A MEMBER OF THE ARJO FAMILY

HUNTLEIGH A MEMBER OF ARJO

2349 W. Lake St., Suite 250

Addison, IL 60101

(303) 552-8790

diagnostics.usadd@arjo.com

woundexpress.com

WoundExpress™

Revolutionizing Wound Therapy

- Thigh-administered IPC
- Improved wound healing for VLU's
- Reduced pain
- 93% improved healing in 16 weeks
- Ideal for in-home use
- Medicare Part B approved



Check 122 on index.

TIMS Software by Computers Unlimited

In today's competitive climate, you need automation, security and performance to grow and succeed. TIMS Software, developed by Computers Unlimited, brings you these and more as the most comprehensive business management solution for today's home medical equipment providers. Whether you are seeking a cloud-hosted or traditional on-premise option—the choice is yours.

The TIMS Software suite includes revenue-qualifying patient intake, efficiency-boosting workflows, automated re-supply, compliance-based document management, data analytics and reporting, collections and denials worklist, mobile

delivery, e-purchasing, e-drop shipping, asset tracking, inventory management and more.

TIMS Software is a fully integrated system robustly designed to optimize your outcomes. It seamlessly synchronizes data in real time from your entire revenue cycle, including from the TIMS mobile apps. It's also a customizable solution made to fit your unique business needs. And the company's peerless support services will be there for you every step of the way.

Simply put, through technology, tradition and transformation, TIMS Software is the strategic partner you need. The company delivers the right mix of software, service and

support that will empower you to grow your business to its fullest potential. **HC**



TIMS SOFTWARE BY COMPUTERS UNLIMITED

2407 Montana Ave.
Billings, MT 59101
(406) 255-9500
medicalinfo@cu.net
timssoftware.com/medical



Check 109 on index.

HME Billing & Consulting

HME Billing and Consulting offers decades of combined medical billing, coding, credentialing, insurance contracting and auditing experience. Integrity, reliability, dedication and open communication are the cornerstones of their foundation. They strive to create meaningful relationships with their clients so that they may focus on what they do best and let HME Billing and Consulting handle the rest. Understanding the financial changes that occur in the health care system is a must. Reimbursement is decreasing, expenses are increasing, and the dedication and tenacity to collect every dollar due from the carriers is vital to your financial health.

HME Billing and Consulting is here to partner in the area(s) you choose. Whether that's recovering money in outstanding claims, working denials or handling your complete billing, think of them as an extension of your office. Companies in this industry are forced to write off thousands of dollars a month that should be collected from insurance companies. Don't be a statistic. HME Billing and Consulting offers the most competitive rates in the industry. DME is special—and so are you.

"Nobody does this better than you guys!"—Bruce G., Richmond, Virginia **HC**



HME BILLING & CONSULTING

Servicing the entire USA

(702) 800-3689

info@hmebillingandconsulting.com

hmebillingandconsulting.com

We offer a cafeteria menu of services, customized to each client's needs:

BILLING SERVICES

- ▶ Commercial and Governmental Insurance Billing
- ▶ Payment Posting
- ▶ Verify Reimbursement Accuracy
- ▶ Patient Statements
- ▶ Answer Patient Phone Calls
- ▶ Claims Denial Management
- ▶ Obtain Prior Authorizations
- ▶ Emergency "Fill In" or Transition Billing

PROFESSIONAL SERVICES

- ▶ Provider Credentialing
- ▶ Insurance Contracting
- ▶ Workflow Analysis
- ▶ Audit Preparation

YOUR REVENUE CYCLE PARTNER

Quick Cost Effective Billing Solutions



For A Free Consultation Call

702.800.3689

info@hmebillingandconsulting.com | www.hmebillingandconsulting.com

Check 110 on index.

IndeeLift, Inc.

Delivering a Revolutionary People Picker-Upper

Witnessing first-hand how his parents suffered from the day-to-day challenges of aging and mobility, especially falling, Steve Powell invented the IndeeLift Human Floor Lift to help individuals to safely get up from the floor.

IndeeLift devices are now being used in thousands of homes across the country and abroad, significantly reducing injuries related to fall recovery (according to the Occupational Health and Safety Administration, the most common injuries to home health care workers are sprains, strains and other musculoskeletal injuries related to lifting and moving patients) while

also reducing or eliminating calls to family members, neighbors and 911.

IndeeLift is driven by its mission to help people up while preserving their independence, safety and dignity. The IndeeLift portable Home and Care Facility models (HFL and FTS) are designed for self or assisted operation and can raise an individual from the floor to a seated position, and depending on the model, raise a person to achieve a full standing position.

IndeeLift has become an indispensable tool enabling independent living and safe patient handling for those with mobility challenges and those who care for them. IndeeLift is the true "People Picker-Upper." **HC**



INDEELIFT, INC.

5143 Tesla Rd.
Livermore, CA 94550
(844) 700-5438
(925) 455-5438
contact@indeelift.com
indeelift.com



The solution for fall recovery and mobility limitations.

View all of our product lines at:
www.IndeeLift.com
1-844-700-5438



Designed for self or assisted operation, IndeeLift can safely lift individuals from the floor after a fall or when getting back up from exercise, gardening or even playing with the family pet. It can also assist in standing functions such as getting onto a high bed.

Check 113 on index.

Lincoln Healthcare Leadership—Home Care Tech Expo

Discover Tomorrow's Technology Today

What is HCT?

From the producers of Home Care 100, the Home Care Tech Expo (HCT) is a new event for homecare organizations that want to see the future of caregiving technology. The 2022 HCT will take place Sept. 6-8 at the Gaylord National in Maryland.

Why does HCT matter?

Care delivery is being driven into the home by three trends: value-based health care,

consumer preference and advancements in technology. HCT will give you an immersive overview of the most innovative caregiving technology on the market—what's on the horizon, who's leading the charge, and how this tech can help your staff operate more efficiently.

What makes HCT different?

Unlike other health care tech conferences, HCT is the only one designed specifically for

homecare—ensuring every takeaway, contact and conversation is relevant and applicable to your business. Sessions are laser-focused on the future of caregiving technologies for homecare, with a keynote presentation from connected health pioneer Dr. Joseph Kvedar. And the high-energy networking environment offers ample opportunities to connect with—and learn from—hundreds of innovators, payers and peers. ^{HC}



HOME CARE TECHNOLOGY EXPO

3530 Post Rd., Suite 201
Southport, CT 06890
(203) 846-2600
hctexpo@lincolnhc.com
hctexpo.com

HCT

September 6-8, 2022
Gaylord National Harbor, MD

Discover Tomorrow's Technology Today

Early bird pricing for the inaugural HCT expires August 1!
Register today at hctexpo.com

Check 111 on index.

OxyGo

OxyGo and its brand Applied Home Healthcare Equipment produce ambulatory oxygen solutions with durable medical equipment (DME) companies in mind. Both brands are known for their amazing customer service, sales and marketing support.

OxyGo portable oxygen concentrators have been independently rated as the industry's best year after year—ahead of all competitors—while Applied has been long trusted by providers for oxygen refilling, technical and regulatory support.

OxyGo and Applied are committed to helping providers and dealers get the information and tools they need to be successful in the oxygen business, and

this dedicated family business is fully operational across the United States.

The company and brand both offer a variety of products, including concentrators, sleep solutions, oxygen transfill systems, filling supplies, Food and Drug Administration registration and drug reporting, training and much more.

This year, OxyGo introduced two new models of CPAP sanitizers and is offering a UV+ Activated Oxygen option and UV-only support.

Learn more about how you can help your company and patients keep going with OxyGo by visiting oxygo.life and applied-inc.com. **HC**



OXYGO

2200 Principal Row
Orlando, FL 32837
(888) 327-7301
info@oxygo.life
oxygo.life
applied-inc.com

NEW! OxyGO[®] CPAP SANITIZER⁺

Kills UP TO 99.99% OF Viruses + Bacteria

- ◆ Cleans and sanitizes CPAP masks, tubing, and everyday items like cell phones, toothbrushes, keys, earpieces, remote controls, glasses, and much more!
- ◆ Drop ship program available!
- ◆ Large, easy-to-use display
- ◆ Does not interface with CPAP machines
- ◆ No disassembly, water or harmful chemicals
- ◆ 2-year warranty

IN-STOCK AND AVAILABLE NOW!

866.351.2579 | www.oxygo.life

Two Sanitizer Models Available:

UV + ACTIVATED OXYGEN
or UV ONLY



3

Cleaning Modes

1700-5010

(UV + Activated Oxygen)

1700-5020

(UV Only - Not shown)

Check 106 on index.

Sunset Healthcare Solutions

Sunset Healthcare Solutions is here for you more than ever.

Count on Sunset's in-house sales team for live, tailored customer support and the fastest possible results. Their core team is growing, connected and here to pick up the phone and speak with you. Sunset's energetic workplace culture

Count on Sunset for fast and creative solutions during unexpected industry turns.

fosters a responsive and collaborative sales experience.

Count on Sunset for fast and creative solutions during unexpected industry turns. Whether you face supply chain issues or product recalls, Sunset is working on the solutions. Sunset helps your business navigate trends and challenges with time-saving approaches, creative alternatives and expanded engineering capabilities.

Count on Sunset for consistent value. Sunset's catalog of respiratory products, home medical equipment and accessories offer the highest quality available at an extremely low price point. An updated new catalog features necessary and in-demand products, with new items added and stocked regularly. Sunset's advanced quality and

regulatory processes ensure the best products are being delivered. **HC**



SUNSET HEALTHCARE SOLUTIONS

180 N Michigan Ave., Ste. 2000
Chicago IL 60601
(312) 997-9980
sales@sunsethcs.com
sunsethcs.com

Sol

Full Face CPAP Mask

NEW

A premium mask without the premium price



Call **1-877-578-6738**
or visit **SunsetHCS.com**



Check 112 on index.


Mac's Lift Gate, Inc.

Mac's Lift Gate, Inc. has been a family-owned and -operated business for more than 60 years. The company manufactures safe, reliable and affordable vertical platform lifts. The PL-50 and PL-72 are designed and engineered for everyday use. They are easy to operate, easy to install and virtually maintenance free.

Mac's Vertical Home Lift line has been manufactured for more than 35 years in the United States. Mac's PL-50 has an industry exclusive five-year limited warranty. With a standard outdoor package, emergency manual hand crank and 750-pound weight capacity, Mac's Vertical Home Lift is your solution for making life accessible again. **HC**



Mac's Lift Gate, Inc.
2801 South St.
Long Beach, CA 90805
(800) 795-6227
sales@macsliftgate.com
macshomelift.com



M **MAC'S**

PL-50, PL-72 & PL-90

MAC's Vertical Home Lift

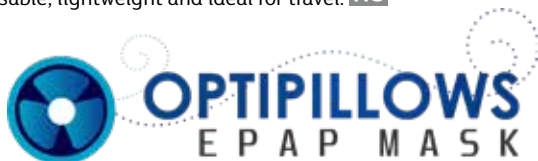
- 5-Year Limited Warranty
- Still taking VPL orders!

800.795.6227
macshomelift.com

Check 114 on index.

Optipillows EPAP Mask

Optipillows' EPAP Mask is a comfortable alternative to CPAP therapy to alleviate snoring and more. The Optipillows EPAP Mask is Food & Drug Administration-cleared and is an easy-to-use nasal pillow mask that doesn't require the use of a CPAP machine or a prescription. It has an adjustable resistance and can generate pressures ranging from one to 15 centimeters of water. The mask is reusable, lightweight and ideal for travel. **HC**



OPTIPILOWES EPAP MASK

10443 N. Cave Creek Rd.
Phoenix, AZ 85020
(602) 944-0847
support@optipillows.com
optipillows.com

AN ALTERNATIVE TO CPAP

Helps alleviate snoring & more...



VS.



Offer your customers a more comfortable solution for a better night of sleep

- Adjustable pressure of up to 15 cmH2O
- Easy-to-use nasal pillow mask
- No power supply or prescription needed
- FDA cleared for snoring
- Reusable & ideal for travel



602.944.0847 • optipillows.com



Check 115 on index.



Everything is Better on Kalmia®

- Hi-Lo Adjustable Base (as low as 10" from floor)
- Head & Foot Elevation
- Cool Gel Memory Foam Mattress (Regular or Extra Support)
- Firm Mattress Edges Provide Security



Kalmia® Perfect Height Bed System®

Contact a Representative Today!
844-433-2435 | parkshealthproducts.com

Check 116 on index.

Parks Health Products

The Perfect Height Bed is a therapeutic sleep system that fits in with home décor and offers pain relief, temperature control and less snoring—all in a bed that's easier to get in and out of. But just as important, Parks Health Products has provided unbeatable service for 75 years and includes same-day shipping. The Perfect Height Bed is the perfect fit for you and your customers. **HC**



PARKS HEALTH PRODUCTS

205 Workman St. S.W.
Conover, NC 28613
(866) 457-2757
contact@parkshealth.com
parkshealthproducts.com



Help Them Stay Home Longer



The right absorbent products help:

- Deter falls, skin issues, infection
- Allow for healthy sleep
- Improve wearer and caregiver experience

FREE SAMPLES AVAILABLE

Call 1-866-865-6101

* Tranquility is a registered trademark of Principle Business Enterprises, Inc. | © Copyright 2022 | 6TQB-005-AD22

Check 117 on index.

Tranquility

Tranquility offers solutions that help individuals with incontinence remain in their homes longer with enhanced security, safety and well-being. Their premium superabsorbent products manage the most challenging incontinence care needs with higher performing, absorbent protection to ensure comfort, confidence and the freedom to live well.

Contact them for free product samples and educational materials about recommending Tranquility. **HC**



TRANQUILITY

P.O. Box 129
Dunbridge, OH 43414
(800) 467-3224
dkrieger@pbenet.com
tranquilityproducts.com

medtradeEAST

OCTOBER 24-26, 2022

GEORGIA WORLD CONGRESS CENTER • ATLANTA, GA



DISCOVER SOMETHING NEW IN 2022

Join us in Atlanta and see new products and technology, reconnect with industry colleagues, and hear the latest educational offerings from speakers! Use code **HCMAG22** to receive a free expo pass*.

[medtrade.com](https://www.medtrade.com)

Produced by:



* Free expo pass offer valid for qualified attendees only and does not apply to exhibiting-type companies (manufacturers/producers/distributors) who sell to attendees.



Timing Is Everything

M&A outlook for the second half of 2022

By Bradley Smith

Let me start this article by saying that it's a great time to be an owner and operator of a home medical equipment (HME) company. If you're running a good HME company, there are probably multiple buyers who will want it, and with interest from multiple buyers comes increases in sale prices. This is likely to remain the case for quite some time.

With that said, there are numerous factors to keep an eye on that are influencing and could shift the outlook for HME. Let's look at some of the most significant macroeconomic and microeconomic trends and developments, explore how these are affecting the broader HME market, and then discuss how owners should know when the time is "right" to sell their company.

Trends & Developments

The current economic trends and developments are a mixed bag for the HME market. While there are some positive factors, there are also some substantial negative factors that HME owners will want to understand and watch closely.

- **Pro: Interest rates.** Interest rates are the most important influence on valuations. Now and for the foreseeable future, that's great news for the HME market. Despite recent increases in interest rates, they remain historically low and reasonable. Even if the Federal Reserve sustains its current rate of hikes for the next few years, rates will remain very good. Thus, valuations should remain high.
- **Con: Broader economy.** Low interest rates are one of the few high points for the broader economy. Factors such as

inflation, uncertainty in the stock market, the possibility of a recession, and the prolonged Russia-Ukraine war are placing a damper on the economic outlook and may push some buyers to be more conservative in the number of companies they pursue and the prices they offer.

- **Pro: Capital overhang.** Private equity firms are holding about \$2 trillion in cash, and they are looking for places to deploy their capital. Health care remains a very appealing target for investment, with HME among the more attractive sectors.
- **Con: COVID-19.** We are more than two years into the public health crisis, and COVID-19 continues to contribute to uncertainty within health care and the broader economy. Navigating pandemic-related requirements continues to challenge some organizations, while rising cases and the possibility of ongoing spikes going forward are likely to lead to patient safety and staff health challenges.
- **Pro: Paperwork.** It's odd to be in a position to consider paperwork a positive development, but there's no denying that the Department of Health and Human Services and the Centers for Medicare & Medicaid Services have taken positive steps toward reducing the amount of documentation required to get patients qualified for services. This has been a win-win for HME companies and the customers they serve.
- **Con: Staffing.** Recruitment and retention are more difficult, time-consuming and expensive. The sudden loss of a key team member or several staff members can create significant disruption for an HME company and give buyers pause.

- **Pro: Telehealth.** One of the silver linings of the pandemic has been the expanded use of and support for telehealth. This has included the ability to use telehealth to diagnose patients and provide prescriptions and then bill for these services. Hopefully these options remain in place after the public health emergency declaration ends.
- **Con: Supply chain woes.** While we've seen some positive developments concerning the supply chain and the ability to access supplies and equipment as of late, HME companies continue to face hurdles in securing the items patients need. These barriers include the availability of products, higher prices, slower delivery, and the short- and long-term impact of recalls.
- **Pro: Reimbursement.** HME reimbursement has been on the rise, which has helped counteract rising costs, such as those associated with purchasing, staffing and higher interest rates. Hopefully we will continue to see increasing reimbursement from the likes of Medicare and the states.
- **Pro: Competitive bidding.** Competitive bidding is gone—for now, anyway. As long as this remains the case, that's good news for most of the HME market. But if competitive bidding returns, it will immediately become one of the most significant cons.

Impact on the HME Market

How are these pros and cons and the other macroeconomic and microeconomic changes affecting the HME market? Here are some key takeaways.

1 There's an outsized appetite for health care.

There's still extremely strong demand from financial and strategic buyers for HME companies. These competing forces will help drive up acquisition prices. While valuations are declining a bit, this may spur more acquisitions because prices are—or at least



feel—more appropriate and less overblown than they did during 2021.

2 Fewer companies are available.

The number of HME providers coming on to the market has slowed slightly. This should increase interest in those companies available for acquisition.

3 Valuations aren't as strong but remain very good.

In 2021, valuations for HME companies—and many other health care sectors—were, quite frankly, over the top. In fact, valuations had essentially been running all out for some time. This is not sustainable going forward, and we're already seeing that play out. Valuations are starting to come down and that's likely to remain the case over the next few years. However, expect valuations to remain strong; they'll just be more like a car running at a high RPM rather than flat out. In other words, valuations just won't be as intense as they used to be, and for good reason: Those multiples were simply not maintainable at such an insane pace.

4 Capital overhang should benefit HME.

The \$2 trillion in private equity overhang

needs to be deployed somewhere, and HME looks like a great place for it to go. If you're running a solid company, expect private equity to have interest in investing in you. This will likely be the case for both financial and strategic buyers.

5 The higher cost of borrowing will be a factor.

We're already witnessing how rising interest rates are affecting investments and we can expect the higher cost of borrowing money to remain an influencing factor. But as noted earlier, interest rates are and should remain reasonable for quite some time, so their impact will not be profound. That may change if we cannot get inflation under control and rates surge.

6 The recession won't kill deals.

Even if we enter a recession, deals will continue to happen. There may be fewer transactions and multiples paid may decline, but well-run HME companies will still have interested buyers.

7 EBITDA matters.

Sellers showing strong earnings before interest, taxes, depreciation, and amortization (EBITDA) can expect to see

outsized valuations in comparison to their competitors with a normal or below normal level of EBITDA.

The 'Right' Time to Sell?

Considering these numerous factors, we're often asked by HME owners how to know if it is the "right" time for them to sell their companies. To some extent, it's possible to time the market and move forward with a sale when these trends and developments are working in your favor—and a good advisor can help you know when to act.

But for most owners, the best timing is what's right for their timeline—their desired goals, objectives and outcomes. Owners need to reflect on their personal situation and determine what and when is right or best for them. The market is historically difficult to time. An easier metric to time is when one's business is on an upward trend with future sustained growth that can be quantified.

These are more important than trying to game the market. What's driving you? How much longer do you want to run your HME company? If you're starting to feel burned out, then that's a good indicator that it's time to move forward toward a sale. When you're burned out, your business is not likely to improve and may start to decline. When that happens, you may have lost some of what made your company such a desirable acquisition and you can find yourself with fewer buyer options and lower offers.

Speaking with an advisor before you reach this stage can help ensure your company hits the market at the right time and you are appropriately rewarded for your many years of hard work in building a business worthy of acquisition. **HC**

Bradley M. Smith, ATP, CMAA, is a former HME company owner and a managing director with the international health care mergers and acquisitions firm VERTESS. If you would like to personally discuss this article, the value of your health care company/practice, or how to get the best price when you sell it, you can reach him directly at (817) 793-3773 or bsmith@vertess.com.

BATH SAFETY

Splish Splash More Safely

Simple fixes you can offer to make clients' bathrooms aging friendly

By Jon Winer & Amy Villars

The COVID-19 pandemic has created a paradigm shift that is altering lifestyles and industries around the globe, often in a permanent way. One fundamental change involves how and where people want to care for their aging parents and themselves. COVID-19 radically accelerated the desire to age in place rather than in a nursing home if possible.

The problem is that many people don't know what steps to take to get their homes ready for aging in place. Many people believe updating the bathroom with grab bars in the shower will be enough. This is where home medical equipment (HME) business owners can step in and offer their expertise on which products to purchase and how to best install those products. Some HME providers may want to pursue the Certified Aging in Place Specialist (CAPS) certification to bolster their authority on the subject. Here are some products that can help make the bathroom—and the home in general—safer.

Grab Bars

Grab bars are a simple, cost-effective solution for falls. But in most bathrooms, the grab bars are only placed in the tub or shower and not at the point of entry or next to the sink and toilet. Just placing a grab bar



Grab bars and barrier-free showers make the bathroom more accessible. Image provided by authors.

in the shower or tub does not mitigate all fall risks. Seniors with chronic progressive diseases or simply advanced aging tend to lose their balance, stability and depth perception. Therefore, every wall or location where a senior might stand or sit should have a device they can grab onto for added stability and support.

Many grab bars today now offer dual functions and many have a more modern style, providing a high-end look to the home. Grab bars can serve as toilet paper holders

and heaters for towels. For most areas, grab bars should be both vertical and horizontal—especially in the shower.

Bathing Solutions

If the bathroom has a tub, the ideal solution is to remove the tub and install a barrier-free shower. This eliminates trip hazards entering and exiting the tub and, if mobility continues to deteriorate, the senior can be wheeled into the tub or use a walker. The shower should have a stool or preferably a wall-mounted shower seat for comfort and security. A shower chair that reclines is another option. Barrier-free showers are typically installed for \$11,500 and up. They can be simple or look like a luxury bathroom. An existing shower with a significant threshold can be converted into a barrier-free shower for less cost.

Most seniors lose depth perception, so incorporating brightly colored walls helps create a strong contrast against white fixtures.

Where the removal of the tub is not feasible for financial or other reasons, a tub cutout can be installed for under \$1,000. Again, grab bars should be used. Walk-in safety tubs and transition tubs should be considered, but they cost more and have some downsides, including that the senior needs to sit unclothed in the tub while it is filled and again while it is drained, as the door needs to be closed during this process.

With both tubs and showers, a shower wand that can be reached and used while the senior is sitting is also a very helpful addition. Stating the obvious, all this may be useless if the bathroom floor has wet spots or wrinkled mats that can cause slips.

Toileting Solutions

The toilet poses the greatest area of danger, as most falls occur when someone is getting on and off the toilet. Installing taller toilet seats, either by raising the base or purchasing a new toilet, may be the simplest solution, depending on a senior's

level of mobility. Grab bars definitely should be placed around the toilet as well. The best types attach to the wall, fold down and extend beyond the toilet bowl with appropriate weight capacities. There are also numerous options that mount on the toilet, but the key is very stable and long bars. Where mobility and lower body strength is compromised, powered products that lift the senior off the toilet can be very effective, but they can also prevent others from using the toilet. Learn what your customer's needs and desires are before making a recommendation.

Form & Function

Where wheelchairs or shower chairs are used, door widening and reversing the swing of the door are great options for safety and functionality. Door widths should be minimum of 36 inches wide to accommodate a wheelchair or rollator. Where space in the bathroom is tight, changing the door direction to swing into

the hallway or bedroom creates greater accessibility for daily activities or for caregiver assistance. Barn-style sliding doors are also an option to provide more space, as well as for functionality and aesthetics. All doors can be coupled with automatic door openers. The sink may need to be replaced with a lower wheelchair-accessible sink.

Improving bathroom lighting and adding a bold color scheme are other great ways to prevent falls. Most seniors lose depth perception, so incorporating brightly colored walls helps create a strong contrast against white fixtures. Similarly, ensuring that the bathroom is well lit, particularly at night, is important. Lighting options include motion-activated switches, LED lighting, back-lit mirrors and floor lighting under cabinets.

To Wrap Up

Other bathrooms in the house should also be reviewed and updated with appropriate fixtures. Attention should be paid to dangers in getting to the bathroom, particularly at night. These can be minimized through lighting, wall rails, slip-proof flooring, slip-proof socks, bed alarms and lowered beds.

COVID-19 has shown that most of us want to be in our homes for as long as possible; however, for many, this will require making changes. As an HME provider, when a customer asks how to make their home safer, have them consider moving the bathroom to the top of the list. **HC**

Grab bars in many shapes and sizes to fit any aesthetic. Image provided by authors.



Jon Winer is the president and founder of Inovi Healthcare, a safe patient handling company that serves the acute care, long-term care and homecare industries.

Amy Villars is the vice president of clinical services and general manager of Inovi Healthcare's Barrier Free Division

Winer and Villars both have decades of experience working with health care organizations large and small across the country to make care as safe as possible for both patients and those providing care. Visit inovihealthcare.com.

Optimizing Underwriting for Home Health Care Providers

5 common policies you should have for managing risk

By Marie F. Gaudette

Health care business owners and managers often handle various tasks simultaneously. You're responsible for your patients, your employees and running your business in general. The past few years have added even more to juggle with the COVID-19 pandemic, Medicare and Medicaid changes, staffing shortages and supply chain issues.

With more than 34 years of underwriting experience in the home health care and hospice space, I would like to offer some insight into ways you can protect yourself and your business during these unprecedented times.

The home health industry is unique. Most services are provided in patients' homes, assisted living facilities, nursing homes or other venues, including mall clinics, health care offices or health fairs. It's important

that you secure a policy that provides coverage for your business and your staff, no matter the location of the job.

Who Is Covered?

A business owners' policy (BOP) will usually not work for home health care businesses. Most BOPs don't provide coverage for services provided at the patient's residence. Therefore, most insurance carriers write general liability coverage instead of a BOP for a home health care provider. It's also recommended that you place your professional liability (PL) policy—sometimes referred to as medical malpractice coverage—with the same insurance carrier that writes your commercial general liability (CGL) policy. This avoids a “gray area” between insurance carriers/policies that can

occur when you have professional liability insurance with one carrier and general liability insurance with another. Both policies may exclude coverage for an exposure they believe the other policy should cover. If you carry PL and CGL coverage with the same carrier, you can help avoid “gray area” issues.

Types of Frequent Claims

Some of the more frequent home health care provider claims are triggered by abuse, falls, burns, and nonowned and hired auto liability. Let's look at some examples and talk about policies that could apply to each.

1 Abuse

This represents an allegation of physical or sexual abuse by a patient against one of your employees. There are two things to keep in mind—defense and indemnity. When an employee is accused of abuse, make sure you have coverage defending your agency and employee against the abuse allegation, which can be damaging to your reputation and your bottom line. It is important that your agency has enough coverage to defend the claim and pay out a settlement or judgment.

Be aware, many abuse and molestation policies provide a low policy limit for this type of claim. If you carry professional liability and general liability coverage with limits of \$1 million and your abuse and molestation coverage is only for \$100,000, you may not be adequately insured. Is \$100,000 enough money to defend and



indemnify against this type of claim? Also, what types of exclusions apply? Some policies will provide defense coverage, but not cover the actual abuse itself. These claims can be very expensive to defend. Furthermore, if your employee abused one patient, you may find out in discovery that they also abused others. This will add more cost to both defend and indemnify this claim as it will still be considered the same claim—even though there are more victims.

2 Falls

Fall claims are common across all segments of the health care industry. Patients frequently fall while navigating their way to the bathroom or getting in or out of bed. The allegation in these claims is usually negligence or neglect on the part of the caregiver. This type of claim is usually covered under your professional liability policy. If your insurance agency notices that you've had an increase in fall-related claims, it may be time to conduct training with your staff and consider expanding your home visit checklist. Your insurance carrier will often have helpful risk management tools to share with you focusing on fall-related claims prevention.

3 Burns

This claim is frequently seen with patients needing assistance with daily living. For obvious reasons, elderly patients are more susceptible to severe burns. This is another claim that is generally covered under a professional liability policy, as the allegation is negligent care (i.e., failure to check the temperature of the bath or shower water or heating pad or hot water bottle, or failure to monitor and supervise the patient, resulting in injury). The frustrating part is that it's preventable. Proper training of your staff to check the temperature of water can help reduce these claims.

4 Nonowned & Hired Auto Liability

Home health care agencies often require employees to operate their own vehicles

If your insurance agency notices that you've had an increase in fall-related claims, it may be time to conduct training with your staff and consider expanding your home visit checklist.

while working. Generally, employees are required to drive to clients' homes throughout their workday. While some larger agencies may provide company-owned vehicles for business use, many cannot afford to maintain a fleet of company autos.

A written risk management policy for nonowned and hired auto liability should state the minimum expectations for each employee who operates a vehicle while on company business, including:

- **Driver qualifications:** Guidelines need to be set establishing what your agency considers a "qualified" driver. Drivers will need a valid driver's license in your state. A motor vehicle report should be obtained as part of the hiring process and reviewed annually.
- **Insurance:** If employees are driving their own vehicles for business use, you'll want to require they carry auto liability insurance that meets or exceeds the minimum limits required in your state. Because these employees are using their vehicles for work, they should request their auto insurance carrier attach a "business use" endorsement to their auto policy.
- **Driving policies:** Are employees allowed to provide client transportation services? If so, how far can they drive patients?
- **Accidents:** Be sure to set up a reporting policy for any accidents. Details of all accidents should be reported to you immediately. A standardized accident report should be created for all drivers.

5 Additional Insured

An additional insured person or organization added by endorsement to

a liability insurance policy is considered an insured person under that policy and therefore can enjoy the benefits provided by that policy. Typically, the coverage only applies to claims brought against the additional insured for liability created by the named insured's act or failure to act. This means the additional insured endorsement would not likely afford any coverage for a claim brought against the additional insured for their own act or failure to act.

Liability insurance policies are designed to provide protection for organizations and individuals for sums they are legally obligated to pay as damages to others. There is typically coverage for defense costs and other sums that may be within or in addition to the policy limits. There are, however, many variables affecting how coverage applies from one policy to the next.

A good insurance agent and/or broker can help you find the right insurance carrier and policy for your business and exposures. Keep in mind that your insurance carrier may have resources available to help you understand your risks and share products to either transfer the risk to them or to reduce exposures with risk management tools. Don't be afraid to ask for access to any risk management services and products they can provide to you as helpful resources. **HC**

Marie Gaudette, AINS, CIC, began her career in insurance in 1988 when she joined Smith, Bell & Thompson to work as an assistant underwriter in the home health care department. She worked her way up to become vice president and program manager for their national home health care insurance program. She is currently vice president and program manager for health care and lawyers programs for Amwins Programs Underwriters. Visit amwins.com.

Preparing for a New Era of Oversight

Evaluate your processes now to save headaches later

By Trish Richardson

When the Biden administration announced a series of reforms in February to improve the quality of care in nursing homes, home health care organizations—already bracing for a shift to value-based purchasing—paid close attention.

The Department of Health and Human Services (HHS), through the Centers for Medicare & Medicaid Services (CMS), will oversee reforms that are intended to not only improve the overall safety and quality of nursing home care but also improve transparency of facility ownership.

Although the proposed increased oversight and more stringent compliance checks are focused on skilled nursing facilities, it is likely that these reforms and associated impact will spill over into other areas of post-acute care, including

home health, especially with value-based purchasing set to begin in 2023.

Value-Based Purchasing

Medicare covers many medically necessary services in the home, and some estimates put the median costs for in-home care at upwards of \$5,000 per month. With demand for home health care soaring and Medicare dollars increasingly flowing toward in-home care, heightened oversight into care quality delivered in the home is sure to follow.

Next year will usher in the first full performance year of home health value-based purchasing, with payment adjustments realized in 2025. Per CMS, the specific goals are to:

- Provide incentives for better quality care with greater efficiency;
- Study new potential quality and efficiency measures for appropriateness in the home health setting; and,
- Enhance the current reporting process.

In short, home health care organizations, just like skilled nursing facilities, will be under a microscope. While many have made significant advances in care quality, despite staffing and budget challenges, home health agencies need to prepare for an era of greater transparency, oversight, accountability and compliance.

Value-based purchasing is being embraced as an effective measure to

protect the most vulnerable patients. A 2020 CMS study found that in an assessment of approximately 1,900 home health agencies using the home health value-based purchasing model (HHVBP), total performance scores were higher than those of non-HHVBP agencies. Generally speaking, overall care quality and utilization scores improved, as evidenced by a drop in numbers of both unplanned hospitalizations and emergency room visits.

Time to Assess

Given where we are today and what we have all collectively experienced in the last 26 months since the first lockdowns began, home health care agencies are understandably concerned, especially as recruiting and retaining staff, along with overseeing clinical competencies and upskilling clinicians to care for higher acuity patients, remain top of mind. Home health executives recognize that compliance and clinical competency practices come with financial implications. However, home health agencies also recognize that improved performance will further enhance their financial standing by increasing reimbursements.

Now is the time for home health agency owners and operators to take this opportunity for high-level self-reflection and to consider how they can proactively lean in and make crucial adjustments to better position their agencies to thrive in this new era of compliance. An introspective assessment should include analyzing your current compliance and competency practices, identifying your strengths and vulnerabilities, and ultimately designing a personal plan of correction.

Here are four critical areas to assess:

1 Establish a comprehensive competency management program.

Surveyors will be looking closely at how home health agencies are managing the clinical competencies of their staff, ensuring



Now is the time for home health agency owners and operators to take this opportunity for high-level self-reflection and consider how they can proactively lean in and make crucial adjustments to better position their agencies to thrive in this new era of compliance.

they are well equipped to care for the patients with complex care needs that are increasingly managed in the home setting. Agencies should both evaluate and define best practices used and method of recording and validating staff competence. If your current process includes manually recording and tracking competencies on paper or in a spreadsheet, your organization may benefit from an automated tool that streamlines the process of tracking staff competencies. What would it mean to your home health agency if you incorporated a competency management system offering an electronic repository of best practices and just-in-time access to assigning, validating and reporting compliance?

2 Improve your compliance survey preparation.

Survey preparedness is an area of vulnerability if your current process is insufficient and fragmented. An essential first step to realizing improved compliance practices across the board is to establish a solid baseline. How often do you review federal and state regulatory updates and revise training modules? Who has access to this information? The inability to validate compliance with required education and training is not ideal, and surveyors will be placing your organization's compliance program under a microscope. Critical steps to achieving a state of improved survey readiness include not only maintaining up-to-date validation of staff compliance but also conducting mock surveys to identify and correct areas of concern. Create a consistent state of readiness by

reviewing your emergency preparedness procedures and infection control processes and validating that staff are compliant with updated federal and state regulations.

3 Enhance your risk mitigation efforts.

Risk management is a top-of-mind concern for health care organizations and your current compliance and competency practices play a significant part in successfully mitigating risk for your home health agency. When assessing your current state, include time involved in reviewing regulations and creating new education and updating compliance records. Is this automated or manual? Who oversees the process? Another area to review is your current quality assurance performance improvement program. What is your current process for identifying and correcting any emergent problems? How do you validate your efforts to ensure your organization is meeting care quality standards? Incorporating a comprehensive compliance management program with an on-demand repository of best practice education and training provides your home health agency with the necessary tools to improve staff knowledge on identifying and reporting care variation. While senior leadership retains oversight for risk, every staff member plays an important role in your overall risk management practices.

4 Provide more point-of-care learning tools.

The fact that home health staff work independently to care for patients in the

home setting provides a unique challenge and offers limited opportunities for in-person learning compared to other post-acute care settings. One way to improve staff education and training is to provide your team with easy-to-use, mobile-friendly learning tools they can access at the point of care, giving them the knowledge and confidence required to provide exceptional patient care. On-demand learning literally in the palm of their hands not only improves patient care but also promotes a greater sense of autonomy and encourages staff satisfaction, which ultimately improves retention.

There has arguably never been a more exciting time to be in home health, providing personalized care for patients in the home setting. Home health agencies are already preparing for 2023, the first performance year of value-based purchasing. You all are working hard to manage the continued and unprecedented pressures of recruitment and retention and onboarding and staff engagement and staffing shortages and more. Increased scrutiny of compliance and competency management practices are strong head winds facing home health agencies. By taking the time for self-reflection of your current practices and incorporating some of the above measures, I am confident you will rise to meet the challenge. **HC**

Trish Richardson is the post-acute care solutions director for Relias, the trusted education and workforce development partner to more than 11,000 health care organizations worldwide. She is a board-certified nurse executive and current president-elect for the North Carolina Nurses Association. She can be reached at prichardson@relias.com.

NEW ON THE MARKET

Hand picked by the editors of HomeCare, these products are the newest frontrunners shaping the homecare marketplace. Stay tuned in every issue for more industry-leading solutions.



1 Appoint360

ANALYTIX HEALTHCARE SOLUTIONS

Analytix Healthcare Solutions offers Appoint360, a platform designed to help home medical equipment providers schedule appointments in a smarter and more efficient way so patients and personnel can save time while setting their appointments based on location. Appoint360 features a dashboard that offers data-driven insights and analysis that help you make more informed decisions for the future. Visit appoint360.com.

Check 200 on index.

2



2 WoundExpress

ARJO

WoundExpress is a new-concept, thigh-administered intermittent pneumatic compression device comprising of a patented intermittent compression sequence at 60 millimeters of mercury. WoundExpress can be used as adjunct therapy to standard of care compression in patients with venous edema, lymphedema and phlebolymphe-
dema with venous leg ulcers. The garment is placed away from the wound, with clinical evidence showing an increase in arterial and venous blood flow to the lower extremity. The device shows significant results in decreasing pain and improved healing in patients with hard-to-heal venous leg ulcers.

Visit woundexpress.com.

Check 201 on index.

3 FitFoot

FITTERFIRST

FitFoot is a new solution for rehabilitation, travel and the workplace. This compact device promotes circulation in the feet and legs, which is particularly important when healing or sitting for extended periods. FitFoot supports healthy circulation with a unique resistance exercise feature that enhances muscle pump activation within the lower limb. FitFoot promotes blood flow to help minimize pooling of blood in the legs, which is clinically proven to increase cognition and physical awareness while decreasing swelling and fatigue. Light, compact and quiet, the foldable design makes transport a breeze. Visit fitter1.com.

Check 202 on index.

3



4



4 PURELL Healthcare Surface Disinfecting Wipes

GOJO Industries

These one-step, ethyl-alcohol-based wipes quickly eliminate 99.9% of bacteria and viruses of concern that are significant to the health care environment. They earned the Environmental Protection Agency's lowest allowable toxicity rating (Category IV) and are Food and Drug Administration Food Code compliant for food-contact surfaces with no rinse required. They do not contain quaternary ammonium compounds, bleach, fragrances or harsh fumes. They are compatible with most hard, nonporous surfaces and electronic devices, as well as touch screens. They cover three to five times the average surface area covered by two of the leading health care surface disinfecting wipes on the market. Visit gojo.com.

Check 203 on index.

5



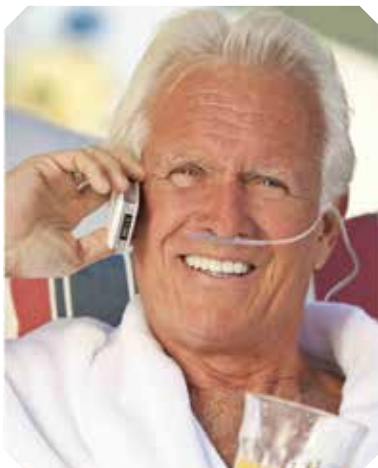
5 AXIOM AS & ASP Cushions

KI MOBILITY

The Axiom AS and ASP are field-adjustable lightweight fluid cushions. Both incorporate a patented self-adjusting fluid system that uses a rider's body weight and physical characteristics to control the amount of immersion and envelopment within the cushion. The cushion allows the femurs, trochanters and ischia to all be independently loaded, creating optimal pressure distribution and maximum stability. Once the desired fitting is achieved, the adjustment can be locked in. The fitting can be readjusted if needs change, but refitting solely for maintenance is unnecessary. Visit kimobility.com.

Check 204 on index.

6



6 Oxy-Breather

OXY TECH, INC.

The Oxy-Breather's single-sided cannula was developed for patients who don't do well with a standard cannula. This design was invented by the founder and engineered by a nose surgeon with a goal to discover a solution to the painful sores and infections often caused by a standard cannula, and to improve patient compliance with oxygen therapy. The Oxy-Breather's single-sided design eliminates painful ear pressure and prevents facial scarring. Visit oxy-tech.com.

Check 205 on index.

7



7 AirSense 11

RESMED

In addition to ResMed's proprietary therapy algorithms and remote and self-monitoring capabilities, AirSense 11's new features include: Personal Therapy Assistant's interactive step-by-step tutorials via the myAir app for patients to set up their device and acclimate to therapy pressure; Care Check-In's tailored guidance through key milestones in their treatment journey, available in the myAir app and on the device screen itself; a sleek design, touch screen, and intuitive menu mimic a smartphone; and the ability to make over-the-air upgrades directly to a user's device. Visit resmed.com.

Check 206 on index.

AIDS TO DAILY LIVING

1 Dignity Mug

GRANNY JO PRODUCTS

Tremors, arthritis, stroke, diminishing strength and dexterity are just a few of the reasons lifting a mug can become difficult. The wide handles of the eight-ounce ceramic Dignity Mug allow for multiple lifting or gripping options. The unique wide design allows the user a greater sense of security and stability when enjoying their morning cup of coffee or afternoon tea. Microwave and dishwasher safe. Visit grannyjoproducts.com.

Check 207 on index.

2 Bonnie Long Sleeve Knit Tunic With Magnetic Closures

MAGNAREADY

Designed specifically for the caregiver, this three-quarter sleeve tunic T-shirt is a new adaptive solution helping to make dressing someone else simpler. The Bonnie tunic features a relaxed fit in a soft organic cotton blend and back body opening to help maintain dignity. MagnaReady patented magnet closures secure at the shoulders. Two silver faux shank buttons at the wearer's right shoulder dress up the tunic. Four-inch side seam slits ensure the tunic lays comfortably when seated. Visit magnaready.com.

Check 208 on index.

3 NEATSheets

NEATGOODS

NEATsheets enable caregivers a dignified and easy-to-use solution to minimize stains during mealtime. The 13-inch by 22-inch wearable napkins come in four attractive patterns and have a liquid absorbent front and repellent back. Two easy-to-use adhesive tabs allow the sheet to adhere to one's shirt or lap while also promoting independence. Visit myneatgoods.com.

Check 209 on index.

4 Obi

INDEPENDENT FEEDING DEVICE, LLC

Obi is a robotic assistive aide that automates the dining experience for those who must be fed by a caregiver. Obi blends cutting-edge robotics, elegant design, personality and intuitive controls to craft a dignified, independent dining experience. Users can select their food and control the pace at which they eat. Fun and easy to use, Obi restores the social interaction of dining with others. Obi is made in the United States and is a Food and Drug Administration approved Class I device with 10 U.S. patents; ISO 13485 and other third-party safety certifications. Visit meetobi.com.

Check 210 on index.

2



1



3



4



STAFFING & RETENTION SERVICES

In this directory, HomeCare delivers a monthly breakdown of crucial sections of our annual Buyer's Guide, providing the most up-to-date information on the products and services your business needs. This month, we're featuring staffing and retention services. Here and on homecaremag.com/buyers-guide, you can find the essentials to help your business thrive. **HC**

All Med Search
San Diego, CA
(866) 906-5600
allmedsearch.com

Jobalign
Kirkland, WA
(844) 303-6433
jobalign.com

Rndsoft
Katy, TX
(877) 868-8013
rndsofttech.com

AMN Healthcare
Coppell, TX
(866) 871-8519
amnhealthcare.com

MiliMatch
Austin, TX
(512) 399-6400
millimatch.com

SimiTree
Hamden, CT
(800) 287-1309
simitreehc.com

CareerStaff
Irving, TX
(888) 993-4599
careerstaff.com

myCNAjobs.com
Chicago, IL
(312) 566-8520
mycnajobs.com

Talentcare
Austin, TX
(888) 785-0502
talentcare.com

HealthPRO Heritage
Hunt Valley, MD
(877) 508-3237
healthpro-heritage.com

Relias
Morrisville, NC
(877) 200-0020
relias.com



TACTICAL BACK OFFICE PERSONNEL
Minden, NV
(800) 558-7501
tacticalbackoffice.com



NEW PODCAST

NEWEST EPISODE

Gary Manning of PhysIQ

discusses hospital at home

COMING SOON

The founders of IntusCare on

AI in long-term care



Look for this and other podcasts at homecaremag.com/podcasts

GET FREE INFORMATION

HomeCare

READER SERVICE

Check the box(es) below to receive free information from companies listed in this issue.

Expires
90 days
from
0722

ONLINE

For fastest service,
visit hcfreeinfo.com
(U.S. only)

FAX

Complete, tear out and
fax to 416-620-9790

MAIL

Complete, tear out, place in
an envelope and mail to:
HomeCare,
c/o IMS
PO Box 1663
Buffalo, NY 14205



ADVERTISERS

Advertiser Name	RS#	Page
Brightree.....	<input type="checkbox"/> 102	7
Dignity Lifts.....	<input type="checkbox"/> 118	55
Element5.....	<input type="checkbox"/> 103	5
EWheels.....	<input type="checkbox"/> 123	BC
Fisher & Paykel Healthcare.....	<input type="checkbox"/> 104	1
HME Billing & Consulting.....	<input type="checkbox"/> 110	34
Home Medix.....	<input type="checkbox"/> 119	55
Huntleigh a Member of Arjo.....	<input type="checkbox"/> 122	32
IndeeLift.....	<input type="checkbox"/> 113	35
KaysenBetten.....	<input type="checkbox"/> 125	55
Lincoln Healthcare Leadership.....	<input type="checkbox"/> 111	36
Mac's Lift Gate Inc.....	<input type="checkbox"/> 114	39
Medtrade.....	<input type="checkbox"/> 103	41
National Association for Home Care & Hospice.....		9
National Ramp.....	<input type="checkbox"/> 107	IFC
OptiPillows EPAP Mask.....	<input type="checkbox"/> 115	39
OxyGo.....	<input type="checkbox"/> 106	37
Parks Health Products.....	<input type="checkbox"/> 116	40
Parachute Health.....		53
Proactive Medical Products.....	<input type="checkbox"/> 100	IBC, 28, 29
Sunset Healthcare Solutions.....	<input type="checkbox"/> 112	38
Tactical Back Office.....	<input type="checkbox"/> 108	3
The Hubscrub Company.....	<input type="checkbox"/> 121	55
TIMS/Computers Unlimited.....	<input type="checkbox"/> 109	33
Tranquility.....	<input type="checkbox"/> 117	40

*This ad index is furnished as a courtesy, and no responsibility is assumed for incorrect information.

PRODUCTS

Company Name	RS#	Page
Analytix Solutions.....	<input type="checkbox"/> 200	50
Arjo.....	<input type="checkbox"/> 201	50
Fitterfirst.....	<input type="checkbox"/> 202	50
GOJO Industries.....	<input type="checkbox"/> 203	51
Granny Jo Products.....	<input type="checkbox"/> 207	52
Independent Feeding Device, LLC/Obi.....	<input type="checkbox"/> 210	52
KI Mobility.....	<input type="checkbox"/> 204	51
MagnaReady.....	<input type="checkbox"/> 208	52
NEATGOODS.....	<input type="checkbox"/> 209	52
OXY TECH, INC.....	<input type="checkbox"/> 205	51
ResMed.....	<input type="checkbox"/> 206	51

REQUIRED for both SUBSCRIPTIONS and READER SERVICE

Name	Address
Title	City/State/Country/Zip/Post
Company	*Phone
	*Email

RS2207

FREE SUBSCRIPTION

- YES! I wish to receive a FREE subscription to HomeCare.
- No, cancel my FREE subscription.

HomeCare



*Signature

Required for Subscription

Date

YOU MUST SIGN AND ANSWER ALL QUESTIONS TO QUALIFY FOR A FREE SUBSCRIPTION

Qualified subscriptions begin at the publisher's discretion. Incomplete forms cannot be processed or acknowledged. We will use your email address to send your annual renewal notice and other related products and services.

Check here to opt out of email messages from our marketing partners.

1. What is your job title? (Check only one)

- 15 Owner, CEO, CFO, COO, Pres, VP, GM, Dir
- 21 Manager, Supervisor, Controller, Accountant,
Purchasing Agent
- 22 RT, Nurse, Doctor, OT, PT, Pharmacist, ATP, SMS, Rehab
Specialist, Other Licensed Medical Professionals
- 19 Sales/Marketing Rep, Mgr, Dir
- 20 Other (Please Specify) _____

2. What is your primary type of business? (Check only one)

- 01 Home Medical Equipment Provider
- 13 Hospital with HME
- 03 Independent Pharmacy/Chain Drugstore
- 15 Hospital with Home Health Agency
- 05 Home Health Agency/Nursing (Medical)
- 16 Hospice Agency
- 12 Personal Care/Home Care Services (Non-Medical)
- 14 Long Term Care Facilities (SKNF, Assisted Living)
- 08 Physical Therapy/Occupational Therapy
- 07 Manufacturer/Manufacturer's Rep Firm/Distributor
- 10 Other (Please Specify) _____

3. What other areas of business is your company involved in? (Check all that apply)

- 41 Home Medical Equipment Provider
- 42 Hospital with HME
- 43 Independent Pharmacy/Chain Drugstore
- 44 Specialty Pharmacy (Compounding/Infusion)
- 45 Hospital with Home Health Agency
- 46 Home Health Agency/Nursing (Medical)
- 47 Hospice Agency
- 48 Personal Care/Home Care Services (Non-Medical)
- 49 Long Term Care Facilities (SKNF, Assisted Living)
- 50 Physical/Occupational Therapy
- 98 None
- 99 Other (Please Specify) _____

ONLINE

For fastest service,
complete this form online
homecaremag.com/subscribe

FAX

Complete, tear out and
fax to 205-314-8272

MAIL

Complete, tear out, place in an envelope and mail to:
HomeCare Magazine,
PO Box 530067, Birmingham, AL 35253-0067



**DIGNITY
LIFTS**

Deluxe Toilet Lift - DL1
\$1799.00
www.DignityLifts.com

Check 118 on index.

**BUSINESS
FOR SALE**

**HOME MEDICAL
& RESPIRATORY
EQUIPMENT &
SUPPLIES**


in LOS ANGELES COUNTY, CA

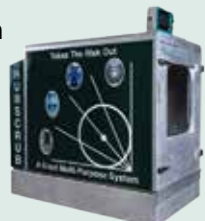
FIRST CHOICE
BUSINESS BROKERS

ADRIANNA SMITH
☎ 424-832-3410
✉ ASMITH@FCBB.COM

Check 119 on index.

HUBSCRUB
MORE THAN WHEELCHAIR CLEANING

Manual Labor 

HUBSCRUB
Automation
I DON'T 

WASH • RINSE • DISINFECT • UV
less than 7 minutes - no manual labor

karl@hubscrub.com
hubscrub.com • 603.624.4243

Check 121 on index.

STAY UP-TO-DATE
HME & Home Health


subscribe HOMECAREMAG.COM/SUBSCRIBE

HomeCare
NOW
NEWSLETTER



KayserBetten-U.S.
Beds for Special Needs

**ALL THE FUNCTIONS YOU NEED TO MANAGE
A MEDICALLY FRAGILE PATIENT**



IDA BED SERIES
available in full electric, semi electric & manual

- Extreme Height Adjustment
- Easy Enter
- Articulation/Positioning for Medical Lines
- Monitoring Access

FDA Registered • Meets/exceeds the FDA guidelines for 7 Zones of Entrapment

KayserBettenUS.com | 1.800.574.7880 EXT. 308

Check 125 on index.

GOOD WORKS

Heeding the Call

FODAC sends needed HME to Ukraine

By Hannah Wolfson

If you're in the world of home medical equipment (HME), you probably know the work that the Friends of Disabled Adults and Children (FODAC) does to meet mobility needs across the United States. For years, the organization has worked hard to collect new and gently used HME and distribute it to those with need.

But recently, FODAC has expanded its efforts to the war in Ukraine, providing multiple shipments of medical supplies to support a military hospital in Lviv and fill other requirements.

Local Help Goes International

It's a bit of a departure for the Atlanta-based organization, which has helped with disaster relief in 20 states and Puerto Rico but generally sticks to donations in this country. FODAC did provide some support for efforts to get oxygen supplies to India during the height of that country's COVID-19 crisis.

"We traditionally don't get involved



with a lot of international disaster relief," said FODAC President and CEO Chris Brand. But when local organizations reached out looking for a way to get needed medical supplies to those on the ground in Ukraine, the group stepped up to help.

They have supplied things they had in their nearly 65,000-square-foot warehouse in Tucker, Georgia, including wound care, oxygen, tubing, tracheotomy equipment and orthotics. They sent 10 pallets early in the conflict through Poland to Ukraine when air cargo space became available, including cots donated by the Salvation Army. Soon after came another shipment of 30 or more pallets, including more than 200,000 frozen dinner-style meals.

FODAC was also going beyond the group's normal overseas shipment procedure to microsort wound care, oxygen and other equipment and pack it in small boxes, each individually labeled. Doing that allows those on the ground to easily load the pre-packaged items onto the smaller delivery trucks and vans that have beencrisscrossing

from the Polish border into Ukrainian territory.

"Then there's no additional touch," Brand said. "A lot of volunteers came out to help with that."

More Help Needed

Brand said they've put out a broader drive for HME and other needed hospital equipment, and are also looking for connections that can help them ship to Hungary and Romania to better reach other areas of Ukraine. Many of the connections in Europe and the requests for specific equipment or medications come through Rotary International, which has long been a supporter of FODAC. The group has also partnered with Delta Airlines and the UPS Foundation.

"It's an honor for us to be a part of something bigger that we wouldn't typically want to take on all ourselves," he said. **HC**

Hannah Wolfson is editor of HomeCare.



HOW TO HELP

FODAC is always open to additional assistance with equipment, volunteer time and other donations. To learn more and offer your support, visit fodac.org/donate.

Rear Straight Anti-Tipper w/Wheels



Part #	Description
PP-RATSW	Universal Rear Anti-Tipper Straight w/Wheels (pr)

* Compare to Drive Part# STDS833N. Fits Silver Sport I & II, Rebel, Chrome Sport.

Rear Adjustable Anti-Tipper w/Wheels



Part #	Description
PP-RATK3	K3 Anti-Tipper w/ Wheels (pr)

* Compare to Drive Part# STDS819. Fits Cruiser III & IV.

Rear Chrome Anti-Tipper w/Wheels



Part #	Description
PP-RATBW	Universal Anti-Tipper Chrome w/Wheels (pr)

* Compare to Drive Part# STDS802. Fits Sentra, EC, Recliner, Winnie Series.

Rear Chrome Anti-Tipper w/o Wheels



Part #	Description
PP-RATNW	Universal Anti-Tipper Chrome w/o Wheels (pr)

* Compare to Drive Part# STDS818. Fits Sentra Reclining, Bariatric, EC, Silver Sport I & II.

Wheel Lock Extension



Part #	Description
PP-WLE6	Wheel Lock Extension 6" (ea)
PP-WLE8	Wheel Lock Extension 8" (ea)

Elevating Leg Rests



Part #	Description
PP-ELR	Universal Elevating Leg Rests (pr)
PP-HDELR	Universal Heavy Duty Elevating Leg Rests Aluminum (pr)

Swing-Away Footrests



Part #	Description
PP-SF	Universal Swing-Away Footrests (pr)

Universal Calf Pads



Part #	Description
PP-RCP	Universal Calf Pad w/ Hardware (ea)

Universal Wheel Lock Assembly



Part #	Description
PP-RWLACR	Universal Wheel Lock Assembly Push-to-Lock (Right) (ea)
PP-RWLACL	Universal Wheel Lock Assembly Push-to-Lock (Left) (ea)

Anti-Fold Bar



Part #	Description
PP-AFB18	Anti-Fold Bar for 18" Recliner (ea)

Universal Desk Length Arm Pads



Part #	Description
PP-RAPD	Universal 10" Desk Length Arm Pad w/ Hardware (ea)
PP-RAPUD	Universal 10" Urethane Desk Length Arm Pad w/ Hardware (ea)

Universal Full Length Arm Pads



Part #	Description
PP-RAPF	Universal 14" Full Length Arm Pad w/ Hardware (ea)
PP-RAPUF	Universal 14" Urethane Full Length Arm Pad w/ Hardware (ea)

Push Button Seat Belts



Part #	Description
PP-SB48	Push Button Seat Belt 48" (ea)
PP-SB60	Push Button Seat Belt 60" (ea)

Hand Grips



Part #	Description
PP-RHG	Hand Grips - Fits 7/8" Tubing (ea)

Dust Cap



Part #	Description
PP-1051	Dust Cap (ea)

Knob for Anti-Fold Bar



Part #	Description
PP-AFK	Knob for Anti-Fold Bar (ea)

Universal Replacement Vinyl Seat



Part #	Description
PP-RSV16	Universal Replacement Vinyl Seat K2 - 16" (ea)
PP-RSV18	Universal Replacement Vinyl Seat K2 - 18" (ea)
PP-RSV20	Universal Replacement Vinyl Seat K2 - 20" (ea)

Universal Replacement Vinyl Back



Part #	Description
PP-RBV16	Universal Replacement Vinyl Back K2 - 16" (ea)
PP-RBV18	Universal Replacement Vinyl Back K2 - 18" (ea)
PP-RBV20	Universal Replacement Vinyl Back K2 - 20" (ea)

Universal Replacement Nylon Seat



Part #	Description
PP-RSN16	Universal Replacement Nylon Seat K1 - 16" (ea)
PP-RSN18	Universal Replacement Nylon Seat K1 - 18" (ea)
PP-RSN20	Universal Replacement Nylon Seat K1 - 20" (ea)
PP-RSNK316	Universal Replacement Nylon Seat K3 - 16" (ea)
PP-RSNK318	Universal Replacement Nylon Seat K3 - 18" (ea)
PP-RSNK320	Universal Replacement Nylon Seat K3 - 20" (ea)

Universal Replacement Nylon Back



Part #	Description
PP-RBN16	Universal Replacement Nylon Back K1 - 16" (ea)
PP-RBN18	Universal Replacement Nylon Back K1 - 18" (ea)
PP-RBN20	Universal Replacement Nylon Back K1 - 20" (ea)
PP-RBNK316	Universal Replacement Nylon Back K3 - 16" (ea)
PP-RBNK318	Universal Replacement Nylon Back K3 - 18" (ea)
PP-RBNK320	Universal Replacement Nylon Back K3 - 20" (ea)

Check 100 on index.



EW-M39 EW-M39-SILVER



EWHEELS HAS FULL INVENTORY

ORDERS SHIP WITHIN 48 HOURS



EW-36 EW-36-YELLOW-004



EW-M45 EW-M45-02

EWHEELS has a HUGE selection of Mobility Scooters, Power Wheelchairs and Recreational Scooters. Visit our websites at www.ewheelsmedical.com and www.ewheelsdealers.com to view product line.

To become an EWHEELS
Dealer, please contact
Andi@ewheelsdealers.com



EW-M51 EW-M51-RED-004

ewheelsmedical.com | ewheelsdealers.com

Andi@ewheelsdealers.com

Check 123 on index.