

JULY 2020

HomeCare®

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

the
2020 Vendor
Profiles
Issue

Teaming up to Tackle Retail

With a new industry group, HME providers are pooling knowledge to boost their business and expand retail's role

HME

How to build partnerships
in a post-COVID world

IN-HOME CARE

Technology to make
telehealth work

YOUR TRUSTED PARTNER IN ACCESS

FOR OVER 35 YEARS



TRANSITIONS® MODULAR ENTRY RAMP



SUITCASE® SINGLEFOLD RAMP

***ALL-ALUMINUM ACCESS YOUR
CUSTOMERS CAN COUNT ON***



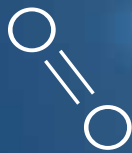
PATHWAY® 3G MODULAR ACCESS SYSTEM



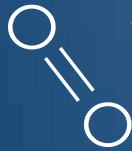
PATHWAY® HD CODE COMPLIANT MODULAR ACCESS SYSTEM



IS WHAT WE DO.



Oxygen therapy solutions — portable, stationary and liquid oxygen systems — for the entire continuum of care



Clinically efficacious, interactive, smart oxygen delivery features, including autoSAT® and telehealth solutions

A lower total cost of ownership backed by reliable, long-term performance

Business support programs including retail, non-delivery, hospital discharge and training



At CAIRE, the work continues in response to the impact of COVID-19. We continue to communicate frequently with our partners and seek ways to support our customers with business solutions and programs to serve their unique operational needs.

If you are an oxygen provider, reach out and experience the oneCAIRE difference by calling **800.482.2473** or visiting **www.caireinc.com/providers**.

PROACTIVE MEDICAL

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 4000 SERIES

DIGITAL LOW AIR LOSS/ALTERNATING
PRESSURE MATTRESS SYSTEM



- Digital pump with "Auto Compressor Sleep Technology".
- 400 lb. weight capacity.
- 2 Year non-prorated warranty.

Product	Item #	Description
4000DX	80040DX	with standard mattress
5000DX	80050DX	with 3" safety base mattress
4600DX	84600DX	with cell-on-cell mattress
4600DXAB	84600DXAB	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
6400	86400	with standard mattress
6450	86450	with 3" safety base mattress
6000	80060	with cell-on-cell mattress
6000AB	80060AB	with side air bolsters

PROTEKT® AIRE 7000

LATERAL ROTATION/LOW AIR LOSS/ALTERNATING
PRESSURE AND PULSATION MATTRESS SYSTEM



- Lateral turn up to 40° - 10 to 95 minute cycle times.
- (5) Alternating cycle times (10, 15, 20, 25, 30 min.)
- Low air loss reduces moisture and perspiration.
- 660 lb. weight capacity.
- 2 Year non-prorated warranty.

Product	Item #	Description
7000	80070	standard mattress 36"
7000-42	80070-42	bariatric mattress 42"

FOR MORE INFORMATION, PLEASE CALL OR VISIT:

270 Washington Street, Mount Vernon, NY 10553

Tel: 855-237-7622 • www.proactivemedical.com

DYNAMIC SUPPORT SURFACES

PROTEKT® AIRE 8000

LOW AIR LOSS/ALTERNATING PRESSURE
BARIATRIC MATTRESS SYSTEM

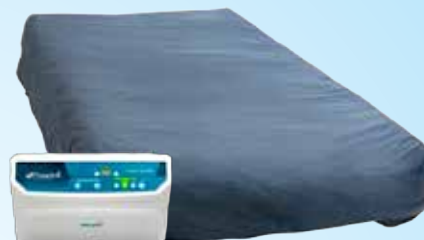


- Digital dual compressors offer greater airflow.
- 660 lb. weight capacity.
- 2 Year non-prorated warranty.

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"

PROTEKT® AIRE 8900

LOW AIR LOSS/ALTERNATING PRESSURE/PULSATION
MATTRESS SYSTEM WITH "ON DEMAND" AIR BOLSTERS



- "On Demand" side air bolsters mitigate accidental patient roll out.
- Side air bolsters quickly deflate to allow easy exit from mattress.
- (5) Alternating cycle times (10, 15, 20, 25, 30 min.)
- Low air loss reduces moisture and perspiration.
- 660 lb. weight capacity.
- 2 Year non-prorated warranty.

Item #	Description
80089	standard mattress 36"

PROTEKT® AIRE 9900

TRUE LOW AIR LOSS MATTRESS SYSTEM
WITH ALTERNATING PRESSURE AND PULSATION



- True low air loss blower system.
- (6) Alternating pressure cycle times (5, 10, 15, 20, 25, 30 min.)
- Pulsation adds gentle stimulation to increase blood flow.
- 1000 lb. weight capacity.
- 2 Year non-prorated warranty.

Item #	Description
81090-36	standard mattress 36"
81090-36AB	standard mattress w/ side air bolsters 36"
81090-42	bariatric mattress 42"
81090-42AB	bariatric mattress w/ side air bolsters 42"
81090-48	bariatric mattress 48"
81090-48AB	bariatric mattress w/ side air bolsters 48"

PROTEKT® SUPREME SUPPORT SELF-ADJUSTING AIR/FOAM MATTRESS WITH OPTIONAL ALTERNATING PRESSURE PUMP



- Top foam layer constructed of "Visco Gel Polymer Technology".
- 10 interconnected cells continually equalize pressure.
- Optional user-friendly whisper quiet alternating pump.
- 700 lb. weight capacity.
- 5 Year non-prorated warranty.

Item #	Description
94001	non-powered self adjusting 35"
94003	non-powered self adjusting 42"
94004	non-powered self adjusting 48"
94001P	powered self adjusting 35"
94003P	powered self adjusting 42"
94004P	powered self adjusting 48"

FOR MORE INFORMATION, PLEASE CALL OR VISIT:

270 Washington Street, Mount Vernon, NY 10553

Tel: 855-237-7622 • www.proactivemedical.com

Check 105 on index.

Dear Readers,

We love getting feedback. Your emails and notes on social media mean so much to us. They show us that you're really reading the content we provide and that what we send out into the world matters.

That's especially true when the notes (as they have recently) highlight something that we've set as one of HomeCare's goals—to represent the diversity of people working in this industry. This isn't motivated by any politics or self-interest, but rather to make sure we're covering the world of home health and home medical equipment from the broadest possible perspective. It's something we've been working hard on for the past year and we've made some progress. We still have a way to go. You can help by sending us suggestions for topics and contributors that will tell the full story.

This month, we're focused on one different angle: the role retailers play in the HME world. You'll hear from a group of providers who have joined together to push their own businesses to the next level and expand retail's role in general. And you'll get a look at what one retailer is doing to make things work in today's pandemic environment—and what that might mean for whatever is coming down the road.

Also inside, you'll find features on partnerships and COPD treatment during coronavirus, a focus on bath safety and the story of how one pediatric provider made switching totally to telehealth work. And it's our special Vendor Profiles advertising section, which is chock-full of useful information for your business.

Meanwhile keep the feedback coming!

Thanks for reading,



Hannah Wolfson



EDITORIAL

Editor

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

Managing Editor

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

CREATIVE SERVICES

Art Director

Elizabeth Chick

Digital Project Manager

Greg Ragsdale

Web Developer

Greg Caudle

Manager of Email Operations

Brent Godwin

PRODUCTION

Print & Digital Advertising Traffic

Sonya Crocker | (205) 314-8276
scrocker@cahabamedia.com

CIRCULATION

Audience Development Manager

Lori Masaoay | (205) 278-2840
lmasaoay@cahabamedia.com

ADVERTISING

Associate Publisher

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

Administrative Assistant

Sonya Crocker | (205) 278-2876
scrocker@cahabamedia.com

Sales Development Representative

Landen Franklin | (205) 278-2875
lfranklin@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 Grestorex
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

Sheldon "Shelly" Prial
Prial Consulting

Bradley Smith
Managing Director/Partner
Vertess

Mark Lind,
Show Director, Medtrade

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



Publisher
Walter B. Evans, Jr.

VP-Sales
Greg Meineke

Creative Director
Terri Jackson

Controller
Brandon Whittemore

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

BE HEARD

We want to know what you think and how we can serve you better. Send your comments and feedback to Editor Hannah Wolfson at hwolfson@cahabamedia.com or Managing Editor Kristin Easterling at keasterling@cahabamedia.com. We'd love to hear from you!

JULY 2020

In this issue



COVER SERIES: RETAIL

- 11** Retail Avengers, Assemble!
HME's newest group comes together for support & education
- 14** The Future Is Now
Strategies for successful retail during & after COVID-19

HME

- 34** How to position your company for partnerships post-pandemic
- 36** Tips for boosting customer awareness of bath safety & aging in place

IN-HOME CARE

- 38** How telehealth is helping one pediatric provider thrive in the pandemic
- 40** Protecting COPD patients from infection risks



IN EVERY ISSUE

- 6** Industry News
- 7** Government Affairs
- 8** Columns
- 41** HomeCare Directory: Staffing/Recruitment
- 48** Back Page

MARKET-LEADING PRODUCTS

- 42** New on the Market
- 43** Wheelchairs
- 44** Vertical Lifts
- 45** Aids for Daily Living



- 16** Featuring partners to help grow your business

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. ©2020 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 43 NUMBER 7**



Sleep Coaches Partners With Allegiance Group

Sleep Coaches, the creator of a proprietary CPAP compliance and resupply outreach platform, has entered into a partnership with Allegiance Group, a firm specializing in strategies to improve patient payment collections in the homecare and home medical equipment (HME) markets.

"Developing strategic relationships with other businesses that also aim to help maximize revenue potential is important to serving the HME client community," said Sleep Coaches President Mark Boardman. "Thus, Sleep Coaches is excited to be aligning and working with Allegiance Group."

Allegiance Group will connect Sleep Coaches' patients to their COLLECTPlus payment portal, allowing providers to collect payments automatically, said Bruce Gehring, senior vice president and business development manager for Allegiance Group. This will help increase revenue potential and capture patient pay dollars more efficiently.

sleepcoaches.com

allegiance-group.com

UPCOMING EVENTS

Many events are being canceled, postponed or moved online to prevent the spread of the coronavirus. Because of the fast-changing nature of the situation, HomeCare has chosen not to highlight upcoming events.

Please check our special web page, homecaremag.com/coronavirus, to get the latest news about COVID-19, including event updates.

AAHomecare Elects New Leadership

AAHomecare's membership approved a new leadership slate, installing Bill Guidetti, executive vice president for the East Zone at Apria Healthcare, as chairman of the board. Other officers elected include:

- Vice Chairman: Gary Sheehan, CEO, Spiro Health
- Secretary: Seth Johnson, Senior Vice President, Pride Mobility Products Corp.

AAHomecare members also elected six individuals to at-large board seats for three year terms:

- Ryan Bullock, Chief Operating Officer, Aeroflow Inc.
- Robert Fary, Vice President of Strategic Alliances, Inogen Corporation
- Gordy Fox, CEO, Home Care Delivered
- Casey Hoyt, CEO, Viamed
- Josh Marx, Managing Director & Vice President, Medical Service Company
- Eric Pauls, Sales Leader, North America, Philips Respironics

Bullock, Fox, Hoyt are new to the board; Fary, Marx and Pauls have been re-elected.

AAHomecare's Board of Directors has also appointed Josh Britten, CEO of BritKare Home Medical, to serve the remainder of a board seat that had become vacant.

Rose Schafhauser, president of the Midwest Association of Medical Equipment Services and executive director of the Southwest Medical Equipment Suppliers Association, joins the board and executive committee as chair of the State Leaders Council. Barb Stockert, executive director of the Pacific Association of Medical Equipment Suppliers and the Big Sky Association of Medical Equipment Suppliers, joins the board as chair of the HME/RT Council.

aahomecare.org

ATC Alert Acquires East Rock Medical Alert's PERS Accounts

ATC Alert LLC, a connected health company, has announced the completion of its acquisition of East Rock Medical Alert's personal emergency response system (PERS) accounts. was a nationwide provider of

Jordan S. Savitsky, CEO of ATC Alert, said that the company sees medical alert systems as a key part of the senior care continuum and has a strategy of growth within the PERS market that includes further acquisitions.

The acquisition adds 4,000 customers to ATC Alert's PERS business, said chief financial officer Gus Nunziata. The company has added additional full-time staff across multiple departments.

atcalert.com

CAIRE Acquires Spirosure

CAIRE Inc., a provider of respiratory solutions for the global health care community, announced the acquisition of Spirosure, Inc. Spirosure is a California-based developer and manufacturer of a technology for measuring Fractional Exhaled Nitric Oxide (FeNO), a key indicator of allergic inflammation in asthmatic patients.

FeNO is elevated in individuals with allergic asthma and can be used to diagnose asthma, to detect nonadherence to inhaled corticosteroids (ICS), is an early sign of worsening asthmatic inflammation and can help manage difficult-to-control asthma because an elevated FeNO level can be predictive of a good response to ICS.

Japan-based NGK SPARK PLUG CO., LTD. acquired CAIRE in December 2018 to establish a global foothold in the respiratory therapy business and had previously invested in Spirosure early in development. Spirosure recently launched its first product to market, the Fenom Pro, which measures FeNO at parts-per-billion levels.

Spirosure will operate as a division of CAIRE to be known as CAIRE Diagnostics Inc., further expanding CAIRE's portfolio into the diagnostic segment of respiratory care.

caireinc.com



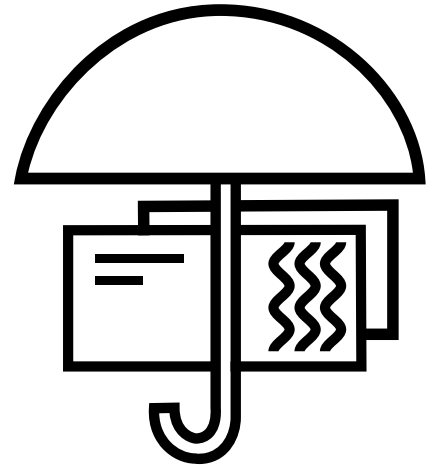
GET MORE NEWS

Visit homecaremag.com/news for the industry info you need to know.

Paycheck Protection Program Flexibility Act of 2020

HR 7010

By Kristin Easterling



The Paycheck Protection Program (PPP) was created as part of the CARES Act that became law in March and served as a large stimulus package designed to offset the impacts of the coronavirus. The CARES Act authorized the Small Business Administration to make loans to small businesses that would be forgiven if certain requirements were met. These include an eight-week window for the funds to be spent on expenses such as payroll, rent, mortgage interest and utilities. Three-quarters of each loan must be spent on payroll.

Legislation

HR 7010 modifies provisions related to the forgiveness of loans made to small businesses under the Paycheck Protection Program implemented in response to COVID-19, including:

- Increasing the eight-week requirement for funds to be spent to 24 weeks. (The eight-week period began expiring on May 29 for the first loan recipients on April 3.)
- Reducing the requirement that 75% of funds be spent on payroll down to 60%. If 60% is not spent on payroll, none of the loan will be forgiven. This is a change from the original requirements, which allowed some of the loan to be forgiven even if the 75% standard was not met.
- Extending the requirement for restoring the workforce to pre-pandemic levels through Dec. 31, 2020.
- Creating two new exceptions to the pre-pandemic workforce levels requirement for loan forgiveness: 1.) If the business cannot find qualified workers, or 2.) If businesses have not returned to pre-pandemic levels due to COVID-19.
- Loan repayment has been extended from two to five years.

WHAT IT MEANS »

Small businesses will have more leeway to carry out the PPP as intended without fear of not receiving loan forgiveness. The National Association for Home Care & Hospice supported the bill.

DID YOU KNOW?

Under the CARES Act, employers were able to defer the payment of applicable 2020 employment taxes (including Social Security), with 50% due on Dec. 31, 2021, and the remaining 50% due on Dec. 31, 2022.

There was, however, an exception for PPP loan borrowers who sought loan forgiveness. The PPPFA removed the exception, allowing such borrowers to be eligible for tax deferrals.

STATUS Signed into law June 5, 2020. Became Public Law 116-142.

HME: COMPLEX REHAB



By Don Clayback

A Creative Approach to Complex Rehab

Update on changes in the CRT market from NCART—plus what's coming next

It is important during these tumultuous times that complex rehab technology (CRT) providers, manufacturers and other CRT stakeholders stay current on issues that have an impact on access to CRT. Here's an update with the latest information on key topics and a review of what lies ahead.

CRT & COVID-19

While the dust has settled on most needed COVID-19 policy changes and clarifications, the challenges of evaluating, assembling, fitting, adjusting, maintaining and repairing CRT will continue. The related operational, financial and safety issues present major hurdles for CRT providers as they work to maintain timely and professional services to the children and adults with disabilities who depend on CRT for their function, independence and health.

The good news is that the dedication and commitment of the clinicians, providers, manufacturers and others involved in the CRT provision process has been evident across the country. This dedication and the ability to be flexible and creative will lay the foundation for continuing to provide quality services and products in the months ahead.

CRT Manual Wheelchair Accessories

There was big win for CRT access in December when Congress passed legislation to do two things: (a) provide an exemption from the Medicare Competitive Bidding Program (CBP) for CRT manual

wheelchairs and accessories; and (b) provide an 18-month suspension of Medicare inappropriately applying CBP payment rates to CRT manual wheelchair accessories from Jan. 1, 2020 to June 30, 2021.

The July 1 Medicare Fee Schedule reflects these new payment rates and suppliers can use the "KU" modifier when billing CRT manual wheelchair accessories for dates of service starting July 1. For previous claims submitted from Jan. 1 to June 30, suppliers can resubmit for a retroactive payment adjustment through a streamlined resubmission process. Details can be found at homecaremag/crtupdate.

Remote Services Options

Thankfully, during the COVID-19 pandemic, Medicare and many Medicaid and commercial insurance programs permitted the use of telehealth for clinicians and other remote services for CRT providers. As part of advocacy work in this area, the National Coalition for Assistive and Rehab Technology (NCART) published "COVID-19 Advisory: Use of Remote Technology Required During Pandemic to Protect People with Disabilities Access to Needed Complex Rehab Technology." This outlines the basis and application of telehealth and other remote services in relation to CRT. It also includes a decision tree developed by the Clinician Task Force, a national group of physical and occupational therapists with CRT expertise. It provides clinical guidance

on the triaging of CRT clients when using remote technology; you can obtain a copy at ncart.us.

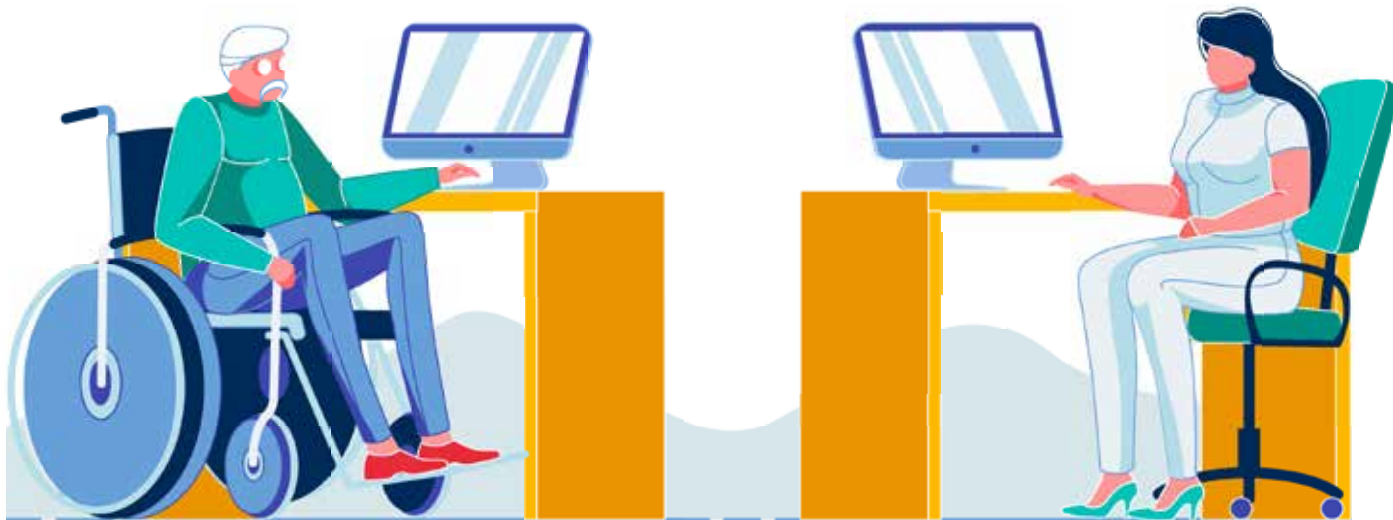
There is no doubt that the appropriate and effective use of telehealth and other remote services can play an important role in maintaining needed access to CRT. While not applicable to all situations, these options can be used for evaluations and consultations and to reduce the need for in-person encounters. A consortium of CRT stakeholder organizations will be working on making telehealth and other remote services a permanent option after the public health emergency expires.

Power Seat Elevation & Standing

Members of the ITEM Coalition (a national organization of consumer, disability and clinician groups) have been meeting with the Centers for Medicare & Medicaid Services (CMS) over the past 18 months to establish Medicare coverage of power seat elevation systems and power standing systems used with CRT power wheelchairs. These systems are currently classified by Medicare as non-covered. ITEM work groups are in the process of finalizing a formal "Request for Reconsideration of the National Coverage Determination for Mobility Assistive Equipment" that will be submitted to CMS. The request will present evidence to support the coverage of these items as a Medicare benefit and will require a formal review and decision by CMS. The objective is to get Medicare beneficiaries the same access to this specialized equipment that other individuals with disabilities have in many Medicaid and commercial insurance plans.

State CRT Legislation

Over the years, passing legislation at the state level has been an important component of establishing recognition that CRT represents specialized equipment and requires focused safeguards and policies. Seven states already have passed CRT-related legislation: Colorado, Connecticut, Illinois, Oklahoma, Tennessee, Washington and Wisconsin. The good news is that CRT



legislation has been introduced in Michigan in the form of Senate Bill 855. Passage of this bill will provide benefits to both Medicaid recipients with disabilities and to the Medicaid program.

You can get more information on the bill and how to help with its passage at protectcrt.org. If you wish to pursue CRT legislation in your state, please contact NCART for strategies and tools.

The ADA at 30

On July 26, the country will be celebrating the 30th birthday of the Americans with Disabilities Act (ADA). To commemorate the signing of this major legislation, NCART is promoting an ADA30 campaign to celebrate the many improvements the ADA has created for people with disabilities and to educate legislators and policy makers about the critical role that access to CRT plays.

NCART and its partners have created a dedicated website at access2crt.org; the campaign will run through the end of July. To help share the message, NCART released a video featuring retired U.S. Sen. Tom Harkin, a recognized disability rights champion.

One of the original sponsors of the ADA, Harkin was a true leader for the rights of people with disabilities during his 40 years in Congress and continues that mission today. Special thanks go to U.S. Rehab and the Harkin Institute for Public Policy for their involvement in the video production.

Our annual National CRT Awareness Week will follow August 10-14. This initiative is designed to create opportunities for providers, manufacturers, clinicians and consumers to share and promote the importance of CRT access.

NCART Membership

During these challenging times it is critical to have an effective national CRT industry association. If your organization provides or manufactures CRT and is not yet an NCART member, please join. We are exclusively focused on CRT advocacy at the federal and state levels and have a proven record of leading and collaborating with others to protect access and secure needed policy changes. Check out the membership area at ncart.us for details or please contact us.

Looking Ahead

It is hard to predict the future, but we know CRT challenges will continue. The COVID-19 pandemic will have a major impact on federal and state budgets. And the new protocols and challenges will necessitate renewed advocacy, creativity and collaboration.

The issues ahead include:

- continued limited access to evaluation and deliveries due to closures;
- health concerns;
- higher operating costs and lower productivity for providers;

- potential state Medicaid budget cuts; and
- decreased CRT manufacturer and provider revenue into the summer and fall.

The needed solutions include:

- increased federal support to avoid state Medicaid program cuts;
- Further CRT/durable medical equipment (DME) Provider Relief Fund payments;
- make permanent the “temporary” Medicare CRT manual wheelchair accessory payment policy;
- delay the upcoming Medicare DME CBP for one year; and
- make permanent the policies allowing telehealth for physical and occupational therapists and allowing remote services for CRT providers.

NCART and the other dedicated industry organizations are here for you and will continue to work hard to ensure people with disabilities have timely access to CRT and the needed supporting services. If you have not already done so, get signed up to receive CRT Alerts at access2crt.org. This will ensure you receive timely updates on issues and actions that impact the availability and provision of CRT. **HC**

Don Clayback is executive director at the National Coalition for Assistive and rehab Technology (NCART). He can be reached at dclayback@ncart.us or (716) 839-9728.

IN-HOME CARE: NAHC UPDATE



By Tom Threlkeld

A Changing World

Policy needs to help providers & patients

No part of the American health care system has been more deeply affected by the COVID-19 public health emergency than homecare and hospice, which are based on providing personal care in a patient's home and serving many patients who are elderly and/or disabled, the most vulnerable population to the novel coronavirus.

In response to this unprecedented challenge, homecare and hospice have had to adapt. In April, Congress passed the CARES Act, which allows physician assistants (PAs), nurse practitioners (NPs) and other nonphysician practitioners to medically certify home health for Medicare patients, as well as establish and manage a care plan. It was a long time coming—with the National Association for Home Care & Hospice (NAHC) leading legislative and advocacy efforts since 2007!

"A quarter of a million NPs, PAs and clinical nurse specialists are the primary care practitioners for homebound patients," said NAHC President Bill Dombi. "We hope this certification capability will find its way to hospice, too. It should foster stronger relationships between community-based primary care practitioners, home health nurses and hospice care."

What Is Needed for the Future

The world will be changed after the end of the pandemic, and home health and hospice are no exception. Many of the policy changes enacted during the public health emergency should continue beyond it in order to improve access and care.

"It is too early to make a determination as to when risks associated with the COVID-19 virus will subside ... it is widely believed that health care delivery will be altered for the foreseeable future by

COVID-19," Dombi said. "This will most certainly be the case for services rendered to individuals with serious illness and those that are terminally ill. Given this likelihood, we believe it is an appropriate time to begin discussions around steps that can be taken by CMS to establish permanent Medicare policies related to the ongoing use of telecommunications technology in home health and hospice care."

During the rest of the COVID-19 crisis, more measures must be taken to ensure access to care and the safety of frontline health care workers and their patients.

NAHC was pleased to see that the HEROES Act included a broad Federal Medical Assistance Percentages (FMAP) increase for Medicaid. These increases did not target vitally important home and community based service (HCBS) programs, which every state relies on to keep people out of (or enable them to transition from) institutions. Because HCBS programs are optional Medicaid services, they are at risk for cuts in budget crises, placing people with disabilities and older adults at serious risk of unnecessary institutionalization. Therefore, we again urge that the package ultimately passed in the Senate include the targeted 10% FMAP increase for HCBS included in the House package, in addition to a broader FMAP increase for all Medicaid services.

Next Steps

Congress and the appropriate federal agencies must take a series of steps to ensure retention and recruitment of a home care workforce with all available and proper safety equipment during the public health emergency. These steps should include:

- Financial support needs to acknowledge the added risk that these essential

workers are engaging in. An essential workforce benefit would need to exceed FPUC benefit to overcome its incentive to be unemployed.

- Funds should be allocated to help recruit new workers. Homecare has long faced workforce shortages that have only been exacerbated by the pandemic.
- Homecare disciplines providing direct care should be eligible for essential worker pay.
- The administration of enhanced financial support must be delivered with expedience and aligned with payroll schedules when possible.
- The administrative burden on both employers and employees should be minimized. Homecare workers need to be focused on delivering high quality care and taking precautions to minimize viral spread. Employers have likewise taken on added COVID-19 responsibilities.
- Homecare employers tend to operate on very narrow financial margins and limited capital. As such, employer cash flow shouldn't be impeded.

The COVID-19 pandemic has been a terrible tragedy for the United States and the entire world, but homecare and hospice operators and workers have stepped up heroically to continue treating patients in the home, thus helping to slow the spread of the novel coronavirus. More than ever, NAHC believes, it is clear the future of American health care is in the home and our public policymakers should take the necessary measures to ensure widespread access to quality and affordable health care in the home. **HC**



**READ AN
EXTENDED
VERSION ONLINE.**

Visit homecaremag.com/nahc

Tom Threlkeld is the director of communications for the National Association for Home Care & Hospice.

Retail Avengers, Assemble!

HME's newest group comes together for support & education

By Kristin Easterling



There's a new retail game in town.

Well, not exactly new—most of this group has been in business for a while. But the Independent Medical Retailers (IMR) are looking to shake up how the retail game is played when it comes to durable medical equipment (DME) and home medical equipment (HME).

They're also focused on supporting one another through the good times and bad—and on amplifying retail's voice within the industry.

"While we're grateful for industry events like Medtrade and VGM Heartland and advocacy groups like VGM and AAHomecare, the focus in those organizations is still strongly on traditional billing DMEs," said Alex Anderson, general manager of Oswald's Pharmacy and president of the IMR. "As traditional billing DME makes up most of the industry, it's understandable there's not yet a robust support network for retailers. We're hoping as the retail sector grows in DME, our group can help the aforementioned organizations with their retail programs."

The members considered going other directions as well—perhaps becoming a purchasing group or an organization in which members pay dues—but decided those weren't priorities right now. Instead, they're focused on learning from each other.

"After every meeting or phone call, we all walk away with something new to implement at our store," Anderson said. "It's really exciting."

Building the Group

Before the group formed, Anderson had already established a habit of chatting frequently about vendors, marketing and operations with Tim Rutti, president of Valley Medical Supplies and Greg McGough, director of retail operations for Medical Xpress. They realized they could benefit by widening their scope—so they added Kevin Brown, owner of All Star Medical; Sydel Howell, COO of San Diego Homecare Supplies; and Travis Elley, owner of Access Medical Equipment Co. to the conversation.

The six gathered at Valley Medical Supplies in September 2019 for their first

meeting and agreed to put all their cards on the table.

"We went through everything about my business," Rutti said. "The other side of it was spending a day working together as a group and sharing ideas."

The original plan was to rotate around to the other stores, but COVID-19 has put a hold on that for the time being. So far, the group has met in person three times. They hold regular phone calls and chat via group text.

McGough, who hosted the group at his Texas-based locations in December 2019, called the experience, "seeing the man behind the curtain."

"It was rough. This is my baby that I've cultivated for nine years," McGough said. But he said he's learned humility from the feedback on his business, a sentiment the other members echoed.

Although they share a dedication to retailing HME to customers, each member of the group brings something different to the table, and have found that there's a benefit to sharing their experiences—despite the pain involved.

Pictured above left to right: Travis Elley, Tim Rutti, Sydel Howell, Greg McGough and Alex Anderson in Las Vegas during Medtrade Spring



Greg McGough
*Director of Retail Operations,
Medical Xpress
Fort Worth,
Texas*

Don't be afraid to take a risk. I think that's a practice everyone needs to be a part of.

"We're all like-minded business owners who are trying to serve our communities and outperform the internet," said Howell. "I love the idea of pooling our knowledge base. We each come to the group with something different," in her case experience in compression, which she has shared with the group.

Meeting Current Challenges

The IMR met in person at Medtrade Spring in Las Vegas, Nevada, just before the coronavirus pandemic swept across the country. But a different crisis emerged first: Kevin Brown had to return home to Nashville before the show even started to handle the devastation caused by a tornado that swept through Davidson County, Tennessee. Although All Star Medical reopened in May, he's still dealing with insurance and re-opening and re-supplying the showroom.

"It's just so hard to get supplies," said Brown. "We can't get anything, but the group has been so helpful pointing me to vendors. It's been such a challenge. They've been super helpful."

As for the rest of the group—well, they have a global pandemic hanging over their heads. So how does a retail HME provider handle a public health emergency? With personal protective equipment (PPE), hand sanitizer and plenty of social distance.

In Fort Worth, McGough is offering a menu of PPE for customers. He stocked up early after getting a tip, and advised others in the group to do the same.

"It took us about three weeks to get it down to a science," he said. "Then we made a menu. It has pictures and the prices. Customers would tell us what they needed. We would take it to them and then to the register."

For Anderson, responding to the coronavirus meant scaling up his online shopping experience for customers. By April, they launched a new version of their online shop, offering curbside or local delivery for those self-quarantining.

"We had it beforehand, but didn't promote or use it outside of the occasional sale," he said. "We went from an average of five sales a month to over 471 in the month of May." Anderson's team became personal shoppers for customers who didn't feel comfortable entering the store, walking the aisles with a portable phone in hand and selecting the right items (mostly PPE) for people, he said.

In California, Howell closed San Diego Homecare Supplies to the public a week before the state locked down. Her store started stocking protective masks in February, but supplies were quickly depleted; they ran out five minutes after restocking.



Alex Anderson
*General Manager,
Oswald's Pharmacy
and Medical
Equipment
Naperville,
Illinois*

No one wanted to take mom or dad out shopping for a new lift chair ... and we were fine with that!

We realized pretty quickly that marketing was going to be key.



Tim Rutti
*President,
Valley Medical
Supplies
Phoenix,
Arizona*

"We started scrambling," she said. "You don't want to get something from just anyone. We aren't an internet company trying to make a buck. That's when I leaned on the guys. We kept our facility open and had curbside delivery."

The shop reopened after Memorial Day weekend, taking temperatures and requiring masks and the use of hand sanitizer, in accordance with local ordinances. And she found that there's actually been a silver lining in the pandemic.

"We've gained a few new customers because they didn't know we were here and they needed hand sanitizer. I (was) allowing them to buy as much as they want when the big box stores were limiting them to one bottle. We're trying to keep the economy going. Our market isn't so much people who are sick but businesses trying to reopen," Howell said.

Rutti, whose location is in Arizona, unfortunately experienced the opposite. He had to contend with business slowing down after an initial rush of demand for PPE and other products.

"As a business owner, I had to make some really hard decisions with reducing staff, reducing hours for remaining staff and operation, covering equipment in stores, cleaning daily, and fear of staff, customers, and myself becoming exposed to the virus, etc." he said. "We had to do curbside pickup, and we added delivery for our seniors."



Sydel Howell
*Chief Operating
Officer, San Diego
Home Care Supplies
San Diego,
California*

It's typical of all business: It's me and five guys. You're 20% of any room you walk into. Be who you are.

One of my stores is surrounded by senior communities. It became very quiet."

E-commerce & Marketing Mindsets

Members of the group say that e-commerce is playing an increasingly large part in retail operations these days, especially in light of the COVID-19 pandemic and customer's need for remote access.

Brown is the group's leader on e-commerce, having had a platform for several years. His online sales doubled in 2019 and are on pace to double again in 2020. Rutti, who has been in business for only four years, has also been active in online sales.

His biggest tip for the group and for other retailers? Make sure your inventory management systems are tied directly to your e-commerce platform, and that you have a way to securely communicate with customers.

Having a stocked store makes potential customers not fear they are missing an option.



Travis Elley
*Owner,
Access Medical
Equipment Co.
Seattle,
Washington*

Elley allows his customers to set up and pay for rental reservations online, which simplifies order pickup.

Howell and McGough are not in the e-commerce game yet. And while McGough acknowledges he will have to move that way, he calls e-commerce a "bad word" and wants to provide customers with a boutique experience in his stores.

But if retailers are going to provide that in-person experience, customers have to know about it. That's one area the IMR members have focused on—learning marketing tips from one another.

"I felt I had a pretty strong grasp on social media, advertising and running events, but I'm still blown away at what I learn from others in the group," said Anderson, who earlier in his career worked in marketing for Whole Foods Market. And while his company runs its marketing in-house, he's picked up tips from other members who use marketing agencies.

"I've been inspired by all the techniques a professionally run marketing organization uses," he said.

In another example, McGough noticed Elley sending thank-you notes to his top customers and created a similar program in his stores. Handwritten communications help engage customers after the sale and keep them coming back, he said.

Sign Me Up

For retailers looking to join, things are on hold until after the pandemic. However, Anderson, the group's president, said expanding the group for additional perspectives is planned for the future. Retailers can reach out on the "About" page of the IMR website for more information (imretailers.com).



Kevin Brown
*Owner,
All Star Medical
Nashville,
Tennessee*

The group's been the best thing I've ever joined, without a doubt.

The group has also spoken with VGM, AAHomecare and big industry vendors like Golden and Pride about working together in the future. The ultimate goal is to increase the presence and visibility of retail HME in the industry, said Anderson.

"If you look at retail and billing in DME as a Venn diagram, what are the major differences? They bill for items, we have customers pay out of pocket. What's the same? So many of the products we carry!" he said. "That's why our group still finds Medtrade beneficial; we get to walk the tradeshow floor and talk with some of our biggest accounts and see the latest and greatest."

"I'm excited to continue the conversations we've had with advocacy organizations and vendors and grow the focus anywhere and everywhere on retail in the HME industry," Anderson said. **HC**

Kristin Easterling is managing editor of HomeCare magazine.

The Future Is Now

Strategies for successful retail during & after COVID-19

By Hannah Wolfson

When we profiled Faisal “RJ” Poonawala late last year, the owner of Spring Branch Medical Supply in Houston said his first priority was to have his store be open and welcoming to all customers. After all, he runs a retail-focused home medical equipment (HME) business, so customer service is key.

But show up today, and you’ll actually find his front door locked, thanks to a global pandemic.

The door is closed because he’s limiting customers to two parties (either individuals or family members shopping together) at a time. Those waiting outside stand at floor markers to ensure proper social distancing and are required to use hand sanitizer upon entry. They’re also required to wear a face mask under local laws.

The list of measures Poonawala has enacted to protect his staff and customers goes on (see sidebar). And he’s not alone—across the country, HME providers have stepped bravely into a new world to continue serving their clientele during the public health emergency.

“People are still coming in,” he said.

An Early Warning

Poonawala, who took over his family business and moved it to more than 95% retail and self-pay, is something of a canary in the coal mine. He started responding to the coronavirus crisis in January, when he was tipped off by a sudden rush of business from members of the local Chinese immigrant community seeking masks to wear for travel or to send back to family.

“There was a lot of hysteria, a lot of panic, so we started limiting the volume,” Poonawala said. “People were literally doing stakeouts in our parking lot waiting for shipments to arrive—they would watch

to see if a UPS or FedEx truck pulled out from behind the building where they make deliveries—and then they would all swarm in at one time.”

Once inside, bored customers waiting their turn would sit in the lift chairs and wheelchairs and, making new items look used. So, they created new rules, shortening showroom hours to give employees extra time to organize, clean up and return phone calls, for example; limiting most visits to 15 minutes; and increasing drop shipping and courier deliveries.

Fortunately, business is still good and the number of first-time customers is up—driven largely by people hunting for masks and other personal protective equipment (PPE), cleaners and sanitizers.

“Gross revenues are still in line with what I wanted them to be or better; if I take monthly averages, everything is fine that way,” Poonawala said. “The hard part is that we’re selling a lot of small ticket items, and that means my staff is constantly ringing up sales rather doing any consultation where we’re looking at a recliner or a wheelchair or an adjustable bed.”

That’s not unusual in the market, said Rob Baumhover, director of retail programs for VGM Associates, although some HME retailers have had to close their doors permanently or temporarily, he said.

“Those who have stayed open and business is good have seen an increase in

sales from items like masks, gloves, hand sanitizer, pulse oximeters, and thermometers to name a few,” Baumhover said.

Give Them What They Want

Spring Branch, much like most dealers, has struggled to source quality PPE.

“I personally am not purchasing PPE unless we can access name brands we already know and trust,” Poonawala said.

The same goes for face masks, one of the highest-demand items. He is only selling washable and reusable face masks from Restorative Care of America Inc. or Knit-Right/Therafirm, American-made products that have been approved by the Food and Drug Administration (FDA) for their core businesses. With masks—and all of his products—he first asks himself if he trusts them enough to offer them to family members before putting them on his shelves.

“I personally tested products prior to offering for sale,” he said. “My test is referred to as the birthday candle test: Wear a mask, hold your hand within two inches of the front of the face mask, and blow out as if you’re blowing out the candles on your birthday cake. If you can feel a lot of that air you’re blowing, it’s an indicator of how much air or particles you may be able to breathe in. The less air I feel, the more likely I’ll offer it.”

Hand sanitizers are a source of anxiety, especially given the FDA’s recent crackdown on some reported to be toxic. Poonawala said

Hand sanitizers are a source of anxiety, especially given the FDA’s recent crackdown on some reported to be toxic.



Spring Branch's retail showroom back in 2019. Today, the large floor tiles help staff and customers measure space for social distancing.

it helped to register as an essential business with large retail distributors to give Spring Branch access to high-demand COVID-19-related products that consumers can't get directly.

He has depended on regular and new suppliers for disinfectant products, keeping an eye out for products that specifically refer to killing COVID-19. However, he often finds customers aren't willing to purchase items without the brand names Clorox or Lysol, or that don't come in either wipe or aerosol form—even though that means they're rejecting products with good cleaning power.

On the upside, he has sold disinfectants and other products to a new customer base.

"I made friends with some of the local restaurant owners and they're coming to shop with us so they can be compliant; even the food industry is having a hard time sourcing some things. I got dinner the other night, too," he said.

Coming Soon

Baumhover said that kind of customer service is one strategy HME retailers

can follow throughout the public health emergency and beyond.

"Make it as easy as possible for consumers to buy from you, in-store, over the phone, and digitally," Baumhover said. In fact, he added, some may prefer the new methods of shopping.

One thing Poonawala wishes he had done differently is to have mastered the point-of-sale system Spring Branch set up right before the pandemic hit in mid-March. With the chaos of the time, he says, he and the team haven't been able to capture data on all the new customers coming into the shop.

"For the last three months, the majority are customers that we have touched for the first time. We haven't been doing a good job tracking on that. We're definitely overwhelmed," he said.

To fix the issue, he wants to create a retail customer intake system for staff to use as they consult with customers. Even pre-COVID, he said, it's frustrating to have to crisscross the 5,200-square-foot showroom when a client suddenly remembers one more thing. And with limited in-person

consultation time, it's critical to capture cross-marketing opportunities, he said.

"It's something to try to save our time and increase those average transactions, and also to improve convenience for the customer," he said.

Meanwhile, although he has moments where the retail life is frustrating ("Why won't people just buy soap?" he wonders), he wouldn't swap back to a reimbursement model for anything.

"If I had gone the opposite direction and tried to take on competitive bidding in 2013, I would be in a worse position," he says, dealing with things like providing PPE for delivery drivers and negative ratings from payers because ventilators or oxygen are hard to stock. "We're dealing with the shortages with the traditional providers, but we're just trying to get creative on what can serve the customer." **HC**

Hannah Wolfson is editor of HomeCare magazine.

2020 VENDOR PROFILES

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.

A SPECIAL ADVERTISING SECTION

2020 VENDOR PROFILES

PRODUCTS & SERVICES

Index

American Access, Inc.....	17
Bluegrass Oxygen	26
Brightree LLC	20
CAIRE Inc.....	18
CareCredit	22
EZ-ACCESS.....	19
KayserBetten	32
Mac's Lift Gate, Inc.	32
MES.....	27
Parks Health Products	33
Rampit USA	20
Response Medical Alert.....	33
Sunset Healthcare.....	28
TeamDME!.....	24
TIMS/Computers Unlimited	30
Universal Software Solutions, Inc.	31

American Access, Inc.



American Access is a national manufacturer of aluminum wheelchair ramps. It is a Service-Disabled Veteran-Owned Small Business established in 1997. As a veteran- and family-owned company, American Access understands the value of service and relationships with its customers.

The company is committed to providing accessibility products for those it serves by delivering safe and reliable ramps with a focus on customer satisfaction. The company's goal is to demonstrate American Access' value through its people, products and services.

The company's dealer ramp program is structured to provide accessibility solutions that help improve the profitability and efficiency of your business. This partnership gives each dealer direct access to the team's product knowledge and technical support in helping you grow your ramp business. Offering ramp solutions helps American Access's dealers support their local communities and add profitable jobs to their bottom line. Its ramps are engineered

for access to homes, offices, schools, municipalities and modular buildings.

Among the many different styles of ramps available are portable ramps, residential ramps and commercial modular ramps. The commercial modular ramp market is a great opportunity for new sales in your market if you are not currently marketing to this group: businesses, schools, colleges, modular buildings both temporary and permanent. This market is another opportunity for sales and profits for your business, and there are rental opportunities as well. Many businesses require temporary access to entrances during construction or remodeling projects as well as permanent modular buildings or leased modular buildings that may be in place for several years. The opportunity is real; the product is ENTRADA.

Reach out to our dedicated sales team today as they are ready to help you reach out to this local market.

Powder coating options are available for all ramps.

At American Access, you're not just another ramp order. American Access values dealer partnerships and wants to help your business succeed. The company's attention to your business, your market and your customers is what separates it from the competition. Its focus is your focus.

If you would like more information about American Access, please contact the company's dealer team at (888) 790-9269. **HC**



AMERICAN ACCESS, INC.

820 Lower Brownsville Road

Jackson, TN 38301

Phone: (901) 386-1830

Email: sales@aaramps.com

Website: aaramps.com

CAIRE Inc.

A long-standing leader in oxygen solutions for the global health care community, CAIRE Inc. continues to meet the challenges of the novel coronavirus pandemic and is now looking to the future with the recent acquisition of Spirosure, Inc., further expanding the brand's portfolio into the diagnostic segment of respiratory care.

With its manufacturing headquarters north of Atlanta in Ball Ground, Georgia, CAIRE has continued its expansion of production and distribution there as well as its locations in Buffalo, New York, and Chengdu, China.

"The entire CAIRE team has really leaned into the hard work required to serve our customers during this critical time. We continue to monitor the situation and keep production and distribution services at a heightened level to accommodate the orders coming in and product going out to our global partners," said Barry Hassett, vice president of global marketing.

CAIRE's respiratory product portfolio of solutions includes portable and stationary concentrators and liquid oxygen systems designed for the oxygen therapy patient. The company's commercial brand, AirSep, also supplies turnkey on-site oxygen generation systems and liquid oxygen storage vessels to support medical facilities and surgical centers.

"The focus has primarily been on serving new oxygen patients at the point of their discharge from the hospital, and also providing a source for their at-home oxygen therapy needs required for recovery," Hassett said. "O2 is what we do. Our home medical equipment and durable medical equipment provider partners can be confident that we have the appropriate products for their patients no matter where each falls within the continuum of care or disease state."

Hassett points to CAIRE's portable oxygen concentrators—the FreeStyle Comfort and the Eclipse 5—commonly used as part of the company's Hospital O2 Discharge Program.



The lightweight FreeStyle Comfort wearable oxygen solution features on-demand oxygen flow and a uniquely designed ergonomic shape that rests comfortably against the curves of the body. The Eclipse 5 offers both on-demand and continuous flow options, making it suitable for 24/7 use at home and during travel. Both the FreeStyle Comfort and the Eclipse offer proprietary smart oxygen delivery features and wireless connectivity to CAIRE's telehealth solution.

CAIRE's Hospital O2 Discharge Program, Retail Partner Program, Non-Delivery Program and CAIRE-sponsored training are part of the larger oneCAIRE consultative approach that includes the company's broad product portfolio, focus on clinical effectiveness and quality, and practical business solutions. These strengths bring value to the bottom line for the company's business partners.

In another step toward broadening its respiratory product portfolio, CAIRE recently acquired California-based Spirosure, developer and manufacturer of an innovative technology for measuring Fractional Exhaled Nitric Oxide (FeNO), a key indicator of

allergic inflammation in asthmatic patients. Spirosure will operate as CAIRE Diagnostics, a division of CAIRE.

"Medical experts are not yet certain what the long-term impact will be on the overall lung health of these individuals affected by COVID-19 and if they will have to remain on oxygen and for what length of time, but we are positioned to respond with products that can support the needs of our providers and clinicians, as they care for these individuals," Hassett said. **HC**

CAIRE®

CAIRE INC.

2200 Airport Industrial Drive, Ste. 500
Ball Ground, GA 30107
Phone: (800) 482-2473
Email: caire.request@caireinc.com
Website: caireinc.com

EZ-ACCESS

A lot has changed at EZ-ACCESS since the family-owned accessibility company began in 1984. The founders have grown their business from its humble beginnings in the family barn with a single product—the EZ-SHAMPOO, an in-bed hair washing basin—and a desire to help others. They now have over 35 years of experience in the design, manufacture and distribution of home accessibility equipment and have the people, products and places to be your most trusted partner in access.

With close to 250 employees, EZ-ACCESS has staff available to support its customers and fuel the innovation-driven operations at its state-of-the-art facilities. The EZ-ACCESS team—from knowledgeable customer service representatives to engineering personnel to the trained and certified sales group—is there to ultimately ensure that the mission of the company is carried out. Enriching lives by providing access to life beyond barriers is why EZ-ACCESS does what it does.

The company's mission is fulfilled with the help of its high-quality portable, threshold and modular ramps, as well as its patient lifts, vertical platform lifts, toilet



lifts and personal care accessories. With a breadth of products, the company is able to provide flexible short- and long-term solutions for a variety of customer needs, making EZ-ACCESS a complete provider for most home access solutions. EZ-ACCESS products are designed to the highest quality standards and are tested for safety and durability. To demonstrate dedication to the product line and confidence in its durability, the company offers a lifetime warranty for all residential ramps.

EZ-ACCESS operates out of locations in both Washington state and Kentucky to enable faster and less expensive deliveries across the nation. With more than 350,000 square feet of space, the company is able to execute reliable delivery and have products delivered anywhere in the U.S. within three to five days. Over the last few decades, the team has outgrown buildings, added warehouse and distribution space, and efficiently increased capacity to accommodate the growing marketplace it serves.

Although some things have changed, EZ-ACCESS leadership remains dedicated to creating partnerships with incredible companies that unite with them to carry out their mission. They are continuously developing and maintaining informative

and interactive tools, materials and content to help their network of durable medical equipment providers grow their businesses and to get end users what they need to make easy access a reality.

The company's passion for helping others is also evident in how it treats its employees and community: like family. You'll often see EZ-ACCESS leaders and employees donating time and equipment to support those who need essential access solutions.

Visit ezaccess.com to learn about its complete line of products. **HC**



EZ-ACCESS

700 Milwaukee Ave. N.
Algona, WA 98001
Phone: (800) 451-1903
Email: customerservice@ezaccess.com
Website: ezaccess.com



Brightree, LLC

We're here to help.

Continuity. It's what we all need right now. It's no surprise that the health care industry needs it most.

Finding ways to optimize your operations so that you can continue to provide top-notch patient care is your highest priority. When it comes to the out-of-hospital market, Brightree is leading in the space with a cloud-based platform that's proven to improve business performance and deliver better health outcomes.

In fact, thousands of home medical equipment, pharmacy and home infusion providers rely on Brightree every day for its industry-leading solution, advanced analytics, revenue cycle management and patient collection services. Their commitment to innovation and customer success is what sets them apart.

Customers report that their work is better, faster and more rewarding from Day One with Brightree. Whether the organization is big or small, the company provides scalable solutions and services that simplify overall operations and the complexities of today's biggest challenges like reimbursements, interoperability and compliance to boost both profitability and outcomes for the millions of patients who receive better care with Brightree.

Essential Technology

- For home medical equipment (HME) providers: 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: a specific workflow for pharmacy providers that helps them obtain and document insurance authorization, conduct clinical monitoring, fill pharmacy order and deliver medication and supplies to patients.

Whether the organization is big or small, the company provides scalable solutions and services that simplify overall operations and the complexities of today's biggest challenges.

Added Innovations

Brightree has introduced innovations, including expanded Advanced Analytics offerings, dashboards that highlight workflow insights, key performance indicator tracking and peer benchmarking without requiring users to aggregate data themselves.

Powered by billions of data points, the technology gives HME providers—and now 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.

"We're a very metrics-focused organization, heavily into measuring processes that we follow on a day-to-day basis. With Brightree, there's one version of the truth and it tells us how we're performing," said Gary Sheehan, CEO of Spiro Health. "We've been able to focus on areas that have made a substantial difference to the bottom line."

Brightree's expanded ReSupply is another innovation, offering HME providers a wider range of medical supply categories outside of sleep therapy, including incontinence, diabetic, urological, ostomy and enteral segments. Scalable and automated, the solution includes live agent calls for more personal engagement with patients. Leveraging Brightree ReSupply can help HME providers easily automate resupply orders, enable patients to achieve long-term therapy

adherence, meet payer requirements, reduce denials and improve overall resupply revenue as well as revenue per order.

"The 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," said Matt Ford, chief operating officer of Sail Healthcare.

The company has also released functionality to Brightree Mobile Delivery that allows drivers to document deliveries through photo capture instead of eSignature. This contact-free process is making it safer for your drivers and patients while ensuring that you're still receiving the proof-of-delivery documentation you need to complete the order. **HC**



BRIGHTREE, LLC

125 Technology Parkway
Peachtree Corners, GA 30092

Phone: (833) 916-1554

Email: info@brightree.com

Website: brightree.com



Continuity.

Sure, we've helped providers collect significant revenue from insurance payers and patients. But our solutions can bring you even greater gains. **More safeguards. More uninterrupted. More ready.** We handle the headaches; you get the continuity that brings you results.

Find out how at brighttree.com/continuity

Check 102 on index.


brighttree[®]
by ResMed

CareCredit

A pioneer in health care financing for more than 30 years, CareCredit provides consumers with valuable promotional financing options for health, wellness and personal care procedures, products and out-of-pocket expenses not covered by insurance. CareCredit launched in the dental market in response to requests by providers to help patients cover large or unexpected treatment costs. Expansion into veterinary care soon followed, as well as specialties with high out-of-pocket payments, such as hearing, vision and cosmetic surgery.

With expenses rising for nearly every kind of care, CareCredit has evolved in recent years to acceptance at core health care specialties such as primary care, urgent care, women's health, laboratory, orthopedic and ambulatory surgery, as well as for medical equipment and pharmacy purchases. CareCredit leadership is also actively engaged in the health care industry to ensure the organization continues to develop innovative solutions that meet the needs of today's providers and patients. CareCredit is proud to work with many industry and professional associations like the American Osteopathic Association and serves as an executive partner of the Medical Group Management Association.

Today, more than 12 million CareCredit cardholders can draw on \$40 billion in available credit to purchase the products and services they want and need at more than 240,000 provider and merchant locations in the CareCredit network.

Cardholders have historically expressed extraordinarily positive opinions about their CareCredit experience; in a December 2019 provider satisfaction survey, 91% report being highly satisfied; in a Q2 2019 cardholder engagement survey, 94% rate CareCredit a good to excellent value and 95% say they would recommend it to a friend.

Based on these numbers, it may not be surprising that CareCredit has earned a best-in-class net promoter score (NPS)



of 74, according to the Satmetrix 2019 Net Promoter Benchmark Study of U.S. Consumers (January to February 2019). On this critical measure of a consumers' likelihood to recommend a brand, CareCredit's score is nearly double that of the industry average for financial services (39). CareCredit's NPS score is also higher than that of highly regarded consumer brands like Apple (68), Prime Video (53) and Zappos (58).

CareCredit is a Synchrony solution. Synchrony is one of the nation's premier consumer financial services companies with roots in consumer finance tracing back to 1932. Today Synchrony is the largest provider of private-label credit cards in the United States based on purchase volume and receivables. With this foundation, CareCredit

has access to deep industry expertise, actionable data insights, innovative solutions and differentiated digital experiences. With these tools, CareCredit helps make care possible ... today. **HC**



CARECREDIT


555 Anton Blvd Ste. 700

Costa Mesa, CA 92626

Phone: (800) 300-3046 (Option 5)

Email: corpsales@carecredit.com

Website: carecredit.com

A smiling woman with dark curly hair, wearing a green top, is holding a silver CareCredit card with both hands. The card features the CareCredit logo, a green and blue leaf-like graphic, and the text "1234 5678 9012 3456", "PREFERRED CUSTOMER", and "60/60".

When the
cost of care
is a barrier,
we help them
move forward.

There's a lot of care to catch up on.

People are ready to get the home medical equipment they need, and eager to get things done that have been waiting too long.

Our eleven-million-plus cardholders are ready. And for those customers who aren't CareCredit cardholders, we've got new tools for your retail store that help them apply instantly, easily, and privately.

And, as always, when customers use CareCredit, you get paid within two business days.

To learn more about how we can help restart and re-energize your practice, visit carecredit.com/providercenter.
Or call 800-300-3046, Option 5.

Check 106 on index.

 **CareCredit®**
Making care possible...today.

TeamDME!

A Different Kind of Software Company

Fueled and inspired by a passion and dedication of taking care of clients TeamDME! provides superior software for superior care. Since 1988 TeamDME! has been perfecting its client care, developing a software solution driven by client and industry needs. This is what the company's software and heritage is all about.

TeamDME! Provides All the Right Tools

Your software solution shouldn't make running your business more difficult and take more people to run it. TeamDME! XL combines all the tools you need to manage and optimize your home medical equipment or durable medical equipment front and back office functions.

Cloud-based

Access your data from anywhere. TeamDME! worries about performance, security, backups and disaster recovery.

Billing features

The billing wizards make billing simple, fast and compliant. Easier billing makes your staff more productive.

Monthly billing charts

Understand the rejections your staff is facing billing Medicare and other providers, and focus training on weaknesses.

Mobile delivery tablet

Get electronic signatures and capture correct serial/lot numbers at the point of delivery.

Online payment portal

Customers pay you faster when they can pay after hours with convenient options for check or credit card.

Management dashboard

Keep your finger on the pulse of your financials and which direction they are trending.



Point-of-sale

Cash drawer, pole display and scanner makes any computer a cash register to speed your customer through the line. Accept credit cards at the register, by phone or online.

Email integration

Email forms to physicians and payers and reports to facilities, referral sources and coworkers.

Efax integration

Fax certificates of medical necessity or prescriptions to physicians, authorization forms to payers and more with a couple of clicks from your desktop.

Security

Security is built into everything that TeamDME! does.

A True 360-Degree View

Make informed financial decisions based on accurate, real-time data because all of your back-end office functions are included, giving you a true 360-degree view of your company's financial health.

Companies today face many challenges—competitive bidding, increased costs, decreased reimbursements and a

host of other internal and external forces that require up-to-the-minute information to help navigate the waters. Without proper bookkeeping, your company can take an abrupt dive towards bankruptcy.

This is why keeping track of your company's financials is a key component of success. It should play a role in every financial decision you make—from purchasing vehicles, equipment and supplies to increasing marketing, stocking inventory and determining salaries.

Coupled with TeamDME! XL's ease-of-use and the functionality of the General Ledger, your bookkeeping and accounting transactions will be streamlined and the resulting reports will provide important business insights. **HC**



TEAMDME!

TeamDME!

750 Old Hickory Blvd., Ste. 1-285
Brentwood, TN 37027
Phone: (888) 832-6363
Email: info@teamdme.com
Website: teamdme.com

We Are Now A Collections Machine!

***“TeamDME! has
revolutionized
our cash flow
for the good.”***

Kathleen

Hope Medical Supply
(happy customer since 1999)

- Exclusive to DME space
- Wizards Make Billing Simple, Fast & Compliant
- Cloud Based
- Prefill Authorization Documents
- Track Documentation
- Mail Merge Letters
- Send Claims Electronically
- Send Invoices Electronically



Call today for a free demo!
888-832-6363
teamdme.com



TEAMDME!

Next-Level Billing Software for DME Providers

Bluegrass Oxygen

Bluegrass Oxygen was founded in Lexington, Kentucky, in 1996 and is led by Mike Marnhout, who has 40+ years of experience in the DME industry. The company serves over 70 counties in Kentucky, Indiana and Tennessee, with a scope of services that includes home oxygen and sleep apnea products. In 2014, Bluegrass Oxygen opened its new division, Bluegrass Sleep, which specializes in sleep apnea and non-invasive ventilator services. The company's mission is

to provide each and every patient with the utmost quality of care, regardless of their financial situation. They are the only provider in Kentucky to be the recipient of the 2005 HomeCare Magazine's HomeCaring Award as well as the 2012 HME News Excellence Award for "Best Home Respiratory Provider." The team at Bluegrass Oxygen is confident in its ability to serve the individual and the community. This is what they do in the past, present, and in the future. **HC**



The company's mission is to provide each and every patient with the utmost quality of care.

BLUEGRASS OXYGEN

983 Primrose Court
Lexington, KY 40511
Phone: (800) 404-8838
Email: info@bluegrassoxygen.com
Website: bluegrassoxygen.com



WE PAY TOP DOLLAR FOR

PORTABLE OXYGEN CONCENTRATORS • NON-INVASIVE VENTILATORS



CONTACT US AT: [INFO@BLUEGRASSOXYGEN.COM](mailto:info@bluegrassoxygen.com)

Check 108 on index.

MES

MES takes pride in excellent customer service, fast shipping times and quality products.

MES is a veteran-owned company that has been in business for over 50 years, serving hospitals and homecare companies with essential supplies. The company specializes in plastic covers to help with compliance as well as the protection of valuable equipment.

MES also offers a wide variety of products to help in your daily operations such as oxygen connectors, labels for CPAP, "No Smoking" labels, tags to mark clean/soiled

equipment, vinyl mattress covers and door hangers for missed deliveries. Many of MES' products come with coupons that are redeemable for free morale motivators. See their website for details.

Know that when you call MES at the number (800) 423-2215, you will talk to a live person. MES takes pride in excellent customer service, fast shipping times and quality products. **HC**



MES

1968 E. U.S. Highway 90

Seguin, TX 78155

Phone: (800) 423-2215

Email: info@mymesinc.com

Website: mymesinc.com



For All Your Home Health Care Supplies!



Live Customer Service



Veteran Owned for 53 Years

800-423-2215

mymesinc.com

Check 109 on index.

“
I will
never
trust my
mobility
with
anyone
else.”

Melissa
Detroit, Michigan

rampitusa.com

Rampit USA, Inc.

Founded in 1992, Rampit USA is a family-owned and operated business specializing in the design, manufacture and installation of modular access ramps.

Built on a commitment to quality, integrity and exceptional customer service, Rampit USA is proud to offer one of the best and most complete lines of access ramps in the industry. Their professional team of accessibility experts, dealers and installers is dedicated to providing the highest quality ramps around, and to doing so with exceptional customer service.

With commercial, residential and portable solutions, Rampit USA ramps are available in a variety of shapes and sizes and can be custom-tailored for any job. They're easy to use, low-maintenance and designed to withstand a lifetime of continuous use. All Rampit USA ramps and components are made in the United States and are proudly used to serve America's veterans.

After nearly 30 years in the industry, the company's mission remains unchanged—to empower, unite and provide barrier-free independence to the people and communities they serve through the use of high-quality access ramps and a commitment to excellence.

Whether you're a dealer interested in selling their products or an individual looking for a custom-designed ramp solution for your home, Rampit USA's friendly and knowledgeable team of accessibility experts is standing by to help. Give them a call or visit them online to experience the Rampit USA difference. **HC**



RAMPIT USA, INC.

338 Bidwell Road

Coldwater, MI 49036

Phone: (517) 278-9015

Email: info@rampitusa.com

Website: rampitusa.com

Sunset Healthcare Solutions

Sunset Healthcare Solutions is a manufacturer and distributor of quality home medical equipment and supplies available at exceptionally affordable prices. Since 2004, Sunset has established a national presence with its small business ethos: The idea that high quality products can be affordable and that personalized service is invaluable.

That's why durable medical equipment providers choose Sunset for respiratory products, home medical equipment and accessories. Sunset's complimentary private label program provides custom designs and layout to increase providers' brand visibility, and the packaging options are the most flexible in the industry.



Sunset's customer service is renowned throughout the industry, and a knowledgeable in-house sales representative is always ready to answer the phone. The company's energetic workplace culture contributes to a responsive, friendly and collaborative experience for providers.

Find out why customers say Sunset is just easier to work with. Contact a representative today for more information about Sunset's

new cleaning products and mobility and respiratory items for health and safety. **HC**

SUNSET HEALTHCARE SOLUTIONS

180 N. Michigan Ave., Ste. 2000
Chicago, IL 60601
Phone: (877) 578-6738
Email: sales@sunsethcs.com
Website: sunsethcs.com

ZOEY CPAP Cleaner

NEW and IMPROVED

New ozone plug adapter setup cleans the mask and tube—no need for add-ons.



Easy to use. Easy to love.

Sold exclusively through homecare providers.
Compatible with most CPAP equipment.



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

Check 112 on index.

TIMS Software by Computers Unlimited

In today's competitive climate, you need stability, safety and automation 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, compliance-based document management, data analytics and reporting, collections and denials worklists, mobile delivery, ePurchasing, eDrop shipping, asset

tracking, inventory management and more.

The TIMS Software suite 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 continuity, accessibility and customization, 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

Phone: (406) 255-9500

Email: sales@cu.net

Website: timssoftware.com/medical

Respiratory Therapists,
HME Providers, Manufacturers,
Delivery Techs, and Support Services,

**THIS YEAR WE'RE
CELEBRATING YOU.**

*Thank You
for helping patients stay home.*

TIMS
SOFTWARE | SERVICE | SUPPORT

www.TIMSsoftware.com/Medical

Check 110 on index.

Universal Software Solutions, Inc.

Universal Software Solutions, Inc., provides a fully integrated practice management solution—the Healthcare Data Management System (HDMS)—that offers complete operational software for post-acute health care providers. These products allow clients to run lean operations; Universal Software Solutions is run on the same principle. With Universal, it's personal. You aren't just buying software—you're building a relationship.

Universal Software Solutions offers a powerful API toolkit that allows you to plug HDMS into your operation. HDMS can be used from front to back or as an addition to your existing solution. The Collections & Denial Management companion puts a biller's collection to-do list front and center. Active Worksheets move daily claims collection into a paperless process. The Collections Workspace management tool comes with a powerful suite of reports that allows providers to celebrate the effectiveness of their collectors and make smart decisions based on collection trends, even through the Medicare appeals process. The Reporting Foundation performs a nightly backup of data and organizes it into neat sets that allow users to pop in and design any number of custom reports any time. And the content management solution StowPoint allows clients to store all of the files that go along with modern health care, such as video and telehealth results, audio collection calls and more. **HC**

HDMS

UNIVERSAL SOFTWARE SOLUTIONS, INC.

1334 South Irish Road

Davison, MI 48423

Phone: (810) 653-5000

Email: sales@universalss.com

Website: universalss.com

HME &
Home
Infusion
Pharmacy

Deploy
on-premise
or as hosted
solution

Stay
unique,
stay
you.

HDMS

Healthcare Data Management System

universalss.com

Check 113 on index.

KayserBetten

Beds for special Needs

Your customers will love these Exclusive KayserBetten features

- Solid Wood Construction For Long Term Use
- Treated Wood For Repeat Cleaning
- Vertically Hinged Doors for Easy Access
- Full View and Ventilation
- Versatile Design for Child's Changing Needs
- Lowest Available Thresholds
- Registered with FDA

Available in Manual, Semi-Electric and Full Electric

A complete line of
Caregiver friendly beds



Tall rail beds



Homecare Beds
are compatible with patient lifts

1-800-574-7880 www.KayserBettenUS.com

Check 120 on index.

KayserBetten

Located in Germany, KayserBetten has been designing and manufacturing beds for children with mental or physical disabilities for more than 37 years. The beds are usually covered by health insurance. KayserBetten beds provide a safe environment to help children with disabilities engage with their surroundings and to allow caregivers easy access. The beds meet Food and Drug Administration (FDA) guidelines concerning safety, fall risk and entrapment and are registered with the FDA.

In North America, these beds are exclusively imported, distributed and serviced by KayserBetten US.

HC



KAYSERBETTEN

515 N 12th St.
Allentown, PA 18102
Phone: (800) 574-7880
Email: info@kayserbettenus.com
Website: kayserbettenus.com

5-Year Warranty!

MAC's Vertical Home Lift PL-50, PL-72 & PL-90



MACSHOMELIFT.COM (800) 795-6227

Check 115 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. The Mac's Vertical Home Lift line has been manufactured for more than 35 years in the United States. The 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, the 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
Phone: (800) 795-6227
Email: sales@macsliftgate.com
Website: macshomelift.com

Parks Health Products

The Perfect Height Bed is a therapeutic sleep system that fits in with home décor and offers pain relief, temperature control, less snoring and 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

PARKS HEALTH PRODUCTS

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

UNBEATABLE SERVICE

75 YEARS STRONG

PERFECT HEIGHT BED™

- ✓ Unmatched service
- ✓ Same-day shipping



PARKS
Health Products

We've Been Lifting You Up for 75 Years.

Let's Chat! 844-433-2435 | parkshealth.com

Check 116 on index.

ResponseNow Medical Alert

Sign up for the ResponseNow Medical Alert Affiliate Program to offer patients help anytime, anywhere. Affiliates earn up to \$150 per referral and all patients receive one free month. Orders ship activated and ready to wear for new patients. There are no minimums to meet or inventory to maintain, and ResponseNow handles all technical, billing and general support questions. Ideal partners work with seniors or anyone who can benefit from help anytime, anywhere. Visit responsenow.com/start-today for more information. **HC**



RESPONSENOW
Medical Alert Systems

RESPONSENOW MEDICAL ALERT

9900 S.W. Wilshire St.
Portland, OR 97225
Phone: (866) 795-4321
Email: affiliates@responsenow.com
Website: responsenow.com/start-today



RESPONSENOW

Affiliate Program



HELP PATIENTS ANYTIME ANYWHERE



Paid referrals up to \$150 for every new patient.



Patient receives free month of service.



All support handled by ResponseNow.

RESPONSENOW.COM/START-TODAY

Check 114 on index.

There's More to Partnership Than Providing Products

How to position your company post-pandemic

By Ryan Bullock

Since the COVID-19 pandemic began sweeping through the United States in March, there have been rapid changes in both global commerce and health care. It is difficult to predict exactly how things will end up, but one thing we know for sure is that the pandemic was a wake-up call for health care—both in terms of care capacity and liquidity. While providers take the necessary steps to boost their capacity, they should also examine their partnerships to maximize financial flexibility without sacrificing quality of care.

Durable medical equipment (DME) providers will need to take a look at their practices and operations. DME dealers have traditionally provided equipment that is essential to delivering patient care, but simply providing products is no longer enough in this drive to maximize efficiency. Instead, they must be full service partners offering equipment and services.

Health care providers will want to align themselves with DME companies that will

In the simplest terms, access to quality care is what improves the patient experience, and the patient experience is what will propel your organization forward.

play an active role in every step of the patient journey, from the first interaction and request for equipment to understanding insurance options and submitting claims. Health care will enter a new era after COVID-19 and it will require everyone involved to shoulder more responsibility for patient care.

The New Value

Using metrics and financial figures to calculate value and efficiency is inherent to the insurance-based health care system. The

numbers will always be an important part of determining value, but the perception of value needs to change. The new value will be calculated with an even broader equation—including an emphasis on the quality of care.

Much as the pandemic has tested the U.S. health care industry's operations and finances, COVID-19 has been very challenging to America's supply chain. As many have learned, a DME provider is only as good as its supply chain, so your provider organization partners are going to be looking to you to supply patients with the equipment they need. This chain must be able to function uninterrupted from the micro level (home delivery) to the macro level (regional or national distribution networks) and everywhere in between.

Providers know where their patient base is located and will be looking for a DME partner that can serve that area quickly and reliably with the regional insurance contracts required. It would be of little use for a provider in the northeast to work closely with a DME provider that is reputable in the





northwest but unable to serve patients in the northeast. As a DME provider, it's OK to tell a potential partner you can't meet their needs, but do recommend a partner that can. That provider may return at a later date.

Access to equipment is one of the most important things, but far from the only thing. Quality matters because it plays a large part in patient outcomes. Health care organizations will seek partners that can provide patients with safe, quality equipment that will positively impact their care—and that demonstrates patient outcomes that determine the success and reputation of their care organization.

In the simplest terms, access to quality care is what improves the patient experience, and the patient experience is what will propel your organization forward. Another big boost to your patient experience comes from providing them with support for their products and insurance. If you want to offer these services and consolidate to stay nimble in the post-pandemic health care environment, why not find a single partner to handle both product support and insurance support? Partnering with a DME operation that offers both allows health care providers to offload two major responsibilities and focus their care organization's resources on the frontline.

Insurance can be overwhelming for individual patients—especially those who are homebound because of age or disability. To ease this burden, some DME companies have entire departments dedicated to

helping patients understand their options and minimize out-of-pocket expenses. These support specialists may even develop relationships with patients through repeat contact, further strengthening the patient experience. This is a selling point for a DME company.

Technological Prowess

Health care providers will continue evolving rapidly after the pandemic and anyone hoping to partner with them will be expected to keep pace.

Automation will play a large role in this change, so DME businesses that can simplify and automate processes for their provider partners by using digital contract management systems and electronic health records will stand out. With these systems, providers' requests can be answered in a timely and efficient manner. They can then pass that timeliness and efficiency onto their patients, making their experience even better.

Technology is also a big part of the supply chain optimization that is so critical to improving patient care and satisfaction. A DME provider's use of technology in its supply chain should result in wider-reaching and more efficient distribution networks and trickle down to result in quicker order turnarounds and faster delivery.

If you have read anything about the delivery of care during the pandemic, you are likely aware of the rise in telehealth. While the health care industry deserves

some credit for its use of telehealth in prior years, the pandemic has forced everyone to make it more widely available. This has given patients a glimpse into a convenient future, and they will likely expect these services to remain available after the world re-opens. DME companies should be able to provide virtual equipment setups or troubleshooting as they partner with providers.

With new services to think about, don't neglect the basics, like your web presence. Partners will look for a DME provider with a customer-friendly website that simplifies the users' experience getting equipment, since that can largely influence patient outcomes and satisfaction.

Providing the Best Journey Is in Everyone's Best Interest

Health care organizations want referrals, which start with happy patients who become repeat patients. With that in mind, you and your partners must work together with patient satisfaction as your top priority.

As you reassess your organization's partnerships, align yourself with partners who want the same things as you do: positive patient journeys, outsourced responsibility, insurance and product support, care and true value. These partners will make a tremendous difference in the quantity and quality of your business. **HC**

Ryan Bullock is chief operating officer of AeroFlow Healthcare and vice chair of the American Association for Homecare's (AAHomecare) Payer Relations Council.

BATH SAFETY

Don't Let Bath Safety Slip

Tips for boosting customer awareness for aging in place

By Ryan Howe

Approximately one-fifth of the population of the United States, including all of the baby-boom generation, will be age 65 or older by 2030. Many of these seniors are choosing to age in place at home. In these uncertain times, even seniors who usually have visiting caretakers may be home alone without help.

Or perhaps a senior is returning home after surgery or recuperating at home from an accident or a fall. In this case, partnering with that person's doctor, nurses and hospital or rehab facility staff is vital as the family plans for care and makes necessary adaptations in the home.

In either case, home modifications can provide protection from falls and accidents—especially in the bathroom. According to the Centers for Disease Control and Prevention, the bathroom is the most dangerous room in the home.

As a home medical equipment (HME) or in-home care provider, discuss physical limitations that might require home modifications or medical equipment with the person's family. Providing ways to keep a senior on their feet will help smooth the transition. If a major home renovation is needed, your local hospital or rehab social worker may recommend hiring a contractor who specializes in aging-in-place modifications to come into the home and create a plan. Or your team may be able

81%

More than 81% of injuries in the bathroom are caused by falls

to perform the work, depending on what is needed. Planning ahead and preparing for a safe return home can mean the difference between hospital readmission and full recovery for a senior.

Improving Bathroom Safety

More than 81% of injuries in the bathroom are caused by falls. Age and the precise location in the bathroom also affect the risk of injury—more than half the injuries for people 85 and older happen on or near the toilet. And a person 85 or older is four times more likely to be injured in or around a bathtub than a person in their early 20s.

One of the first things to address when making the home safer for aging in place, then, is bath safety. A few things you can do to address bath safety for a senior client are:

- Install grab bars by the toilet and inside the shower; grab bars are now available in attractive rust-resistant finishes such as

chrome, brushed nickel and white enamel, so you can likely match or complement the bathroom's existing décor.

- Install a bath seat to enable sitting rather than standing while bathing or showering.
- Install a bathtub rail to assist when entering and exiting the tub.
- Install a raised toilet seat or toilet safety rail to facilitate sitting and standing.
- Install a slip-resistant bath mat anywhere there's a wet floor surface, especially next to the tub or shower; everything is wet and slippery after bathing.

How HME Dealers Can Help

Make sure your company carries products to meet the ever-growing bath safety product demand. Many bath safety products cost less than \$100, so offering a complete selection in your showroom is a relatively small investment. Here are some tips to keep in mind:

- Keep it simple: Don't overwhelm your customers with a cluttered showroom.
- Avoid the red tape; most bath safety products are cash-based rather than Medicare or Medicaid reimbursed, so you won't have to wait for reimbursement.
- Whenever possible, set up vignettes to display how the products would look in a

Providing ways to keep a senior on their feet will help smooth the transition [home].

home. Have an actual bathroom display in your showroom. Mount different sized grab bars on the walls with a bathtub safety rail on the bathtub wall. This, combined with a bath seat, transfer bench and slip-resistant bath mat, will allow customers to visualize how their bathrooms could look.

- Educate the customer. While one of the most common bathroom safety products is a raised toilet seat, sometimes all a user requires is a set of toilet safety rails installed on their existing toilet. Unless someone shows them what toilet safety rails are and how easily they can be installed, they may never realize the benefit such a simple product can provide.
- A folding commode, which is light and easy for a caregiver to transport, can be placed anywhere in the home and would be especially practical at the bedside to prevent falls that might otherwise occur during nighttime bathroom trips.
- A handheld shower head reduces reaching and bending while bathing.
- Patient safety alarms can help seniors feel more comfortable and know their limitations while living at home independently.

While these are simple ideas, they all take the products “out of the box” and allow your customers to see and try multiple products in their actual setting. These ideas will also allow you to sell a much broader product portfolio. Train and incentivize your team to sell a “system,” not just a single product. When a system of bathroom safety products is properly displayed, customers can clearly see these products will allow them to bathe and to move around the bathroom more safely and with confidence.

The Bigger Picture

Beyond bathroom tools and modifications, there are several things suppliers can do to help seniors age in place, whether temporarily or longer term. These minor changes can go a long way toward keeping many seniors safe in their own homes:

50+%

More than half
of the injuries
for people 85 and
older happen on
or near the toilet.



- Organize the home so that often-used items are easier to reach. Remove clutter, rugs and electrical cords that could be a tripping hazard.
- Provide a senior-friendly cellphone to keep loved ones just a phone call away, and set it up with an emergency notification service and medication alerts.
- Invest in a home medical alert system, a simple yet effective method to ensure that a senior can communicate with someone 24 hours a day if they need assistance but can't get to the phone. This system is usually a pendant that can be worn at all times.
- Set up a network of friends and relatives responsible for checking on the senior's welfare. Have them take turns so that every day is covered.

- Set up a telehealth service to ensure a senior can reach their medical professionals quickly.

Your local baby boomer community will thank you with their business if you speak to their evolving bath safety needs in a practical, caring way. One of the most important contributors to longevity is independence; the ability to do as much for ourselves as possible as we age is key to preserving dignity and promoting self-confidence. **HC**

Ryan Howe is responsible for managing Graham-Field's personal care and bathroom safety product lines. He began his health care career with Graham-Field in 2010. Howe has more than 25 years' experience in product management, developing and delivering products to meet customers' needs for the health care, business and technology industries. Visit grahamfield.com.

CARE MANAGEMENT SOFTWARE

Business is Booming— With Telehealth

How tech is helping one pediatric provider thrive in the pandemic

By Kristin Easterling

Many health care providers moved quickly to a telehealth model as the COVID-19 public health emergency closed businesses and sent people scurrying to the safety of home. Darcie Peacock, CEO of Solace Pediatric Home Healthcare in Colorado, was one. The company's decision to switch to a 100% telehealth model has helped grow the business at a time when others have seen a dip in revenue due to declining referrals. Solace provides in-home pediatric nursing, occupational, physical, speech/language therapy and feeding and behavioral services for more than 3,500 children. Read on to see how the company is succeeding with telehealth.

HOME CARE: How has the pandemic affected business?

PEACOCK: Thanks to our conversion to telehealth, our business is actually exceeding pre-COVID-19 levels. We attribute our success to a few factors. We've always been technologically-savvy, so when concerns about coronavirus began to arise, we were fairly prepared to make the move to a remote model of care. We actually were preparing to roll out the telehealth platform later this year, so our team had the appropriate platforms and policies in place to support the rapid shift to telehealth in light of the pandemic. Our partner, Skedulo, was incredibly quick to adjust to our organization's needs. They quickly helped us adjust the language we use in our text and email communications with our

One of the biggest challenges is to continue to be “virtually” hands-on.

families, adding links and reminders about services being provided via telehealth versus in person.

Additionally, families and patients now have more availability due to the recent shift to remote learning in place of the typical school day. Pre-pandemic, evenings were our most desired option. Now that everything is taking place in the home, there is more flexibility for daytime appointments.

HOME CARE: Why did you move to a telehealth model?

PEACOCK: We moved to a 100% remote model of care for the first time in our 15-year history on March 14th, 2020. We chose to do this for the safety of our health care workers, patients and their families. It gives us and our families increased flexibility in an uncertain time, without sacrificing the effectiveness or the continuity of care.

HOME CARE: What has been your biggest challenge in providing virtual care?

PEACOCK: The biggest challenge of virtual care is twofold: keeping the clinicians

engaged and keeping the families and children engaged. It's important to remember that clinicians don't go to medical school and undergo comprehensive clinical rotations and trainings to provide care via telehealth. They are caregivers who are inherently trained to be hands-on. One of the biggest challenges is to continue to be “virtually” hands-on. We do so by empowering the parent or home caregiver to take the lead. Even when doing in-person visits, our model has always been to coach the parents and families on the strategies they need to continue reinforcing skills while we aren't there. That is even more important now than ever before. The parents have always been in the driver's seat, but now we have the added challenge of encouraging them to participate more than ever in their child's care.

We also want to be sure that we avoid burnout for our clinicians—it's important for them to stay engaged and continue developing their skills. We continue to offer trainings and support through our monthly clinical team meetings. We invite leaders both within and outside of our organization to share strategies about successful and sustainable telehealth practices. We also

ABOUT SKEDULO

Peacock credits Solace's software partner, Skedulo, as being a part of company's successful move to telehealth. According to Skedulo CEO Matt Fairhurst, the company has almost half of its users in health care; its system is designed to help agencies and others schedule and dispatch for appointments, communicate on a large scale and improve tracking and reporting. The product is HIPAA-complaint and interoperable with patient electronic health records and works with Zoom and other videoconferencing tools.

have established weekly newsletters that offer theme-based resources and ideas for virtual sessions, applicable across all specialties.

An additional challenge is mass communication. We pride ourselves in our consistent and transparent communication and are always leaning on technology to help us effectively and efficiently communicate with over 3,500 patients, their families, their physicians and our caregivers in a consistent and timely manner. For example, our technology partner has SMS messaging capabilities so we can automate appointment confirmations and send out text reminders 24 hours before appointments. This has been a huge help since we have customized the language to meet our current needs of reminding families that these sessions will be completed virtually.

HEMOCARE: How are you keeping therapists on track while working remotely?

PEACOCK: We've invested heavily in establishing departmental dashboards over the last year. This really provides our leadership team and our growing leaders with the visibility they need to see what is happening in each department and how to prioritize resources to best meet the organizational needs as they ebb and flow.

We are currently working with Skedulo to implement Phase III of our dashboard customizations. This will provide a higher

level of scheduling visibility on clinician iPads, so they can stay organized, easily update their schedules and offer more accurate availability for appointments. We are also working on establishing multiple layers of availability and scheduling so that we can capture telehealth availability versus in-person availability. Efficiency, productivity and scheduling behave very differently depending on how services are being offered. This is helping us plan for a more successful transition back into the home, while still providing telehealth services across our state.

HEMOCARE: Why is therapy at home important for pediatric patients?

PEACOCK: In-home therapy is incredibly beneficial for pediatric patients. It allows the child to stay in a familiar environment, bringing comfort and normalcy to a child who could otherwise be overwhelmed having to go to various appointments in different locations every week. Research shows that providing therapy in a child's natural environment and embedding intervention strategies in a child's daily routine have an incredible impact on the child's future developmental success.

It also allows us to really get to know the family, the home situation, the challenges and direct care specifically to address those individual needs. For example, if a parent shares with us that their child will not eat at mealtimes with the family, our clinicians can schedule sessions to observe

family meal times, better understand the situation and implement strategies that are specific to that important family time. Home health also sheds light on cultural and environmental differences that are so critical to consider when developing goals, interventions, and strategies to engage caregivers.

Continuity of care is also critical for children. At Solace, we aim to have a child meet with the same therapists throughout the course of their development so as to feel comfortable and secure. Our clinicians are more than therapists for these families. They are health care navigators, coaches and advocates. When coming up with a game plan for a family, it will always be more helpful to understand family dynamics in the home as opposed to in a clinical office. When there is better understanding, there can be more insightful and actionable goals that help to better incorporate new skills and habits to work best with how each individual family works.

Often, even if an appointment is only an hour, it can take double or triple that amount of time in order to prepare for that appointment. Between getting ready, driving, paperwork and other factors, it will never be only an hour out of your day. Telehealth allows us to shave off some of that time, spending more time working directly with the family. **HC**

Kristin Easterling is managing editor of HomeCare magazine.

COPD

It's About Breathing Easy

Protecting COPD patients from infection risks

By Kristin Easterling

It can be hard to catch your breath when every attempt feels like breathing through a straw. Chronic obstructive pulmonary disease (COPD) is the third leading cause of death in the United States, but it is also a very underdiagnosed illness. Even as treatment for COPD has improved, the death rate from the illness has doubled since 1969.

And now, COPD patients and their families are grappling with an additional respiratory burden in the form of COVID-19, the virus that had caused at least 122,000 deaths in the United States at press time (more than 700,000 people have recovered). So, when faced with a weakened immune system and a weakened respiratory system, how can COPD patients cope? Victoria Marquard-Schultz, CEO of OxyGo, shared some tip and strategies that go well beyond self-isolation.



HEMOCARE: How does supplemental oxygen help keep COPD patients healthy during cold/flu season and during this pandemic?

MARQUARD-SCHULTZ: Being properly saturated is always important. Patients with COPD already have difficulty breathing before coming down with a cold or flu. Now more than ever, it is important for patients to know what their SP02 (oxygen saturation) is. Staying on top of this allows you to monitor any changes that might have gone undetected otherwise. Being aware of changes in oxygen saturation allows a patient's doctor to better assess their COPD treatment plan and make the changes necessary to maintain proper saturation. One way to do this is for patients to keep a reliable pulse oximeter on hand at home.

HEMOCARE: How can patients keep tanks, portable oxygen concentrators and nasal cannulas clean and prevent infection?

MARQUARD-SCHULTZ: Patients and their families should always be cautious of materials being used around oxygen. While you want to make sure you are cleaning and disinfecting your equipment, it is important to remember this is medicine and needs to be treated as such. Having an oxygen safe cleaner is important. If you are wearing oxygen 24/7, the cannula should be changed every two weeks. The nasal prongs can be wiped down during that time with a mild soap solution; alcohol is not recommended because it would take too long to clean and will begin to harden over time.

HEMOCARE: Are COPD patients experiencing additional anxiety about COVID exposure, and how can caregivers address that anxiety?

MARQUARD-SCHULTZ: Every person is experiencing this pandemic and their thoughts about it in their own way, making it important for caregivers to recognize that some patients may be feeling more anxiety. Addressing this can be done in many ways. Things like making sure to wash hands, wear masks, self-monitoring by taking their temperature and performing a wellness assessment can make a patient feel more comfortable. **HC**

Kristin Easterling is managing editor of HomeCare magazine.

STAFFING/RECRUITMENT

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 covering staffing and recruitment consultants. Here and on homecaremag.com/buyers-guide, you can find the essentials to help your business thrive. **HC**

STAFFING

All Med Search
San Diego, CA
(858) 509-1464
allmedsearch.com

AMN Healthcare
San Diego, CA
(866) 871-8519
amnhealthcare.com

BlackTree Healthcare Consulting
Conshohocken, PA
(610) 537-5028
blacktreehealthcareconsulting.com

CareerStaff
Irving, TX
(972) 812-3200
careerstaff.com

HealthPRO Heritage
Tulsa, OK
(918) 949-9871
healthpro-heritage.com

Jobalign
Kirkland, WA
(425) 947-2707
jobalign.com

MiliMatch
Cedar Park, TX
(512) 399-6400
milimatch.com

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

Simione Healthcare Consultants
Hamden, CT
(844) 215-8823
simione.com

CHANGES TO HOMECARE & HOSPICE

Since the Start of the
COVID-19 Crisis



What are the short-term and long-term effects of the public health crisis on home health care providers?

Hear straight from NAHC President Bill Dombi as he chats with Managing Editor Kristin Easterling in the latest episode of The HomeCare Podcast, live now.



LISTEN

on iTunes, Soundcloud and Stitcher, or visit homecaremag.com/podcast.

NEW ON THE MARKET

1 Armadillo Cupholder

ARMADILLO MOBILITY ACCESSORIES

With the Armadillo Cupholder, you can hold your beverage and cellphone in one place. The additional pockets provide extra storage for any other belongings. Made with insulated fabric, the Armadillo Cupholder will keep cold drinks cool and warm drinks hot. With a built-in rigid spine, there is no need to worry about collapsing or folding. It mounts easily on walkers, powerchairs, scooters and rollators. Available in grey or white. Visit worldsbestaccessories.com.

Check 200 on index.

2 Seal-Tight Disposable Face Shield

BROWNMED

Introducing full-length face protection from Brownmed. The Seal Tight Face Shield is a full-length, disposable shield that protects from splashing or spraying and offers maximum visibility with a foam headband for added comfort. The face shield has no natural rubber latex and is made with lightweight material for comfort. Can be worn with or without glasses. Disposable. Made in the United States. Fifty per box. Visit brownmed.com.

Check 201 on index.

3 Coronavirus Care Kit

COMMUNICATION SCIENCE

Coronavirus Care Kits contain a uniquely designed step-by-step care plan that explains COVID-19 and how to prevent it by staying clear, staying clean and staying strong. The kit also has reference tools such as a temperature record log and proper hand washing charts to hang in easy-to-see places, as well as critical hard-to-find devices, including a digital thermometer, masks, pulse oximeter and a disinfectant surface cleaner. Coronavirus Care Kits are distributed by health care systems, insurance companies, home health agencies and skilled nursing facilities to their at-risk patients to aid in their home-based recovery. Visit carekit.com.

Check 202 on index.

4 Birdsong Tablet

BIRDSONG LIFE

With the Birdsong Tablet, customers' loved ones have the tools they need to stay engaged in life and to connect to family and friends with total ease. The Birdsong Tablet arrives preloaded with a selection of engaging and entertaining content and the easy-to-use interface allows seniors to navigate successfully on their own and quickly connect with loved ones without getting lost, stuck or frustrated. A Birdsong subscription provides access to Birdsong's streaming music, over 8,000 enriching experiences, a family portal for easy picture sharing, customer support, a locked-down, user-friendly experience, and more. Visit birdsonglife.com.

Check 203 on index.

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



WHEELCHAIRS



1 EZ-GO Power Wheelchair

MERITS HEALTH PRODUCTS

The EZ-GO power wheelchair was redesigned in 2020. The standard version of the EZ-GO is coded as a K0813/K0814 and easily disassembles into three compact pieces for transport. Unlike many compact power chairs, the EZ-GO has a medium high-back seat similar to those found on full-size units. It also comes in a deluxe version that is a retail-only unit; this unit comes in pink, turquoise or white shroud options and offers a larger battery for extended range. Visit meritsusa.com.

Check 204 on index.

2 Edge 3 Stretto

QUANTUM REHAB

The Edge 3 Stretto from Quantum Rehab is the narrowest, most maneuverable power base in America. The Edge 3 Stretto features a 20.75-inch overall width with 12.5-inch drive wheels. Every other chair is at least 2.5 inches wider. In addition to its narrow width, the Edge 3 Stretto is equipped with independent smooth ride suspension, which offers increased shock absorption due to the angle of the shocks. The optional iLevel power adjustable seat Height provides up to 12 inches of seat elevation while operating the chair at speeds up to 3.5 miles per hour. Other highlights include LED fender lights and a USB charger. Visit quantumrehab.com.

Check 205 on index.

3 Viper Plus GT Wheelchair

DRIVE DEVILBISS HEALTHCARE

The Viper Plus GT Wheelchair features built-in seat rail extensions and extendable upholstery that adjusts the seat depth from 16 inches to 18 inches. The height back adjusts from 17 inches to 19 inches in one-inch increments, and the lightweight urethane rear tires and casters offer superior performance and a smoother ride. Visit drivemedical.com.

Check 206 on index.

4 Vision Ultra HD

MERITS HEALTH PRODUCTS

Merits Health Products is pleased to announce the official launch of the Vision Ultra HD. This high-quality and durable heavy-duty power chair fits customers' needs and requests. Coded as a K0837, it offers a 450-pound weight capacity with a tilt range of 0 to 55 degrees. The mid-wheel drive design provides outstanding maneuverability. The chair also includes an adjustable seat width of 20 inches to 24 inches and a seat depth of 16 inches to 20 inches for a custom fit and a tool-free battery box for easy maintenance. Front and rear suspension offers all-day comfort and easy obstacle clearance.

Visit meritsusa.com.

Check 207 on index.

VERTICAL LIFTS

1 Highlander Vertical Platform Lifts

HARMAR

Harmar Highlander Vertical Platform Lifts, also known as porch lifts, offer customers a great option for accessibility both indoors and outdoors. The commercial unit offers lifting heights of up to 14 feet with a 750-pound capacity. Units have a top-mounted motor and electrical box to protect from standing water. Speed of 10 feet per minute. Available in AC and DC models, ETL listed. Visit harmar.com.

Check 208 on index.

2 Vertical Platform Lifts

BRUNO

Bruno offers smooth, quiet vertical platform lifts (VPLs) for indoor or outdoor use. A cost- and space-efficient solution, Bruno VPLs provide access up to 14 feet for people in scooters or wheelchairs. A continuously charged DC battery power motor is standard on Bruno VPLs 10 feet and above and ensures operation even in power outage. AC power with optional DC is featured on four- and six-foot units. An automatic self-lowering ramp folds down for smooth roll on/off access and folds up when the lift is not in use to create a safety barrier. There's a 750-pound lift capacity. Made in the U.S. Visit bruno.com.

Check 209 on index.

3 Extended Vertical Lifts

MAC'S LIFT GATE

Mac's Extended Vertical Lifts are designed and engineered for everyday use. They are easy to operate, easy to install and virtually maintenance free. Mac Lifts have a 750-pound weight capacity and will accommodate electric wheelchairs and scooters. Mac Lifts will operate in all weather conditions, from -30 degrees to +120 degrees, and are weatherproof and sealed. Mac's lift operates on a 110 VAC and draws 7 amps when in use. It also comes standard with an emergency manual hand crank and three-year limited warranty. Made in the U.S.

Visit macshomelif.com.

Check 210 on index.

4 PASSPORT Vertical Platform Lift

EZ-ACCESS

The PASSPORT Vertical Platform Lift by EZ-ACCESS was designed with both the customer and installer in mind, making it the go-to solution for a wide variety of residential applications. The PASSPORT's all-aluminum construction makes it the lightest residential lift on the market, offering ease of installation and trouble-free component maneuverability. Installation is also simplified with features such as plug-and-play wiring technology. This DC-powered unit is pre-wired and requires a 120-volt outlet for trickle charging. Units are available with lifting heights from 44 inches to 168 inches and multiple platform configurations and accessories allow for customization to meet your customer's exact needs. Visit ezaccess.com.

Check 211 on index.



1



2



3



4

AIDS TO DAILY LIVING

2



1



1 Mobility Combo Pack

EASY TO USE PRODUCTS

Users of rollators, walkers and wheelchairs increasingly want convenient access and storage for their personal items. Hang personal items, secure your phone, hold your beverage anywhere. Visit easytouseproducts.com.

Check 212 on index.

3



2 Let's Go Rollator

STANDER

The Let's Go Rollator from Trust Care by Stander is a practical walking aid for people who need a little extra support and security in their life. This walker provides users with safety, function and design in an easy and flexible rolling aid for indoor use. It also has an elegant design. Available in four colors. Visit stander.com.

Check 213 on index.

3 Footbar Walker

GANM, LLC

The FOOTBAR Walker helps patients and their caregivers prevent unnecessary injury from daily lifting and patient care. The device features a comfortable and safe pull bar that causes less stress on the patient's joints when assistance is needed. Using it is as easy as "putting your foot down" for the caregiver and straightforward ("like pulling up on the back of a church pew") for the patient. It helps to maintain strength and can be used as an exercise aid as well. Visit thefootbarwalker.com.

Check 214 on index.

4



4 Economy Hip Kit

MEDLINE

The Economy Hip Kit from Medline offers a reacher, plastic shoehorn, sock aid with handles and a contoured bath sponge to meet all of your patients' needs in a cost-effective way. The length of the reacher can be customized to 26 inches or 32 inches. Visit medline.com.

Check 215 on index.

GET FREE INFORMATION

HomeCare

READER SERVICE

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

ONLINE

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

FAX

Complete, tear out and
fax to 630-739-9700

MAIL

Complete, tear out, place in an
envelope and mail to:
Creative Data, 440 Quadrangle Drive,
Suite E, Bolingbrook, IL 60440-3000

Expires
90 days
from
07/20

ADVERTISERS

Advertiser Name	RS#	Page
American Access.....	<input type="checkbox"/> 101	BC
Bluegrass Oxygen.....	<input type="checkbox"/> 108	26
Brightree.....	<input type="checkbox"/> 102	21
CAIRE.....	<input type="checkbox"/> 103	1
CareCredit.....	<input type="checkbox"/> 106	23
ComforTek Seating.....	<input type="checkbox"/> 117	47
Crinnis.....	<input type="checkbox"/> 118	47
Dynatomy.....	<input type="checkbox"/> 119	47

EZ-ACCESS.....	<input type="checkbox"/> 104	IFC
KayserBetten.....	<input type="checkbox"/> 120	32
Mac's Lift Gate Inc.....	<input type="checkbox"/> 115	32
Medtrade.....		IBC
MES.....	<input type="checkbox"/> 109	27
Parks Health Products.....	<input type="checkbox"/> 116	33
Proactive.....	<input type="checkbox"/> 105	2,3
Rampit USA.....	<input type="checkbox"/> 111	28

ResponseNow Medical		
Alert Systems	<input type="checkbox"/> 114	33
Sunset Healthcare Solutions.....	<input type="checkbox"/> 112	29
TeamDME!.....	<input type="checkbox"/> 107	25
TIMS/Computers Unlimited.....	<input type="checkbox"/> 110	30
Universal Software		
Solutions Inc.....	<input type="checkbox"/> 113	31

PRODUCTS

Company Name	RS#	Page
Armadillo Mobility Accessories.....	<input type="checkbox"/> 200	42
Birdsong Life.....	<input type="checkbox"/> 203	42
Brownmed.....	<input type="checkbox"/> 201	42
Bruno.....	<input type="checkbox"/> 209	44
Communication Science.....	<input type="checkbox"/> 202	42
Drive Devilbiss Healthcare.....	<input type="checkbox"/> 206	43

Easy to Use Products.....	<input type="checkbox"/> 212	45
EZ-ACCESS.....	<input type="checkbox"/> 211	44
Ganm, LLC.....	<input type="checkbox"/> 214	45
Harmar.....	<input type="checkbox"/> 208	44
Mac's Lift Gate.....	<input type="checkbox"/> 210	44
Medline.....	<input type="checkbox"/> 215	45

Merits Health Products.....	<input type="checkbox"/> 204	43
Merits Health Products.....	<input type="checkbox"/> 207	43
Quantum Rehab.....	<input type="checkbox"/> 205	43
Stander.....	<input type="checkbox"/> 213	45

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

REQUIRED for both SUBSCRIPTIONS and READER SERVICE

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

RS2007

FREE SUBSCRIPTION

☐ **YES! I wish to receive a FREE subscription to HomeCare.**

☐ No, cancel my FREE subscription.

*Signature.....

Date.....

Required for Subscription

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

MAIL

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

FAX

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

MARKETPLACE

Chair Caddie™ RETRO-FIT



Attaches to **YOUR** dining chairs

***It Rolls...It Turns...
and Locks for safety!***

 www.comfortek.com/cc



Check 117 on index.

Dynatomy™ by Diddoso



THE IDEAL WAY TO SHIELD YOUR STAFF AND YOUR CUSTOMERS

The Dynatomy Face Shield is FDA registered and made in the USA to a higher level of safety and engineering standards.

Learn more at: dynatomyproducts.com

sales@dynatomyproducts.com • 631.439.3278

Check 119 on index.

Ohhhh... So Soft

ULTRAGEL RELIEVE Toilet Seat Cushion

The new ULTRAGEL RELIEVE™ Universal Toilet Commode Gel Seat Cushion provides body conforming comfort for skin pressure relief.



- Easy seat attachment and reattachment
- Secure/stable attachment
- Long term durability. Abuse resistance.
- No leakage if punctured
- Waterproof, spill proof with easy clean-ability
- Resistant to common disinfecting solutions

MADE WELL IN THE USA 

www.onlygel.com
877-977-8986



Check 118 on index.

MOBILE CONNECTIONS ON THE GO

facebook.com/homecaremag

twitter.com/HomeCareMag

linkedin.com/company/homecaremag/



HomeCare®

The Leading Business Resource for HME & Home Health Professionals

LISTENING TO THE LEADERS

Meet the New Boss

A chat with Bill Guidetti, AAHomecare's recently-appointed board chair

By Hannah Wolfson



Bill Guidetti was recently announced as the new chair of the board for the American Association of Homecare. Since he's taken the reins in a time of great transition, HomeCare wanted to chat with him about his near-term goals and what he envisions for the future of the industry. (For the full list of the organization's newly appointed board members, see p. 6.)

Guidetti currently leads Apria's sales and operations for the eastern half of the country; he has also been responsible for driving financial performance for 83 branches. Between stints at Apria, he was CEO of Total Sleep Diagnostic, Inc., a network of hospital-based sleep centers for testing and treatment.

HOME CARE: What are your priorities for board over the next three years?

GUIDETTI: My priorities are to lead our board to usher in meaningful change to stabilize our industry, measured by reduced documentation complexity and improved reimbursement rates, and to underscore the value of the home medical equipment (HME) community. We're too often undervalued in our nation's care delivery continuum.

HOME CARE: How about for 2021? What's coming up first?

GUIDETTI: I want to lead our board to create a strategic pathway for the HME industry. Up first is to get support from lawmakers, federal officials, and the Centers for Medicare & Medicaid Services (CMS), who devise policies that govern our industry. To meet this need, CMS has already spearheaded positive policy changes that

will allow patients with acute respiratory conditions including COVID-19 to receive care in their homes. But these efforts must go further toward fortifying homecare services, starting with the suspension of programs that threaten the availability of home medical equipment during a public health emergency

As more hot spots emerge across the country, we will maximize our efforts to address the needs not only of those suffering from chronic illnesses, but also patients with acute care needs brought on by COVID-19. While these efforts are critical, the sector also needs the support and cooperation of lawmakers and federal officials.

HOME CARE: What do you think might be the long-term effects of COVID-19 on the industry?

GUIDETTI: There is uncertainty as to the long-term impact on our industry from COVID-19, but industry capacity is an issue to meet the needs of health care systems and our cost of doing business will go up as we have to prepare our front line staff differently than in the past, including increased supply chain cost and precautionary measures such as protective gear, disinfectants and cleaning services. The future of the pandemic is still relatively unclear, but what is certain is that America's home medical equipment needs will only continue to surge in 2020 and beyond. Is it a major turning point? Yes; with a vaccine not likely until 2021 at the earliest, our sector's supply infrastructure will find itself under unprecedented strain as patient demand steadily grows.

HOME CARE: It's an election year—also a time of great potential change in Washington. How does that impact AAHomeCare's approach?

GUIDETTI: An election year makes for an interesting environment alone. Add to that the public health emergency and now the civil unrest—interesting times. While efforts are under way to address the critical needs of our industry, the sector also needs the support and cooperation of lawmakers and federal officials. Washington must take decisive action to reduce regulatory red tape. AAHomecare, led by CEO Tom Ryan, works closely with our board and executive committee to calibrate our strategy, which is somewhat fluid at this time due to the pandemic. Our approach may change as necessary, but our core purpose is to advocate on behalf of the industry in Washington and at the state level.

HOME CARE: Is there one thing you would ask HME providers on the ground to do to help push AAHomecare's efforts forward?

GUIDETTI: Yes, support AAHomecare with both their time and treasure. Advocating for our industry requires resources and a concerted effort from as many companies in our industry as possible. There are approximately 6,000 HME companies in our industry and our membership rounds out to 300-plus. We're underrepresented and supported as an industry, which is foundational for continued success. **HC**

Hannah Wolfson is editor of HomeCare magazine.



medtrade

CONFERENCE: **NOVEMBER 2-4, 2020**

EXPO: **NOVEMBER 3-4, 2020**

GEORGIA WORLD CONGRESS CENTER
ATLANTA, GA

REGISTER TODAY!

Join us for the U.S.'s largest gathering of HME products, services, software, and educational opportunities. Learn from experts in the conference sessions, vendors in the expo hall, and from your fellow HME peers. Use code **HCMAG20** to receive a free expo pass*.

REGISTER WITH
CONFIDENCE



Learn more at medtrade.com/confidence

Produced by:



* Free expo pass offer valid for qualified attendees only and does not apply to non-exhibiting manufacturers/producers/distributors.

AAHOMECARE
American Association for Homecare

THE PATRIOT

Solid Surface Ramp System

- 1,000 lb Weight Capacity
- Simple Installation
- Solid Decking with Slip-Resistant Tread
- TIG Welded Aluminum Construction
- Picket Railing Available
- Powder-Coat Options Available
- 100% American Made



THE XM

Open Weave System

- 1,000 lb Weight Capacity
- Simple Installation
- Two-Way Traction
- TIG Welded Aluminum Construction
- Picket Railing Available
- Powder-Coat Options Available
- 100% American Made



THE ENTRADA

Commercial Ramp System

- ADA, IBC, BOCA, and OSHA Compliant System
- TIG Welded Aluminum Construction
- 42" Picket Guard Rails
- Smooth Continuous Handrails
- Grab Rail and Child Rail Available
- 12" Slip-Resistant Tread
- Powder-Coat Options Available



American Access

Access What Matters Most

(888) 790.9269

www.aaramps.com

Check 101 on index.