

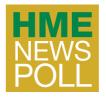
It's never been more important to attend Medtrade, says Kevin Gaffney

See page 30.



■ Product Spotlight:

This month we feature pediatric products like these animal nebulizer compression systems from Roscoe Medical. See pages 36-37



Are you getting discounts from manufacturers as a result of competitive bidding? If ves. how much? See results on

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- O&A: New AAH chairman, PAGE 3
- Newspoll: No one's happy with Round 2. PAGE 6

SMART TALK

■ This month, our columnists tackle packaging audit responses, challenging assumptions about co-pays and leveraging a cost approach. PAGE 16-17

COMMENTARY



■ HME retail guru Mike Kuller gives the word on the street from the 10th Annual Silicon Valley Baby Summit. What's the future of aging in place? Lively, GeriJoy, SmartBells

and more. PAGE 14

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Contract suppliers wait for rush

Confusion, kinks dominate first weeks of national mail-order program for diabetes supplies

BY THERESA FLAHERTY, Managing Editor

YARMOUTH, Maine - Contract suppliers say they've seen an increase in patient volume in the first few weeks of the national mail-order program for diabetes supplies, but

Therafirm

Therafirm, a Knit-Rite company.

state-of-the-art facility allows the

company to expand its capabili-

has moved its North Carolina

operations from Ellerbe to Hamlet. The newly renovated.

ties and capacity.

unwinds

it's likely just the tip of the iceberg.

"We think only a portion of displaced patients are coming to the market (right now)," said Mike Iskra, CEO of contract supplier Diabetes Care Club.

The mail-order program went

Stakeholders apply pressure, stand ready Where's the new pricing for Round 1?

live nationwide on July 1. Because most Medicare beneficiaries likely received one final three-month shipment from their previous suppliers, it could be another month or two before they need to find a new MAIL ORDER SEE PAGE 41

CONSOLIDATION

'No-man's land' for oxygen

BY THERESA FLAHERTY, Managing Editor

patients

HEN A local competitor closed its doors recently, provider Tyler Riddle had bad news for its capped-out oxygen patients: He couldn't take them.

"I am not going to take capped patients regardless of how nice a guy I am," said Riddle, vice president of Albany, Ga.-based MRS Homecare. "We give them a letter explaining that they are in this magical doughnut hole and there's nothing we can do. They are just shocked."

Under the oxygen cap—implemented in 2009—providers cannot bill for patients after 36 months, but they must still service them.

Once patients hit 60 months, providers can supply a new oxygen

The patient collections race

BY LIZ BEAULIEU, Editor

YARMOUTH, Maine - Invacare's decision to close Invacare HCS on Aug. 30 has set off a blitz of activity among patient collections companies.

In the wake of the news, Strategic AR and Brightree, which previously had a marketing agreement with Invacare HCS, announced that they would integrate their solutions. Then A/R Allegiance Group announced it had partnered with Dave Bargmann, co-founder



Kevin Winkley D. Bargmann

of HCS, to ramp up sales and marketing efforts.

Invacare has declined to say how many Invacare HCS customers are

up for grabs. But when Invacare bought HCS from Bargmann and his wife, Lisa Bargmann, in 2008, it had 300 customers.

'JOINED AT THE HIP'

While it's not uncommon for companies in the industry to have agreements whereby they recommend each other's respective products and services, Strategic AR and Brightree have plans for an "extremely tight integration' of their patient collections and COLLECT SEE PAGE 40

Complex rehab as capped rental?

BY ELIZABETH DEPREY, Associate Editor

WASHINGTON - CMS proposes saving millions of dollars by reclassifying certain HME as cappedrental items, but stakeholders say this move doesn't make sense for pediatric and tilt-in-space complex wheelchairs.

CMS issued a proposed rule July 3 that, among other things, clarifies the definition of routinely purchased equipment, effectively making about 80 codes, including certain complex rehab codes, cappedrental items.

"They're basing these savings on the fact that most capped rental items are returned after eight months," said Rita Hostak,

CAPPED SEE PAGE 24