



■ Provider safeguards must be clearly defined in CMS prepay review process, says attorney Stephen Azia. **See page 11.**



■ **Product Spotlight:** This month we feature scooters, like this Victory Sport Scooter from Pride Mobility, as well as ramps, vehicle lifts and accessories. **See pages 26-27.**



■ Most HME providers track patient satisfaction levels. Are they seeing a decline or increase this year? **See results on page 31.**

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HME News

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■ Deadline looms in Nichole Medical case. **PAGE 3**

SMART TALK

■ This month, our columnists tackle strategies, emergencies. **PAGES 12-13**

COMMENTARY



■ HME providers that take the time to evaluate the reasons why their claims get denied have an opportunity to prevent future denials and improve efficiency, says billing expert Andrea Stark. **PAGE 11**

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PROVIDERS

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MPP bill: 100 co-sponsors or bust

BY LIZ BEAULIEU, Editor

WASHINGTON – With 80 co-sponsors in their back pockets and all-out lobbying efforts in December, industry stakeholders had direct aim at 100 co-sponsors for H.R. 6490 before the end of the year.

“Here’s hoping we can generate the noise needed to bring other co-sponsors on board,” said Wayne Stanfield, president and CEO of NAIMES. “Because it’s coming down to one simple thing: If we don’t have 100 or more, we’re done.”

When it comes to co-sponsors, it’s always the more the merrier, but stakeholders believe the bill’s sponsor, Rep. Tom Price, R-Ga., needs at least 100 co-sponsors to move H.R. 6490 out of committee and attach it to a larger piece of legislation.

Stakeholders hope that the call-in campaigns scheduled for Dec. 4 and 5 by The VGM Group and NAIMES, respectively, will do two things: focus the industry’s attention on the task at hand and, using sheer numbers, cut through

MPP SEE PAGE 8



Bling your ride

New Berlin, Wis.-based Home Care Medical recently launched a campaign that encourages their clients to personalize their walkers and rollators. See story on page 16.

Retail vs. mail order: OIG validates concerns

BY THERESA FLAHERTY, Managing Editor

WASHINGTON – A report from the Office of Inspector General (OIG) that shows beneficiaries are switching from mail order to retail to get their diabetes supplies doesn’t surprise industry stakeholders.

“I think this proves more definitively what we have long suspected,” said attorney Eric Zimmerman, a partner with McDermott Will & Emery and counsel to the Diabetes Access to Care Coalition. “We were anticipating this exact dynamic—beneficiaries

OIG SEE PAGE 24

Complex rehab in 2012: A year of consolidation

BY ELIZABETH DEPREY, Associate Editor

THE NATIONAL players in complex rehab have made a steady stream of acquisitions

of well-known providers like Glass Seating and Mobility, Care Medical and Chesapeake Rehab—a development that leaves stakeholders to speculate over the implications.

GEARHEAD DEPARTMENT

An easier push

New set of wheelchair wheels transforms every pound of force into two pounds of push

BY LIZ BEAULIEU, Editor

CHAMPAIGN, ILL. – Only a mechanical engineering student would see people using wheelchairs on a large university campus and think to himself: Why don’t those wheelchairs have gears?

“I’m kind of a gearhead, so my first thought was, ‘Why not take advantage of mechanics to make it easier to get around,’” said Scott Daigle, co-founder and CEO of Champaign, Ill.-based IntelliWheels. “I spent some late nights with a lot of Ramen noodles and coffee, and I came up with a design that I thought would work for people.”

That design would become Easy Push, which Daigle, who graduated in 2011 from the University of Illinois with a master’s degree in mechanical engineering, will roll out locally in January and nationally in March.

Simply put, Easy Push is a set of wheels that gives people using wheelchairs a 2:1 gear



PEOPLE BEHIND THE PRODUCT: Clockwise, Scott Daigle, co-founder and CEO; Marissa Siebel, co-founder and vice president of marketing; and Josh George, director of public relations.

ratio—for every pound of force they put on the hand rims, they get two pounds of push from the wheels.

PUSH SEE PAGE 30

ATG Rehab: Getting bigger, but staying small

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Not everyone’s selling

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“The reality is, there is some consolidation going on,” said Don Clayback, executive director of NCART. “You have companies

COMPLEX SEE PAGE 21