



■ **What's in a name?**
Karyn Estrella says an organization's name must reflect its work. **See page 13.**



■ **Product Spotlight:**
This month we feature oxygen therapy devices and related accessories like the Everflo stationary concentrator from Philips Respironics. **See pages 28-29.**



■ Most HME providers say they don't have a firm grasp of Medicare's new face-to-face rule. **See results on page 34.**

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■ Industry seeks delay on face-to-face rule implementation. **PAGE 3**

SMART TALK

■ This month, our columnists tackle retail pricing, outsourcing and more. **PAGES 14-15**

COMMENTARY



■ Andrea Stark says audits aren't going away, but she learned recently that it's possible to establish a reasonable dialogue with contractors and get results. **PAGE 12**

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LOBBYING LOLLAPALOOZA

Flurry of activity in bidding fight

BY THERESA FLAHERTY, Managing Editor

WASHINGTON — Rep. Glenn Thompson, R-Pa., told attendees at AAHomecare's Washington Legislative Conference in May that he planned to introduce a bill to delay Round 2 of competitive bidding and he delivered on that promise in June.

Thomson introduced the bill with Rep. Bruce Bralney, D-Iowa. It would delay Round 2 until Dec. 31, 2013, and the Round 1 re-compete until six months after Round 2.

"The awarding of bids to unlicensed

suppliers is truly in need of a hearing," Thompson told attendees. "We will need people to go to the floor to elevate this."

Before introducing the bill, Thompson and Bralney sent a letter to CMS Administrator Marilyn Tavenner signed by 227 representatives in the House—a majority—asking for a delay.

Members of the Tennessee delegation also sent a letter to Tavenner on May 20 voicing their concerns.

"We saw how blatantly CMS is violating its own rules," Rep. Marsha Blackburn, R-Tenn., told attendees.

With the July 1 start date of Round

BIDDING SEE PAGE 33

BREAKING NEWS

Reps. Thompson, Bralney introduce bill to delay, review bid program.

Docs agree: Prescription process is burdensome

BY THERESA FLAHERTY, Managing Editor

LEAWOOD, Kan. — A request from family physicians to simplify the Medicare requirements for diabetes supplies could ultimately help suppliers beleaguered by audits.

In a May 8 letter to CMS Administrator Marilyn Tavenner, the American Academy of Family Physicians (AAFP) describes the current criteria—documenting that the patient has diabetes, specifying the frequency of testing and length of need, and verifying that the glucometer is designed for home use—as "burdensome and non-value added."

You won't get any argument from the diabetes supplier

LETTER SEE PAGE 33

MONEYLINE

Regionals make 'bold' moves

Landauer, Allcare Medical merge; Norco buys two West Coast providers

BY THERESA FLAHERTY, Managing Editor

COMPANIES THAT plan to participate in competitive bidding have begun to consolidate in the lead up to July 1.

In May, Mount Vernon, N.Y.-based Landauer Metropolitan merged with Plainview, N.Y.-based Allcare Medical to create one of the largest providers in

the Northeast. The deal allows Landauer, which wasn't offered any Round 2 contracts, to keep its considerable hand in the Medicare business. It currently serves 350,000 patients through 28 locations in nine states.

Allcare, with six locations in three states, accepted 63 contracts in eight product categories across nine competitive bidding areas.



Lou Rocco

"We are doing this not just to sustain current revenue levels and make up for the price cuts with cost cutting or layoffs," said Win Hayes, CEO of Allcare, who will become

M&A SEE PAGE 18

Provider gets buy-in from investor

BY ELIZABETH DEPREY, Associate Editor

WILMINGTON, N.C. — 101 Mobility CEO Dave Pazgan says a recent capital infusion by a private equity firm is just what his company needs to grow to its full

potential.

"It's important if we're going to grow quickly that we have the resources we need to get it done," said Pazgan, who founded the company in 2010.

In May, 101 Mobility entered

into an equity partnership with New York-based Cortec Group, the same firm that acquired Harmar Mobility in July 2012. 101 Mobility offers accessibility products, like lifts and ramps,

EQUITY SEE PAGE 22



Dropping in on the VP

Tom Powers of The VGM Group (left) and Kelly Turner of People for Quality Care (right) recently completed a whirlwind three-day trip to Washington, D.C., to talk to legislators about competitive bidding. They had a meeting in the White House and when Vice President Joe Biden heard they were in the building, "he wanted to meet with us," explains Powers, who is a friend of the vice president. He was in the middle of being briefed by his national security staff, but Biden took time out to visit and pose for pictures.