

Home HealthCareTODAY™



PATIENT FINANCING

the “Missing Piece”
to Higher Revenues and
Happier Patients

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BREAKING NEWS!

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10 tips for winning more doctor referrals for your business

(cracker)
a “Barrel” of
Treasure
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your prize!... p. 3*



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applied-inc.com OCTOBER, 2017

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*Our tips to help you get the
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The World's Shortest Definition of Economics

Once upon a time, in a kingdom far away from audits and competitive bidding, there lived a king and his beautiful daughter, Lysandra. Angry one day at his inability to understand economic theory, the king summoned his top three economic advisors to a summit and announced a contest of extreme importance.

"You have three weeks to deliver to me the world's shortest definition of economics that I can understand," said the king. The prize to you will be my daughter, Lysandra, in marriage. But be advised: if the definition of economics you give me is too long and complicated, I will have your head chopped off," warned the king.

In three weeks the advisors all assembled with their definitions.

Advisor #1 went first and presented the king with a single page document that explained every facet of economics in one page. But after trying to understand it, the king exploded in a rage and yelled: "Off with his head."

Advisor #2 went next and gave the king a single paragraph. However, it still stumped the king and ended with the king's request to chop off his head as well.

But when Advisor #3 gave the king a one-sentence explanation of everything there was to know about economics, a smile formed on the king's face. "You have won!" shouted the king. "You may marry Lysandra because you have taught me all I will ever need to know about economics."

With that, the king held up the winning sentence for all to see. Written on a plain piece of paper it said: "**THERE IS NO SUCH THING AS A FREE LUNCH.**"

That's also true in selling POCs today. There are no shortcuts to ramping up sales. But there are plenty of *great* ideas throughout this magazine that can help you. I hope you enjoy reading this issue as much as we enjoyed putting it together. And be sure to ask your OxyGo® rep how to sell more OxyGo and OxyGo FIT™ POCs today with our great new customer financing options — **OxyCare TOTAL Advantage** and **Care Credit**.

Victoria

Editor In Chief, *Home HealthCare TODAY* | vmarquard@applied-inc.com



VICTORIA MARQUARD-SCHULTZ

Editor In Chief,
Managing Director

Victoria Marquard-Schultz, Esq. is Applied Home Healthcare Equipment's Managing Director. She has over 20 years experience with Applied, and has worked with the Federal Judiciary and the Prosecutor's Office in Michigan. She has written several scholarly legal publications and was an expert columnist in *HME News Smart Talk* and featured in *Homecare Magazine*. Victoria has recently earned her PLDA from Harvard Business School.

EAT UP! There's a "Barrel of Treasure" hidden in this issue!

Enjoy pancakes, eggs and MORE with this \$100 Cracker Barrel gift card!

Use it to satisfy that "old country craving" for tasty delights from a travel stop known for its home style cooking and gracious service. Good at their gift stores, too! Just find the buried treasure chest inside this issue and submit its location: homehealthcaredotoday.org/treasure

If more than one correct answer is received, a special drawing will be held to break ties and determine the \$100 gift card winner.

Congrats to last issue's winner of a \$100 Georgetown Cupcake gift card! Dawn Burrafato, Business Operations Manager at Advance Medical Supply in Wayne, New Jersey

Hurry! — This contest ends on 11/30/17. The winner will be announced in the next issue.





WHAT ABOUT BOB?

Using Credit to Leverage Cash Sales

Being Manager of Respiratory Therapy for the Cleveland Clinic was one of the most rewarding experiences of my life. We were part of the Cleveland Clinic at Home division which also included Home Health Nursing, Home Health Hospice and Pharmacy.

I basically started from scratch on my first day. We had no forms, policies or procedures. I was initially given two 4'x 8' shelves in the warehouse because my administration thought that RT was just tubing and connectors. They thought differently after the first 24 hours. As our patient base grew quickly, so did the demand for portable oxygen.

We had many patients who traveled and needed oxygen to meet their needs. Back then we were limited as to what we could provide. Our first transportable concentrators weighed 19 lbs. and although they did a much nicer job than cylinders, they were still bulky to navigate and heavy for the patients to pick up. And many of our patients could not afford them because access to credit was so restrictive.

Flash forward to today and you can show almost all your patients an affordable path to purchasing POCs and other homecare products.

This is because at OxyGo®, we have added two new financing programs that I know will help you increase cash sales and overcome customer affordability issues: **OxyCare Total Advantage™** and **Care Credit Advantage**. There are 78 million baby boomers retiring at a rate of 10,000 per day! These folks are not opposed to paying out of pocket for products and services.

I remember how many of my patients could have benefited from these new finance programs. Let me briefly tell you about them. Looking back now, I can't help but think of all of the patients they would have helped to enjoy a better quality of life, had they been available.

With the new OxyCare Total Advantage program, patients can own their equipment with low monthly payments—and you get cash for the equipment sale quickly. Surveys show that thousands of POC cash purchases are lost due to lack of availability of patient payment plans. OxyCare Total Advantage projects that POC sales will increase by 20% for providers offering the program.

What is OxyCare Total Advantage?

It's a fixed term loan for patients purchasing from \$1,000 to \$10,000 of your store products. Patients can pay as little as \$63 per month and the provider gets paid fast, often the next day. The program can be used to finance any home healthcare equipment (not just OxyGo POCs) at any participating provider.

There is NO COST to sign up for OxyCare Total Advantage. All you have to do is complete the application, call us at 855-410-4493 to register, and we will send you patient applications, contracts and an OxyCare Total Advantage start-up kit.

Along with the OxyCare Total Advantage program, we are proud to offer the Care Credit credit card.

What is the Care Credit credit card?

This card helps your patients be prepared for unexpected healthcare needs that can pop up any day. The card is well established in the healthcare community, with 195,000 merchant locations currently enrolled. There are over 10 million Care Credit card holders today.

Join them! ... Enroll today! You will find lots of detailed information elsewhere throughout this magazine.

Thanks for reading,

Bob McQuown, R.R.T.

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CREDIT FINANCING OPTIONS

Your HME Ticket to Higher Revenues... and Happier Patients

by Dave Marquard
Founder, Owner, and CEO, OxyGo, LLC

Eleven years ago Muhammad Yunus, a Bangladeshi, won the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit and microfinance. The bank specializes in giving loans to entrepreneurs too poor to qualify for traditional bank lending loan packages. Its loans have made a tremendous difference in the quality of life for millions of people. The citation for Yunus and the bank included praise “for their efforts through microcredit and microfinance to create economic and social development from below”.

Creative and generous credit programs, used responsibly, are very powerful tools to improve the quality of life for patients and care givers. Dr. Yunus’s first loan was \$27.00 USD to 42 borrowers (mostly poor women) in one small village. They made an average profit of \$0.02 per dollar and created small businesses that even today feed their families. The loans were repaid in full.

Today, Dr. Yunus’s Grameen Bank loans 7 million borrowers an average of \$862 of which 94% are poor women starting small businesses to feed their families. The repayment rate is currently between 98 and 99%.

While homecare credit programs are not going to win the Nobel Peace Prize, the United States Presidential Medal of Freedom and / or Congressional Gold Medal, which were won by Dr. Yunus, we too can help millions of patients have a better life. Nothing makes us a happier in the home healthcare industry than the words we so love to hear: **“Thank you. You gave me back my life”**.

I believe the power of imagination behind our two newest financing program offers, OxyCare Total Advantage™ and Care Credit, is transformative. They are



available through providers like yourself right now and are showing that they, too, have great promise for improving millions of lives. You are missing the boat for yourself and your patients if you do not sign up for *both* OxyCare Total Advantage and Care Credit.

Specifically, these new credit tools are empowering patients and providers as never before. They enable patients to acquire HME equipment such as portable oxygen equipment (POCs), power chairs, scooters, and more... even if their credit is capped out or nearing its cap. Think about it! There are plenty of patients who would acquire better or *more* equipment from you if they thought they could afford it.

OxyCare Total Advantage gives them the affordability and confidence to make purchases from you that they might otherwise have been afraid to make. And Care Credit puts the power of numbers on your side with more than eleven million people carrying that card—many of them potential customers for you.

Signing up is easy. Just contact your local OxyGo® sales representative today or call us toll free at 888-327-7300 and touch 1 for Customer Care.

These same credit tools are a win-win for providers because they provide much needed new revenue and profits to offset declining reimbursements.

Turn the page to learn more about these two innovative new financing options...



INNOVATIVE FINANCING

to help your business and patients

Keep Goingsm

There are 78 million baby boomers (people born between 1946 and 1964), retiring at a rate of 10,000 per day. This consumer group is accustomed to paying for things out-of-pocket. Successful DMEs should be focused on selling equipment upgrades—and selling items for cash.

To help providers in this changing market, and to allow patients access to the best POCs and homecare equipment available, OxyGo[®] is proud to introduce two new patient financing options:



Why would my patients want OxyCare Total Advantage if they already have MasterCard or Visa credit cards?

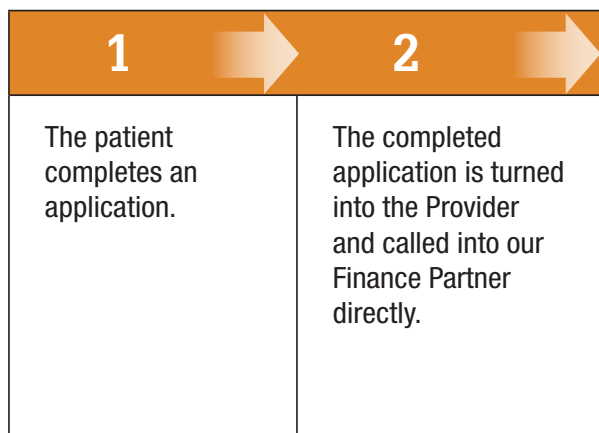
MasterCard or Visa credit card holders are what we call Responsible Credit Users or “RCUs”. RCUs know how to use credit responsibly and will recognize the unique insurance and other advantages that OxyCare Total Advantage and Care Credit offer over their current credit cards while in your store. Neither MasterCard or Visa are designed or have the many unique & often exclusive features required by patients.

Why can't a provider wait until a patient asks for OxyCare Total Advantage or Care Credit and then sign up?

The meek may inherit the earth but they will never do a good job of maximizing your revenues. The idea is for you, as a provider, to be proactive—not reactive. Many patients simply do not know about these new credit programs that are much more flexible and payment-friendly than anything they may have used before.

Providers shouldn't wait for their competitors to provide HME equipment that vastly improves the patient's quality of life. Providers should learn about these great programs, often with little or no cost, and reach out to their patients. They shouldn't wait for another reimbursement cut or their own financial crisis to take action. Sign up now!

How does OxyCare Total Advantage work?



My patients are poor or indigent and don't have any credit!

These programs are designed for your less (financially) fortunate patients also. For example, OxyCare Total Advantage reaches patients with FICO scores as low as 500. While these patients might have to put up some money as a down payment, that's okay. This is because the down payment is paid directly to you, the provider. You can keep the down payment as an immediate and welcome infusion of cash into your business.

Is the provider responsible for the loan or credit card charge?

No, these are non-recourse loans or charges. The provider is not responsible. Common sense says, though, that if you see or suspect something fraudulent—report it. This would be true for any business transaction.

Are there really 11 million Care Credit card holders out there?

Yes, and more are joining every day. The numbers are huge. And there are around 4 million OxyCare Total Advantage contracts in force today.

How do I sign up?

Contact your local OxyGo sales representative or OxyGo Customer Care:

855-410-4493
med@applied-inc.com

Should I sign up for both programs?

Yes, OxyCare Total Advantage and Care Credit are different programs that provide widely different patient financing options. For example: with OxyCare Total Advantage reaching FICO scores as low as 500, the program is very much like a furniture or other retailer's in-store credit plan. However, it is considerably more aggressive in trying to serve as many patients as possible. There is really no financing option comparable to it anywhere.

The Care Credit card is a specialized medical products credit card, specifically designed to improve the lives of your patients with options and services. It is nothing like Visa, MasterCard, or even American Express. Only Care Credit offers your patients features such as insurance that pays off if a patient can't pay, dies, or is disabled.

Is this the credit future of HME Providers?

Yes, absolutely! These credit programs should be a vital part of any provider's future.

As one DME offering OxyCare Total Advantage in Arizona told us ...

"It has opened up revenue gains for us I never thought possible, in just the first few days of my signing up. I am going to start advertising it on my box truck!"



3	4	5	6	7
Our Finance Partner informs the Provider of loan approval for the patient.	The Provider completes the contract with help from our Finance Partner.	The patient signs the contract.	The Provider sends the signed application, contract, and itemized invoice of purchase to our Finance Partner.	Our Finance Partner pays the Provider on the contract, after the patient receives their product(s), normally within 1 business day.



You focus on
PATIENTS.

We focus on **PAYMENTS.**

CareCredit is a health, wellness, and personal care credit card that gives patients an easy way to get the products and services they want and need, and pay over time for deductibles, co-pays, and costs not covered by insurance.* CareCredit has 10 million cardholders and is accepted at 200,000 enrolled locations. You get paid in two business days, helping you achieve your business goals. **Call to enroll today!**

*Subject to credit approval



CALL 877.375.8069 | **VISIT** www.carecredit.com/2017

Visit us at Medtrade 2017 in Atlanta: **Booth #1245**

With an OxyCare Total Advantage Finance Customer

by Rob Saltzstein, Contributing Editor

serendipity: | serən'dipədē | *noun*

the occurrence and development of events by chance in a happy or beneficial way.
good fortune; luck.

For Shirley Rice, a Sun City West, AZ, resident who was forced into early retirement by an on-the-job injury, discovering OxyCare Total Advantage™ financing was a serendipitous event that made her whole life better.

Shirley, a former Ventura, CA school bus driver, injured both of her arms more than six years ago lifting garage doors while on the job. No longer able to work, she retired to Arizona where she also developed COPD. Her worker's comp insurance settlement paid for home oxygen delivery but authorized only two tanks per month.

"It pretty much kept me home," said Shirley. "I felt chained to the house."

Then came a fortuitous event. "A friend told me about POCs," said Shirley. "I had seen them advertised on TV but really didn't make the connection that they could help me so much in my life. The friend allowed me to borrow her POC for a month and I really loved it," said Shirley. She liked it so much she wanted to buy one but just didn't have the cash flow to make her POC purchase.

Shirley continued: "I looked at POCs from Discount Medical Equipment in Wickenburg, AZ and really liked the OxyGo® POC. The owner, Ruben Lopez, showed me how easy they were to operate. They were much lighter than my friend's unit and a showed me exactly how much oxygen I had left. That's a feature I really liked. But I am not the type of person who likes debt and I am on a fixed income. I have two Visa cards and thought about using them but, you know, with those cards, if you keep adding to them you never get your debts paid off. And I wanted to be debt free. So I made up my mind that I would not buy the OxyGo POC until I had paid the cards off."

At that point Ruben told Shirley about a new credit program he was signing up for called OxyCare Total Advantage. "He said he thought the program was just right

for me and offered to come out to my house and explain it to me when his paperwork was complete," said Shirley.

"And that's how I found out about the OxyCare Total Advantage credit program. Ruben came out to my house with his assistant, Michelle McKnight. They explained the program to me. We went through it very carefully and Michelle explained all the details.

I really liked the flexibility the OxyGo credit offered in that it had multiple monthly payment options to choose from. I took the second option and didn't stress anymore knowing I could easily afford the payment. My daughter was going to get married soon and I hated the idea of walking down the aisle dragging an oxygen tank. OxyGo freed me not to have to do that."

Shirley said that she was impressed and really liked the fact that representatives from the finance company called her several times to make sure she was happy with the program.

"I told them I was thrilled to death with my OxyGo, and that with it God had opened a window and given me my freedom and my life back."

When asked what else she liked about the OxyCare Total Advantage finance program, Shirley said the cost and ease of getting approved was another deciding factor. "The finance people were really easy to work with and the credit terms had low rates and were more affordable than any credit card," she said.

"I think it is a very fair program and feel very satisfied that I made the right choice to go with the OxyCare financing. Otherwise, I could not have afforded to buy my OxyGo POC and it's made such a huge and happy difference in my life. I am so glad Ruben told me about the program," she concluded. ■

FIME 2017 Makes Orlando Debut

by Rob Saltzstein, Contributing Editor

The FIME 2017 Show (*Florida International Medical Expo*), which bills itself as “The Largest Medical Trade Fair Across the Americas” moved to Orlando, FL for the first time this past August. Considered a gateway for selling all types of medical equipment and products to Central and South America, the Caribbean plus North America, FIME had previously been held only in South Florida. Due to construction and renovation at the Miami Beach Convention Center, it moved to the Orange County Convention Center for 2017 and 2018.

“Had we stayed in Miami Beach, we would have had to deal with 40% less floor space,” said Dave Panther, Vice President of Global Sales for Informa, new owners of the show. “Ongoing construction in Miami will keep us in Orlando next year and no decision has yet been made as to where this show will be in 2019,” Panther said.

Attendance evaluations for the 2017 FIME show varied from enthusiastic to disappointing, depending on which of the over 1,640 exhibitors were asked to rate the quality of visitor attendance.

Jon Schultz, sales director for OxyGo® POCs, said the 2017 show was very good—if not stronger—than the 2016 show. “We experienced a lot of genuine interest in our portable oxygen concentrators (POCs) in Orlando this year,” said Jon. “I think the family atmosphere of Orlando, plus its larger exhibit hall, really helped.”

Jon noted that distributors and agents from Mexico and Central America were especially eager to learn about OxyGo’s standard, five setting POC and the company’s new ultra-lightweight (under three pounds), three setting OxyGo FIT™ POC.

Also echoing Jon’s positive assessment of attendance was Danya Morozowich, Key Account Manager for Hi-Tech Medical in Abbeville, SC. “We do all kinds of tubing



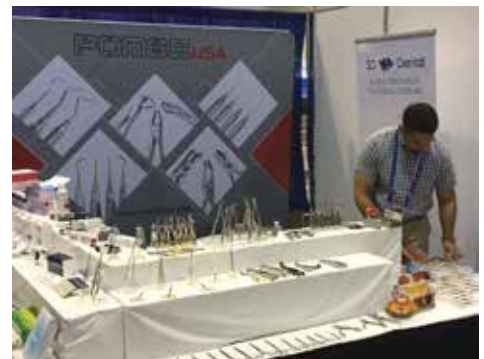
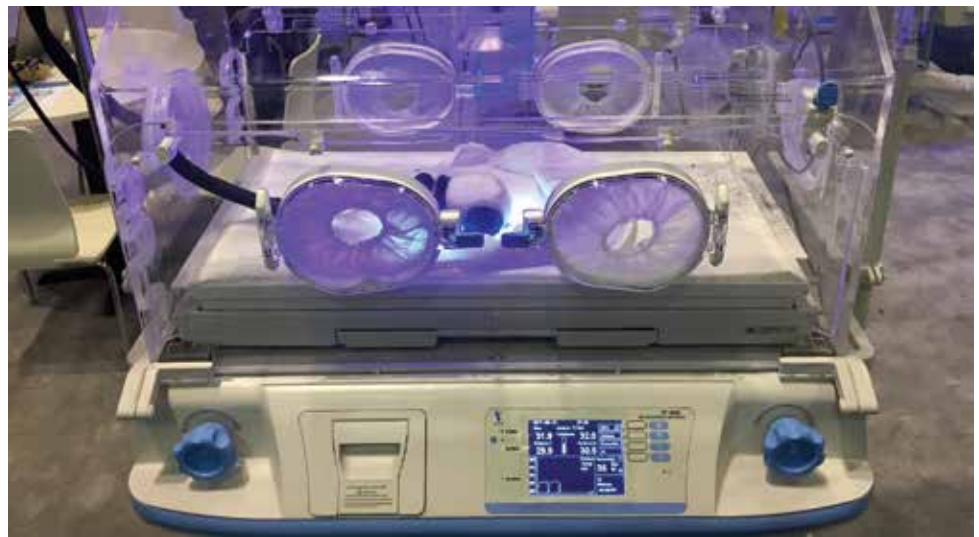
for different applications. FIME 2017 has been a good show, providing good leads for us. We want to establish more business in South America with tubing and this show is helping us,” Danya said.

DMEs attending the show, looking for new products to offer, found plenty of potential retail products to evaluate. Tenura, a Manchester, England-based company making anti-slip and grip products for independent living, attracted lots of interest in its bottle and jar openers.

Several companies offered diabetic shoes. The Chinese pavilion offered many homecare products in addition to high tech surgical instruments and equipment. Scales for measuring body weight, from low cost to very pricey, caught the attention of many attendees.

Some oddball products, often not associated with medical shows, were also on display. There was a booth displaying Russian blue diamonds. “We go to medical shows because lots of women attend them—plus men shop for wives. We don’t go to jewelry store shows because they present too much competition,” said Product Manager, Natalie Rubiano in the Russian blue diamond booth.

A California-based company, Hotshotz Reusable Heat Packs, did a brisk business selling reusable heat packs



for cash right on the show floor. Jay Schexnayder, CEO, said sales were very strong. Many of the heat packs he offered were hand warmers available in a wide range of different sizes.

Also, scattered throughout the show were skin care products that promised to eliminate face and hand wrinkles. There were at least ten such booths and some of the personnel manning those booths were very aggressive in trying to pull passers-by into their booths for product sampling. One even pulled the author of this article into his booth saying, "God sent you to me!"

The FIME acquisition is one of the latest moves by London-based Informa in its strategy to increase its exhibit presence in the overall U.S. market. Informa made a blockbuster deal for Hanley Wood Exhibitions in 2014 and also recently acquired the U.S. show organizers Virgo Group and Orlando MegaCon. ■

Attendance evaluations for the 2017 FIME show varied from enthusiastic to disappointing, depending on which of the over 1,640 exhibitors were asked to rate the quality of visitor attendance.

FIME		AGENDA
3D MEDICAL PRINTING		DAY 1 Tuesday, 8 August 2017
10:00 Opening remarks Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA	10:00	SESSION 2: IMPROVING PATIENT OUTCOMES 10:00 Dr. Joseph L. Smith, Director, Clinical Operations, Cleveland Clinic, Cleveland, OH, USA 10:15 Dr. Michael J. Smith, Director, Clinical Operations, Cleveland Clinic, Cleveland, OH, USA 10:30 Dr. Michael J. Smith, Director, Clinical Operations, Cleveland Clinic, Cleveland, OH, USA
10:30 SESSION 1: STATE OF THE ART LECTURES 10:30 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:05 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:25 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:35 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA	11:00	SESSION 3: CHALLENGES IN REGENERATIVE MEDICINE 11:00 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:30 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA
HEALTH TECHNOLOGY INNOVATIONS		DAY 2 Wednesday, 9 August 2017
10:00 Opening remarks Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:30 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:05 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:25 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:35 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA	10:00	SESSION 4: THE FUTURE OF HEALTHCARE 10:00 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:30 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:05 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:25 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:35 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA
NURSING CONFERENCE		DAY 3 Thursday, 10 August 2017
10:00 Opening remarks Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:30 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:05 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:25 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:35 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA	10:00	SESSION 5: THE FUTURE OF NURSING 10:00 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:30 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 10:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:05 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:15 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:25 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:35 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:45 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA 11:55 Dr. Mike Sato, Director, Government Affairs, 3D Systems, Inc., Charlotte, NC, USA

The POCs Patients will pay for **OUT OF POCKET!**

It's easy to see why the OxyGo[®] Family of POCs is the most demanded by patients. OxyGo truly gives patients the freedom to Keep Going—without the burden of heavy tanks, cords or long tubing. This high demand makes both OxyGo and OxyGo FIT[™] great retail items for your business!

PLUS—with the revolutionary OxyCare Total Advantage[™] Program, you can now provide patient access to affordable financing options for *any* budget. There is virtually nothing in your store that can't be financed and sold right on the spot with this program.

More sales for you—More flexibility for your patients! **It's a TOTAL WIN-WIN.**

Oxy
CARE
TOTAL ADVANTAGE[™]



OxyGo FIT[™]
5.9" x 2.7" x 7.2"
2.8 lbs.
5 hour battery*

Ask your local OxyGo sales representative for more details or contact us:

www.oxygo.life/financing | 855-410-4493 | financing@oxygo.life

Visit www.oxygo.life/financing for instant patient financing application and details. Financing subject to credit approval.

* on setting 1 with optional double battery

Healthcare Privacy & Confidentiality Requirements:



WHAT EVERY DME NEEDS TO KNOW

by Rob Saltzstein, Contributing Editor

Sometimes what looks easy is quite complex.

Take, for example, the Healthcare Insurance and Portability and Accountability Act.

It has been around since 1996 but many DMEs still may not understand how important it is to follow certain principles to maintain accreditation.

As I was perusing the Internet, I came across an important-to-read healthcare blog by Steve DeGenero, Director of Survey Services, for Healthcare Quality Association on Accreditation (HQAA), Waterloo, Iowa.

In his blog, DeGenero emphasizes the importance of “maintaining secure medical records.” Companies should have policies and procedures for dealing with the protection of patient records, controlling who at the company has access to the records, how records are stored, and how and when information is disclosed to outside entities.

PERFORM REGULAR SELF-AUDITS

DeGenero suggests conducting a quick self-audit of your business to ensure you are compliant, paying careful attention to the following common challenges:

1. Make sure patient lists, delivery schedules, and maintenance records are not posted or hung up in areas where public or vendors can see them.
2. Are computer screens set up in such a way that customers can't see them over a counter?
3. When staff leaves their office, cubicle, or workstation, is the computer shut off, password protected, and secure? Are paper records, stored away in a desk or file rather than left out on the desktop?
4. Are your staff members aware of the company's policy regarding patient record storage and access and do they understand their role in protecting patient privacy?
5. Does delivery staff secure patient information in their vehicles? Are they cognizant of protecting patient information when they are in a patient home?
6. Many years after HIPAA went into effect, there are still casual breaches in lunchrooms and restaurants and out in the community. Every surveyor has seen examples of delivery personnel walking into a retirement home and having “patient A” ask how “patient B” down the hall is doing. Train staff to handle situations like this. ■

*HQAA, Inc. is based in Waterloo, Iowa. It specializes in healthcare accreditation for DMEs and HMEs. Parts of this article were reprinted with permission of HQAA, Inc.
blog.hqaa.org/HQAA-blog*

Is OxyGo® Right for Your Patients?

ABSOLUTELY! Thousands of patients love the OxyGo family of Portable Oxygen Concentrators, and so will yours. With their compact size, light weight, and long battery life, you can clearly see how OxyGo outperforms all other concentrators on the market. What makes OxyGo POCs so unique is their extremely high reliability rate, outstanding warranty, and innovative design that reduces unit down-time.



OxyGo 5 Setting

8.75" x 3.0" x 7.25" 4.8 lbs.

The original OxyGo has 5 pulse flow settings (highest portable O₂ output available today), 1,050 ml output, and up to 10.25 hours* of battery life—all in a compact, portable unit that weighs less than 5 pounds. OxyGo also has user replaceable batteries and sieve beds that keeps OxyGo in the field working for patients. And with its NEW 5 year warranty, OxyGo is truly designed to Keep Going.

OxyGo 5 Setting Comes With:

- Standard 4.75 hour battery
- 5 year warranty
- AC charger for in home, DC charger for car
- Durable carry bag with strap
- Nasal cannula

1400-1000

1400-1000-16 (system with double cell battery)



OxyGo FIT™

5.9" x 2.7" x 7.2" 2.8 lbs.

We named our newest POC the OxyGo FIT because it is going to “fit” into just about all of your oxygen patients’ lifestyles. It weighs just 2.8 pounds and has 3 settings, with 210 ml of oxygen per setting. The OxyGo FIT is well constructed and will operate for almost 3 hours using a standard, user-replaceable battery. It also has an optional larger battery, which will power the unit for up to 5 hours* and adds less than one-half pound in weight.

OxyGo FIT Comes With:

- Standard 2.7 hour battery
- 3 year warranty
- AC charger for in home, DC charger for car
- Durable carry bag with strap
- Nasal cannula

1400-2000

1400-2000-8 (system with double cell battery)

* double cell battery, setting 1

	Ultra-Lightweight			Lightweight				
	OxyGo FIT™ single cell battery	OxyGo FIT™ double cell battery	CAIRE® Focus®	OxyGo® single cell battery	OxyGo® double cell battery	Respironics SimplyGo Mini® std. battery	Inova Labs LifeChoice Activox 4L®	Precision EasyPulse POC-3®
O₂ Capacity	630 ml/min	630 ml/min	332 ml/min	1050 ml/min	1050 ml/min	1000 ml/min	450 ml/min	520 ml/min
Airline Approved	✓	✓	✓	✓	✓	✓	✓	✓
Single Solution	✓	✓	✗	✓	✓	✗	✗	✗
User Replaceable Batteries	✓	✓	✓	✓	✓	✓	✗	✗
Intelligent Delivery Technology	✓	✓	✗	✓	✓	✗	✗	✗
Flow Settings	1-3	1-3	2 only	1-5	1-5	1-5	1-4	1-3
Weight	2.8 lbs.	3.29 lbs.	2.3 lbs.	4.8 lbs.	5.8 lbs.	5.0 lbs.	4.8 lbs.	4.9 lbs.
	1.27 kg.	1.49 kg.	1.0 kg.	2.2 kg.	2.6 kg.	2.3 kg.	2.2 kg.	2.2 kg.
Battery Duration	UP TO 2.7 hours	UP TO 5.0 hours	UP TO 3.0 hours	UP TO 4.75 hours	UP TO 10.25 hours	UP TO 4.5 hours	UP TO 8.25 hours	UP TO 5.5 hours
Sound Level at setting 2	40 dB.	40 dB.	45 dB.	39 dB.	39 dB.	43 dB.	44 dB.	42 dB.

Experience the OxyGo Difference!

PROVIDER LOVE

We really love our providers. It sounds cheesy, but it's true. We want to partner with providers and help them with marketing, help them with earning cash sales in this climate and really see them succeed.

PATIENT PAY

Our new OxyCare Total Advantage™ program is a creative way for the patient to get their equipment NOW... the provider to get full payment NOW... and the patient pay in installments. It's a great way to get into retail and cash sales easily!

SHARED SUCCESS

We pass along sales to our providers. When patients call us, we call their provider (or assign one to them in their local area) and help the provider close that sale and keep that customer.

TOTAL PACKAGE

Success always comes down to everyone pulling together to achieve a common goal. With our quick customer service, tech support and customer-friendly attitude—plus the best POCs anywhere in the world as a lead product—it makes all the difference.

5 MUST-DOs at MEDTRADE 2017

by Rob Saltzstein, Contributing Editor

Once you arrive at Medtrade Fall 2017 in Atlanta... how do you make your time *really* count? As you take in the show and surrounding sights, here are our top five picks on what not to miss.

1 Keep a sharp lookout for show specials that can save you time, effort and money. You will find them scattered throughout the show. For example: stop by OxyGo® (booth #1129) and find out how you can try the OxyGo or OxyGo FIT™ portable oxygen concentrator for FREE—and why the OxyGo family of POCs is your “non-delivery” ticket to enhanced revenues.

2 Arrange for a tour of the dazzling new Mercedes-Benz stadium next to the show hall. Visit the new home of the NFL Atlanta Falcons. See the jaw-dropping 73,000-pound stainless steel sculpture of a falcon outside the stadium. It's sure to become an Atlanta landmark meeting spot.

Here's how the stadium authority promotes tour availability: “Whether you are a Falcons fan or not... or interested in a guided walk to explore the architecture, technology or art within the space... we can arrange a custom tour for you.”

3 Wise up and learn something new from the many great conference topics being offered. Here's our top recommendation on the best session to attend each day.

MONDAY, OCTOBER 23 | 2:15 pm – 3:15 pm

“Hot Button issues for DME Suppliers”

Learn more about:

- Restarting the 36 months for oxygen
- Patients switching suppliers
- Avoiding telehealth traps
- Assisting hospitals in preventing readmissions

TUESDAY, OCTOBER 24 | 4:00 pm – 5:30 pm

“Aging in Place: the future is so bright, you need to wear shades”


Learn the ins and outs of this evolving market because it promises a financial windfall for those who play it correctly.

WEDNESDAY, OCTOBER 25 | 1:30 pm – 2:30 pm

“Helping patients with out-of-pocket costs and financing”

Special financing has worked in many industries. This session will tell you how financing will help your patients purchase the DME they need and want. For a true story on how creative financing programs immediately opened up lucrative new revenues for a DME, stop by OxyGo (booth #1129) and ask about new OxyCare Total Advantage™ and Care Credit patient financing options.





4 Stop and visit Medtrade's New Product Pavilion. It's where you will see the most innovative HME products that have been on the market for less than a year. And it will give you a chance to cast your vote for your favorite new product.

5 Chow down at the Medtrade Power Lunch on Wednesday, October 25th. Fill your plate with a quick buffet-style lunch and then head to a pre-selected table where a moderator will kick off your roundtable group discussion. There are many topics to choose from. Take the best new ideas back to your office and implement them! (*see the article on page 9 of this issue for one example*)

plus...

12 MORE MEDTRADE TIPS

- ✓ Realize there are people at Medtrade you would otherwise have a difficult time seeing. Make it a point to see these usually hard-to-reach people. Don't squander the opportunity. There are no gatekeepers at a show.
- ✓ Bring two pairs of comfortable shoes and wear them on alternating days.
- ✓ Save time. Register in advance.
- ✓ Do your homework. Look over exhibitor lists in advance and make a plan. See the most important products and people to your business products first.
- ✓ Don't forget to bring business cards.
- ✓ Bring a zip lock bag for saving receipts. Then, when it comes time to do an expense report, you will be organized and have all the information and documentation you need at your finger tips.
- ✓ Pick your spots and stay away from crowded booths. Circle back when the traffic thins at a particular booth you want to visit.
- ✓ Dress well to be taken seriously.
- ✓ The earlier you attend each day, the less crowded Medtrade is likely to be. The first 90 minutes each day of Medtrade are usually the least crowded time to walk it each day.
- ✓ Use your smartphone to take pictures, where allowed. One photo can save 20 minutes of jotting down notes.
- ✓ Learn something new! Do yourself a favor and attend at least one of the many Medtrade conference sessions.
- ✓ Follow up with the important people you meet. A simple handwritten "It was nice to meet you" note is likely to go a long way.



262

Congressional visits
made during the
Washington
Legislative Conference



54,000

Emails sent to
Members of Congress
through the Action
Center



154

House members
endorsed rural
reimbursement relief
thanks to grassroots
advocacy

When we speak with **ONE VOICE**,
good things happen.

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American Association for Homecare | aahomecare.org | 202-372-0107

Spruce Up Your POC *with a* Designer Bag Look!

by Rob Saltzstein, Contributing Editor

A new craze has been sweeping the country: rock painting! It's being hailed as a new way of spreading happiness and kindness throughout your community. Now the concept has even been used to give a designer look to the cover that holds your POC in place.

Meet Anita Ross, a retired resident of Clinton, OH, who paints rocks for sheer happiness. Because of COPD, she has been on oxygen for years. For the past six months she has used her background as an artist to paint rocks and then hide them in plain sight—maybe at a post office... maybe at a grocery store... maybe on a hiking trail. The front of the rock has her drawing. The back has a label asking the finder to take a picture and post it on the Facebook group page, along with information on where it was found. When they are found, people smile, take the photo, and post it on Facebook.

The word spreads quickly. In NE Ohio there are several thousand Facebook members of a rock painting group. In Washington State, where the fad started about seven months ago, some rock painting groups have over 40,000 members. It's estimated that today there are over 70,000 members of Facebook rock painting groups nationally and the number continues to grow.

The idea is to spread the virtues of kindness and happiness throughout your community. When

people find a painted rock it brings smiles. They log on to the group's Facebook page to say where the rock was found and then they often hide them again. It's fun for those who hide them to see where they end up. Some pop up in other states. One made it all the way to Spain!

While painting rocks one day, it occurred to Anita to paint the carrying bag for her OxyGo® POC. She decided to decorate it with flowers and make a designer bag out of it. "People comment all the time about how cheerful it makes my concentrator look," Ross told *Home HealthCare TODAY* editors. Other POC users have seen how nicely decorated her POC looks and have inquired to Anita as to how they might paint their own POC cover. She has suggested such diverse possibilities as using baseball or football team logos, cartoon characters—whatever would make the POC owner smile.

Ross, who managed a machine shop for thirty years, is a talented enough artist that she once made a nice income selling her paintings. Art talent runs deep in her family and, like her mother, Anita joined the Ohio Tri-County Art Association. "I started with oil paints and sold lots of paintings. Some were seascapes, some barns, some trees—just about everything," said Ross.

But she stopped selling her artwork commercially when it became a job and she lost control



over what the subject of her painting would be. "I enjoy painting just for the sake of painting and always wanted to put some form of life into my paintings," said Ross. "That became less and less possible to do with paying clients," she continued.

Ross didn't know anything about rock painting groups on Facebook until a niece told her about them. Some of the pictures she has posted have drawn as many as 320 likes. She finds that painting rocks puts a smile on her face and at the same takes her mind off her breathing challenges. She credits the OxyGo unit she has with freeing her from the burden of heavy tanks and giving her life back. "I absolutely love my OxyGo. It's wonderful. Now I can travel to Arizona to see my grandchildren. My husband and I are going to drive there and I will just plug my OxyGo into the cigarette outlet and keep going," she said. ■

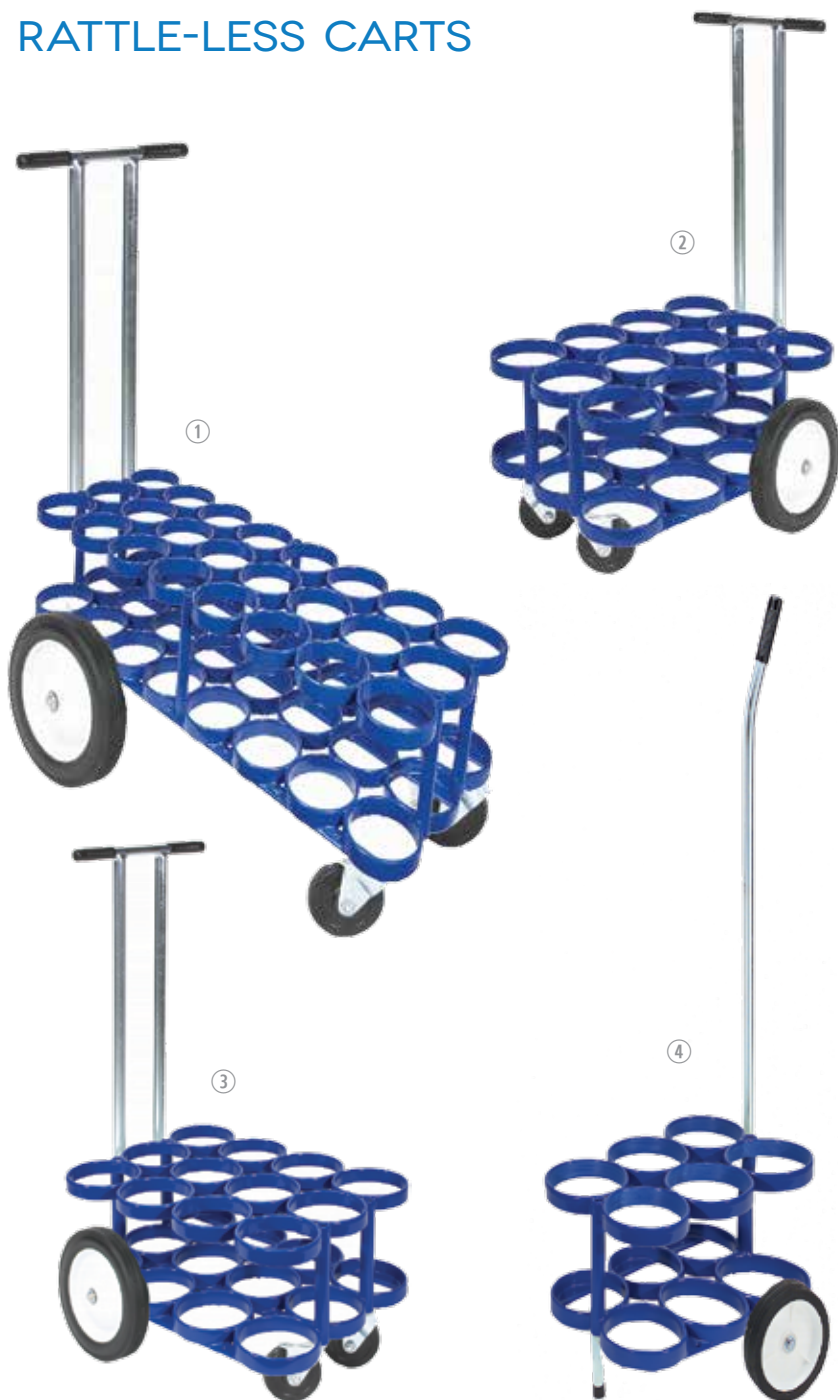
Home HealthCare TODAY would like to feature YOUR original OxyGo carry bag artwork in a future issue!

Send your photos and contact information to: vmarquard@applied-inc.com

Check Out Our "Do Not Disturb" Carts And Racks

Do you deliver to nursing homes, hospital or hospices? Be a favorite delivery of your customer by keeping your noise down. Our carts are covered with a proprietary coating that protects cylinders from damage and reduces noise.

RATTLE-LESS CARTS



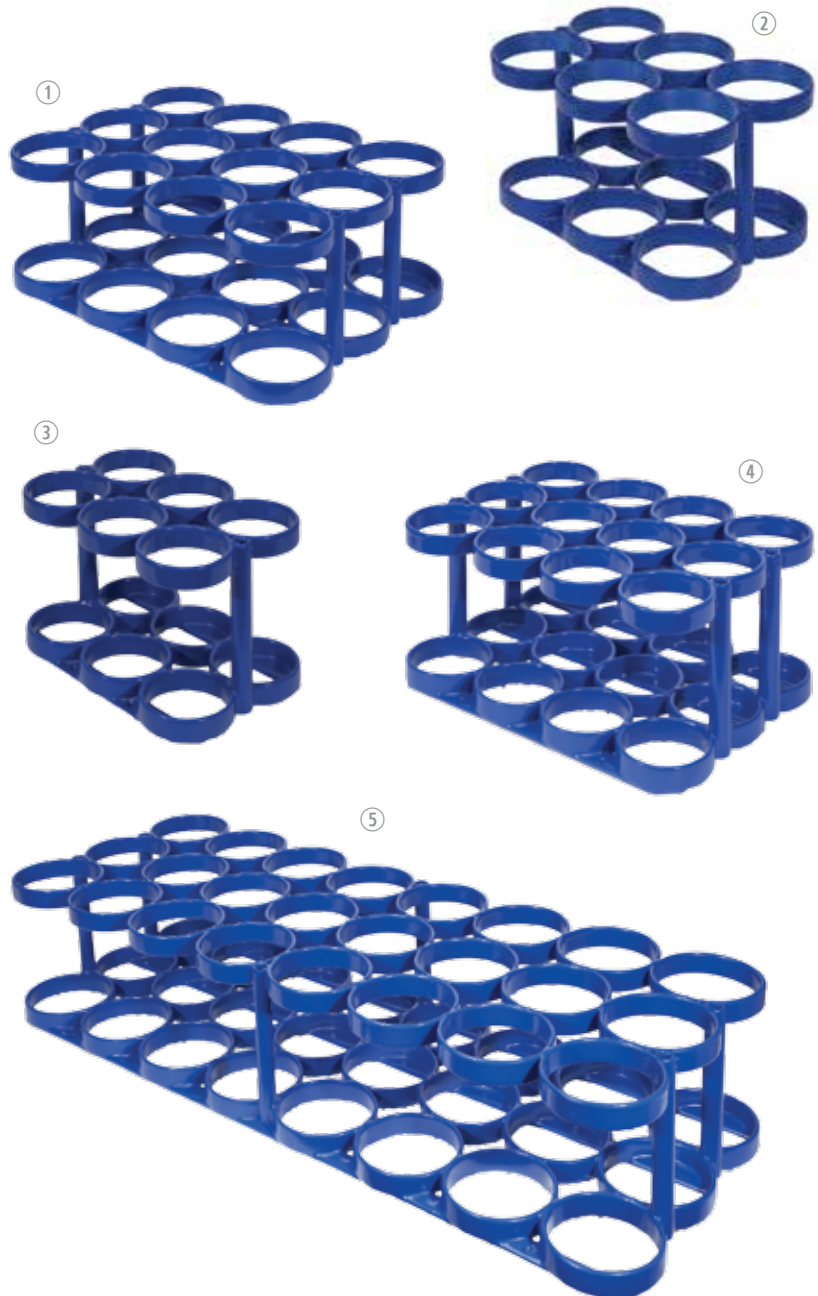
- 1 # 1100-1427
Rattle-Less Cylinder Cart,
Holds 24 M6 Cylinders.
36.75" H x 32" D x 15.5" W
Your Price = \$219.11
- 2 # 1100-1425
Rattle-Less Cylinder Cart,
Holds 12 M6 Cylinders.
36.75" H x 19" L x 15.5" W
Your Price = \$158.42
- 3 # 1100-1426
Rattle-Less Cylinder Cart,
Holds 12 D/E Cylinders.
36.75" H x 22" D x 20.25" W
Your Price = \$170.81
- 4 # 1100-1424
Rattle-Less Cylinder Cart,
Holds 6 M6 Cylinders.
39.5" H x 13" D x 12 1/16" W
Your Price = \$77.78
- 5 # 1100-1423 (not pictured)
Rattle-Less Cylinder Cart,
Holds 6 DE Cylinders.
39.5" H x 16.5" L x 13.75" W
Your Price = \$89.84

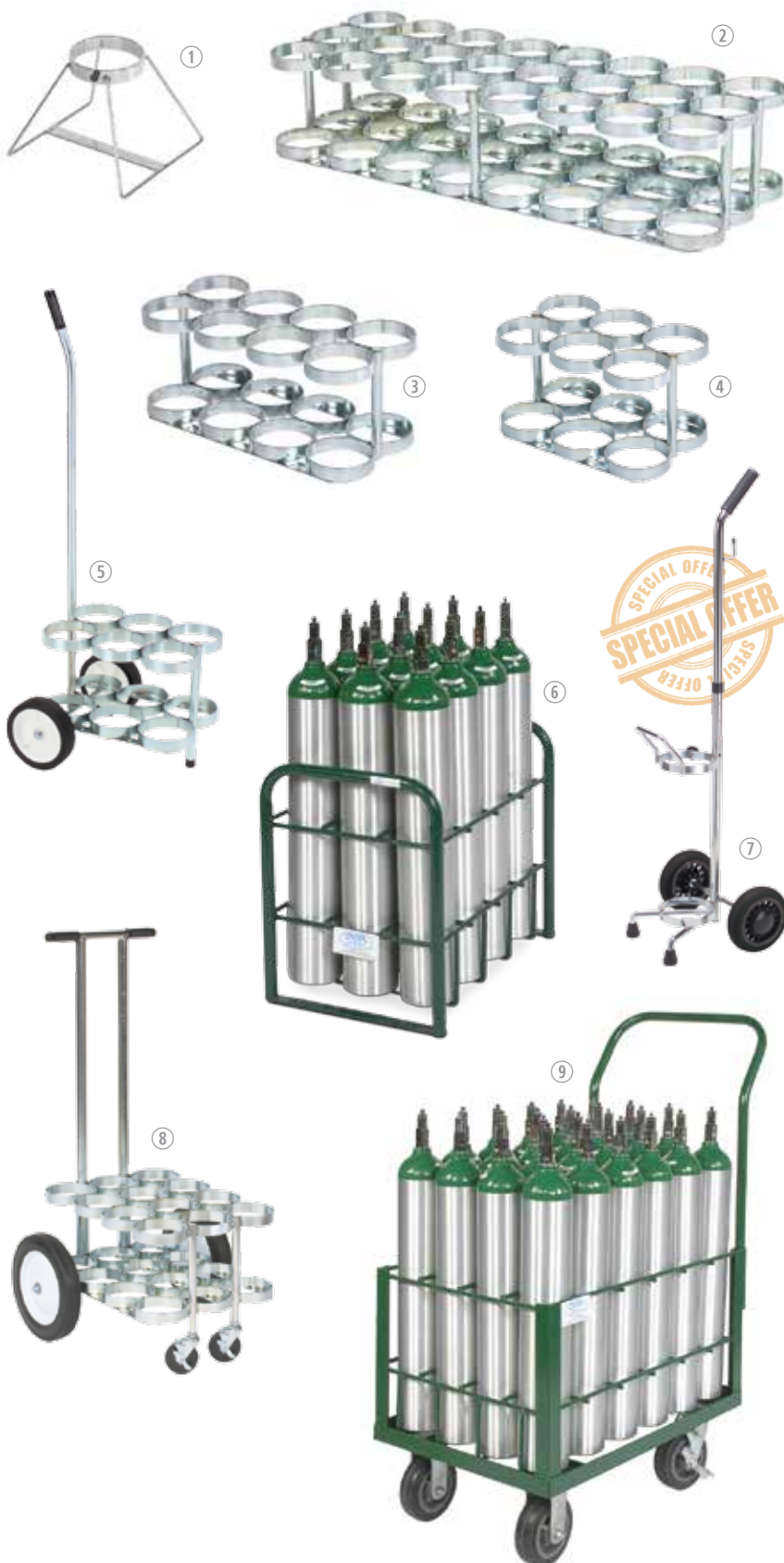
... “So good drivers would pay out of pocket for them!”

Applied's Rattle-Less Racks are dipped in a proprietary coating to create the perfect rack protecting your ears—and your cylinders! Rattle-Less Racks have a durable coating that dampens the sound of the cylinder rattling in the rack during transport. The coating softens the hard metal edges of the rack, which can help reduce the wear and tear on your cylinders and labels from frequent movement in and out of the rack.

RATTLE-LESS RACKS

- 1 # 1100-1420
Holds 12 D/E Cylinders
Your Price = \$89.63
- 2 # 1100-1436
Holds 6 D/E Cylinders
Your Price = \$52.56
- 3 # 1100-1432
Holds 6 M6 Cylinders
Your Price = \$50.51
- 4 # 1100-1437
Holds 12 M6 Cylinders
Your Price = \$74.68
- 5 # 1100-1458
Holds 24 D/E Cylinders
Your Price = \$126.59
- 6 # 1100-1433 (not pictured)
Holds 8 M6 Cylinders
Your Price = \$55.62
- 7 # 1100-1434 (not pictured)
Holds 24 M6 Cylinders
Your Price = \$116.20





C/D/E

- 1 **# 1100-1901**
Holds 1 cylinder.
7" H x 9" L x 9 ½" W
Your Price = \$20.71
- 2 **# 1100-1958**
Holds 24 cylinders.
8 ¼" H x 39" L x 14 ½" W
Your Price = \$141.03
- 3 **# 1100-1935**
Holds 8 cylinders.
8 ¼" H x 19 ½" L x 9 ¾" W
Your Price = \$44.34
- 4 **# 1100-1936**
Holds 6 cylinders.
8 ¾" H x 10" L x 15" W
Your Price = \$39.89
- 5 **# 1100-1923**
Holds 6 cylinders.
39 ½" H x 16 ½" L x 13 ¾" W
Your Price = \$69.49
- 6 **# 1100-1920**
Holds 12 cylinders.
8.375" H x 20" L x 15" W
Your Price = \$75.18
- 7 **# 1100-1911**
Holds 1 cylinder. Includes odor-free handle and heavy duty black wheels.
Your Price = \$8.59 each
LOWEST PRICE EVER!
Pricing is for multiples of 4
- 8 **# 1100-1926**
Holds 12 cylinders.
36 ¾" H x 20" L x 22" W
Your Price = \$163.71
- 9 **# 1100-1885**
Holds 24 cylinders.
45" H x 31 ½" L x 21 ½" W
Your Price = \$285.51



\$10.99*

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Yes... That really is the price.

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* When you buy 20 units. Only \$10.50 each when you buy 100. Available in 0-8 and 0-15 lpm.



- 1 # 1170-0020
M6/M9 Cylinder Backpack.
Holds 2 cylinders.
Your Price = \$5.99
- 2 # 1170-0022
D Cylinder Backpack.
Holds 1 cylinder.
Your Price = \$7.99
- 3 # 1170-0010
M6/B 3-in-1 cylinder bag.
Can be carried horizontally, vertically or as a backpack.
Your Price = \$5.69
- 4 # 1170-0012
M6 3-in-1. Carry 2 M6 cylinders horizontally, vertically or as a backpack.
Your Price = \$6.99
- 5 # 1170-0158-1
E Cylinder Box.
Each box carries 4. Case of 10.
Your Price = \$73.13
- 6 # 1170-0154-1
M6 Cylinder Box.
Each box carries 6. Case of 10.
Your Price = \$34.51
- 7 # 1170-0156-1
C Cylinder Box.
Each box carries 4. Case of 10.
not shown
Your Price = \$55.50

1 # 1170-0030

E Wheelchair Cylinder Bag.
Attach with the adjustable,
clip-on strap. Holds 1 E cylinder.

Your Price = \$7.75

2 # 1170-0026

Helios Portable. For the Helios
Portable Oxygen System.

Your Price = \$3.99

3 # 1170-0024

M6/B/M9/C Fanny Bag.
Holds 1 cylinder.

Your Price = \$7.49

4 # 1170-0050

D/E Cylinder Tote.
Holds 3 cylinders.

Your Price = \$5.99

5 # 1170-0040

M6 Cylinder Tote.
Holds 8 cylinders.

Your Price = \$7.47





Label Remover 3G

No residue & no rinse formula. Leaves no residue & fast drying. No rinsing needed. Non-oily, low odor & toxicity. Contains no chlorinated solvents or CFCs. Meets Mil Spec PD-680, Type 1.

1 Gallon #1109-5520

Cases of 4, priced individually

Your Price = \$43.17

32 oz. Bottle #1109-5521

Cases of 12, priced individually

Your Price = \$22.89

120 ct. Wipes #1109-5524

Cases of 6, priced individually

Your Price = \$18.92



Oxygen Equipment Cleaner

Meets requirements for CGA (O2-DIR listed) oxygen cleaning solutions when used as directed, with instructions and SDS.

1 Gallon #1100-0026-1

Cases of 4, priced individually

Your Price = \$43.17

32 oz. Bottle #1100-0021

Cases of 12, priced individually

Your Price = \$22.89

120 ct. Wipes #1100-0022-1

Cases of 6, priced individually

Your Price = \$18.92



Concentrator Cleaner

Leaves no residue and fast drying. No rinsing needed. Biodegradable, USDA approved. No VOCs, CFCs, chlorinated solvents, phosphates, alcohol, ammonia, acids or abrasives. No flashpoint. Pleasant fragrance. Made in the USA.

1 Gallon #1109-5527

Cases of 4, priced individually

Your Price = \$14.22

32 oz. Spray Bottle #1109-5529

Cases of 12, priced individually

Your Price = \$7.48

120 ct. Wipes #1109-5528

Cases of 6, priced individually

Your Price = \$9.39



Cylinder Surface Cleaner 2.0

Leaves no residue and fast drying. No rinsing needed. Biodegradable, USDA approved. No VOCs, CFCs, chlorinated solvents, phosphates, alcohol, ammonia, acids or abrasives. No flashpoint. Pleasant fragrance. Made in the USA.

1 Gallon #1100-0130

Cases of 4, priced individually

Your Price = \$33.92

32 oz. Bottle #1100-0134

Cases of 12, priced individually

Your Price = \$22.51

120 ct. Wipes #1100-0132

Cases of 6, priced individually

Your Price = \$11.33



Plastic Valve Seals

OXYLOK Large Plastic Valve Seal

White, Bag of 1,000

1109-0048

Your Price = \$76.50

OXYLOK MINI Small Plastic Valve Seal

White, Bag of 1,000

1109-0053

Your Price = \$67.50



Multiple Use Washers

Multiple Use Brass & Viton Yoke Washers (Bag of 50)

1109-1017

Your Price = \$43.20

Single Use Nylon Yoke Washers (Bag of 1,000)

1109-0068

Your Price = \$96.28



Cylinder Seals

Standard Size Cellulose Wet Bands

30.5 mm x 25 mm.

1109-0014 Bucket of 1,000

Your Price = \$87.53

1109-0019 Bucket of 2,500

Your Price = \$158.87

1109-0074 Bucket of 4,000

Your Price = \$225.17

1109-0075 Bucket of 11,500

Your Price = \$512.31

Lot Stickers

OXYMARK Lot Stickers

750 per roll

1109-0002 Blank

1109-0002A Lot and Exp. Date

1109-0002B Lot and Liter

Your Price = \$17.96

OXYMARK Replacement Ink Roller

1109-0002IR

Your Price = \$5.74



Calibrations

NEW High Pressure Gauge (with calibration)

1120-0057C

Your Price = \$52.69

NEW Vacuum Gauge (with calibration)

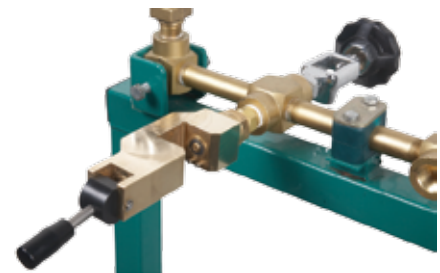
1110-0420C

Your Price = \$52.69

NEW Digital Thermometer (with calibration)

1108-0115-1C

Your Price = \$68.99



Quick Connectors

High Speed OXYFILL Oxygen Quick Connector (1/2" NPT)

2.5 times as fast as a yoke!

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Your Price = \$130.40

how to **PREVENT** Personal Obsolescence

CAUTION!

Personal obsolescence in a leader/manager can manifest itself in organizational under-performance, less than optimal personal compensation, and even unemployment.

Don't let this happen to you!

by Dave Marquard, OPM (HBS)



Here are three simple actions you can take NOW to help prevent your own personal obsolescence.

1. Embrace Your Industry & Market

More than 2,500 years ago the great Chinese military strategist Sun Tzu (544 BC to 496 BC) wisely observed: “If you know the enemy and know yourself you need not fear the results of a hundred battles”.

To modify this ancient axiom a little, “You need not fear a hundred salary reviews, decisions, or market/industry changes, if you know the industry and the market”.

Having worked a dozen years for a large conglomerate before founding my own companies, I witnessed a common mistake by new division executives who often believed they didn't need to put in the considerable extra time required to learn the industry, market, and or even their products. This mistake was most often rooted in the erroneous belief that their highly developed “soft” skills would win the day for them.

Soft skills, which include people skills, are important. However, it is the preponderance of a combination of hard *and* soft skills that will make your organization — and you — successful. If you don't take the time & effort to learn them, your subordinates, peers, and superiors are very likely to believe you are not really committed to them and the organization. This can very quickly lead to you becoming a “short timer”.

Join and be active in organizations such as AAH, VGM and others. Learn your company's product lines, customers, markets, competitors, and the industry. Don't kid yourself that your people (soft) skills will compensate for you not knowing everything important from A-Z that impacts your industry. They won't! Failure to master the total picture makes it likely you will join many executives and high level managers with lots of soft, but few hard skills. This opens the door to being frequently under-employed... and all too often, UN-employed.

2. Embrace Technological Change

Be the first to try new technology. Don't be afraid of it. Learning new technology will help you maintain and increase your own personal productivity. Be sure to share what you learn. It will help you keep those working with you happy, empowered, and confident in their abilities to produce and be competitive at a high level.

Another risk of not embracing new technology is that it makes further learning difficult. It's sort of like not learning your elementary school arithmetic skills well, which then makes it more difficult to learn algebra

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*Each commercial
is customized
with your
information!*



CHECK THEM OUT:
www.oxygo.life/video

in high school, which then makes learning advanced mathematics almost impossible.

Technology moves so quickly you have to make a real effort to keep up with it as it becomes available and not be left behind. Consider, for example, that your home thermostat, especially if it is a Nest model, has many times the capabilities of early computers like the UNIVAC models. Embedded systems (computers) are virtually everywhere: in your garage door opener, stove, washing machines, dryers, and hundreds in your car. And think of all the empowering computer power just in your smart phone. Keeping up with all the advances in technology increases your ability to manage data and makes you far more productive and competitive.

3. Embrace Continuing Education

Regularly and routinely each year take a week or several weeks of courses at top business or technical graduate schools. Find the finest technical college or university you can afford because they are where you will find information on the latest cutting edge business practices or technological breakthroughs that apply to your industry. Learning about them will enable you to compete at the highest levels and prevent your own personal obsolescence.

Remember the great fictional character and protagonist, Willy Loman, from Arthur Miller's classic play, *Death of a Salesman*. "He's a man way out there in the blue, riding on a smile and a shoeshine. And when they start not smiling back—that's an earthquake." A "smile and a shoeshine" wasn't enough way back then... and it's certainly not close to being enough today. ■

A handwritten signature in black ink that reads "David J. Marquard II".

David J. Marquard II is the owner and CEO of Applied Home Healthcare Equipment, LLC. He has 34 years of experience in the home respiratory industry. Marquard holds a number of patents for home respiratory equipment and is the author of several videos, workbooks and courses on compressed medical gases, regulatory requirements and safety. He has been a seminar speaker at national industry events since 1981.

The image shows a teal banner at the top of the page with the title "Hurricane Update: CMS Issues Blanket Waivers for Texas, Florida, South Carolina and Georgia" in white text. Below the banner, the background is a photograph of palm trees being blown over by a hurricane, with a grey, stormy sky.

Hurricane Update:

CMS Issues Blanket Waivers for Texas, Florida, South Carolina and Georgia

Do you have patients who were impacted by either Hurricane Harvey or Hurricane Irma? Or were you directly impacted as a provider?

If so, CMS has issued several waivers intended to prevent gaps in access to care for beneficiaries impacted by the storms. Providers do not need to apply for an individual waiver if a blanket waiver has been issued. Specific waivers granted are retroactive to beginning of the emergency, if warranted. Here is how CMS announced the waivers that apply to both hurricanes.

As a result of Hurricanes Irma (and Harvey), CMS has determined it is appropriate to issue a blanket waiver to suppliers of Durable Medical Equipment, Prosthetics, Orthotics, and Supplies (DMEPOS) where DMEPOS is lost, destroyed, irreparably damaged, or otherwise rendered unusable.

Under this waiver, the face-to-face requirement, a new physician's order, and new medical necessity documentation are not required for replacement. Suppliers must still include a narrative description on the claim explaining the reason why the equipment must be replaced and are reminded to maintain documentation indicating that the DMEPOS was lost, destroyed, irreparably damaged or otherwise rendered unusable as a result of these hurricanes.

As a result of Hurricane Irma (and Harvey), CMS is temporarily extending the 10 business day deadline to provide notification of any subcontracting arrangements. During the temporary extension period, affected contract suppliers will have 30 business days to provide notice to the Competitive Bidding Implementation Contractor of any subcontracting arrangements. CMS will notify DMEPOS Competitive Bidding contract suppliers via e-mail when this temporary extension expires. All other competitive bidding program requirements remain in force. Note: CMS will provide notice of any changes to reporting timeframes for future events.

CMS has declared these waivers to help states and U.S. territories maintain access to care for those with Medicare and Medicaid by supporting the ability of participating hospitals and other healthcare facilities to provide timely care to as many people impacted by the storm as possible.

The President declared a state of emergency for Florida and the HHS Secretary declared a Public Health Emergency for Florida, which allows for CMS programmatic waivers based on Section 1135 of the Social Security Act, on September 7, 2017. A previous state of emergency had been declared for Texas with Hurricane Harvey. Other states such as Alabama and Louisiana plus selected U.S. Territories have been declared disaster areas also. Check with your state homecare association for guidance on the latest waivers that may be applicable.

Under this waiver, the face-to-face requirement, a new physician's order, and new medical necessity documentation are NOT required for replacement.

Storms such as Harvey and Irma serve as powerful reminders that OxyGo® POCs are great products to have in your inventory. They don't need outside power (can be charged in a car and have their own batteries) and they are easy to grab and go in an evacuation. ■

by Rob Saltzstein, Contributing Editor

For more information, visit: <https://goo.gl/ckuggx>

BREAKING NEWS

OxyGo joins American Association for Homecare as “Bronze Member”

OxyGo LLC, a subsidiary of Applied Home Healthcare Equipment, Westlake, OH, has joined the American Association for Homecare (AAH) as a Bronze Member. This enables OxyGo to further support the homecare industry by collaborating with homecare providers, suppliers and patients to solve common problems caused by competitive bidding, over regulation, shrinking profit margins and all around consumer product affordability and reimbursement issues. AAH is the voice of homecare in Washington and OxyGo, LLC wants to do everything it can to help AAH in its efforts to keep our industry vibrant and growing.



EVENTS

It's never too early to plan to attend key home healthcare shows and events that can help your professional advancement!

We would like to list your 2017 and 2018 homecare state meeting and top scheduled events in a future issue of *Home HealthCare TODAY*. Please send the information to: rsaltzstein@homehealthcaretoday.org



AAHCM Annual Meeting

OCTOBER 12 - 14

Chicago, IL

Medtrade Fall 2017

OCTOBER 23 - 26

Atlanta, GA

Alliance for Continuing Education in Healthcare:

DECEMBER 26 - 29

San Francisco, CA

NCPA Annual Convention

OCTOBER 14 - 18

Orlando, FL

LeadingAge Expo

OCTOBER 29 - NOVEMBER 1

New Orleans, LA

Filler Required*

Applied Training Seminar

JANUARY 9

Raleigh, NC

NAHC Annual Meeting and Exposition

OCTOBER 15 - 17

Long Beach, CA

Filler Required*

Applied Training Seminar

NOVEMBER 14

Cleveland, OH

Filler Required*

Applied Training Seminar

FEBRUARY 6

Philadelphia, PA

Filler Required*

Applied Training Seminar

OCTOBER 23

Atlanta, GA

ASHP Midyear Meeting

DECEMBER 3 - 7

Orlando, FL

Filler Required*

Applied Training Seminar

FEBRUARY 26

Las Vegas, NV

*Annual requirement per FDA, state and accreditation

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IT'S EASY TO GET STARTED! — SEE PAGE 5