

PAMS 2024 ANNUAL CONVENTION

***May 7 – 9, 2024***

***Red Lion Hotel Harrisburg Hershey***

*4751 Lindle Rd, Harrisburg, PA 17111*

***MEET OUR SPEAKERS***

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| **David Atkins,**  Keynote Address  ***“No Excuses” Break Through Fear and Adversity to Play a Bigger Game in Business and Life.***  ***DAVID ATKINS*** is the epitome of perseverance! Since his relentless childhood drive to present day becoming a New York State Police Captain, a Million Dollar Direct Sales Earner leading a Team of 1,400, a First Responder on 09/11, an Executive Coach and an Author David’s “No Excuse” mindset has turned him into a powerful in-demand speaker empowering audiences up to 20,000 to level up their life! KEYNOTE SPEAKER His ability to emotionally share real life changing stories to empower others is leaving a mark on the world. Words to describe his presentations have been “CAPTIVATING,” “SPECTACULAR,” “KNOCKED OUT OF THE PARK,” “MAGICAL EXPERIENCE,” “DYNAMIC,” “MESMERIZING,” and HAVING AN “OFF THE CHARTS STAGE PRESENCE!  **Jay Brislin**  Quantum Rehab, a Division of Pride Mobility Products  jbrislin@quantumrehab.com  ***Jay Brislin*** is a 21-year veteran of the complex rehab technology industry. As Vice President of Quantum Rehab, a global leader in high-end power mobility products, Jay applies crucial market understanding to the strategic processes of clinical development, sales, R&D, marketing, technical service and customer relations. Holding a Master of Science in Physical Therapy degree, Jay has a special awareness toward clinically-focused, client-based, quality-of-life outcomes.  Beginning with his MSPT, Jay served the role of Rehab Specialist beginning in 2000. Soon, with an acute understanding of client complex rehab needs, he moved into the area of clinical education and professional development, responsible for both internal and external education and training in the field of complex rehab technology. By 2004, Jay was General Manager of Rehab Applications, overseeing a team dedicated to the overall development of superior products, provider services, and custom applications. Jay's commitment to customers and their needs for quality-of-life solutions earned him the position of Director of Product and Clinical Development, serving instrumental roles in not just furthering Quantum Rehab as an industry leader, but contributing to the award-wining evolution of Q6 power bases, TRU-Balance Power Positioning Systems, and Q-Logic Drive Controls. Today, as Vice President, Jay oversees an inspired, clinically-based team dedicated to the most innovative products and inspiring client outcomes.  As an industry leader, Jay is a RESNA member, Friend of NRRTS, and NCART participant. Jay is active in the community he serves, supporting the MDA and ALS Association, as well as countless other disability-related organizations and events throughout the year. Jay’s voice has been published in countless trade publications and heard as a presenter at the most prestigious conferences, serving as an esteemed industry leader and inspired advocate for all within the complex rehab community.  **Ronda Buhrmester**  VGM & Associates  ronda.buhrmester@vgm.com |
| ***Ronda Buhrmester*** has been a VGM associate since 2012 specializing in the billing, reimbursement, and audit area as the Senior Director of Payer Relations and Reimbursement.  She managed a hospital based DME in Illinois for 12 years, and handled sales and marketing.  Ronda is a respiratory therapist as well as a certified mastectomy fitter.  Over 25 years’ experience in the healthcare industry, she assists VGM members with review of claims and all types of audits and educates members on medical policies in the respiratory and all other DME products.  She serves on the Medicare council for all jurisdictions and is a member of the Provider Outreach and Education teams with the Jurisdictions. She is also on the Great Lakes Home Medical Services Association Board of Directors, and a member the National Supplier Clearinghouse Advisory Council.  Ronda has presented at the VGM Heartland Conference as well as the Medtrade East and West, and many state association meetings, and has conducted many webinars and on-site education with VGM Members.  **Kim Cuce**  The VGM Group, Inc.  [Kim.cuce@vgm.com](mailto:Kim.cuce@vgm.com)    With an impressive 24+ years in the healthcare industry, ***Kim Cuce*** has dedicated her career to the Durable Medical Equipment (DME) industry since 2010. Prior to join VGM, she owned a comprehensive medical billing company catering to a diverse clientele of family practitioners, rehab centers, orthopedic surgeons, pediatricians, emergency room physicians, and urologists. As the managing partner of a small full-service DME company in 2010, she orchestrated remarkable revenue growth from $1.2 to $11.4 million through a strategic blend of organic expansion and targeted acquisitions. In 2011, she was sought after by a large provider to provide consulting services, addressing reimbursement challenges for healthcare practices. Her expertise in analyzing workflow processes, policies, compliance, company structure, reimbursement, and denials culminated in the development of a successful restructuring plan, including the creation of new Standard Operating Procedures (SOPs) and the establishment of performance benchmarks. Notably, she has served as the Director of Operations and Director of Reimbursement and Payor Relations for very successful DME companies. Her commitment to the industry extended to board service with several state associations. |
| **David Chandler, MBA**  American Association for Homecare  [davidc@aahomecare.org](mailto:davidc@aahomecare.org)    ***David Chandler*** is the Senior Director of Payer Relations for American Association for Homecare. David has worked to build relationships with payers across the country and assist Home Medical Equipment (HME) providers in ensuring their patients have access to quality equipment and care. He continues to work with state and regional associations throughout the nation to find solutions and fight for regulatory and legislative change.  David has worked in the HME industry since 2003, most recently with Liberty Medical Specialties as Director of Reimbursement and Government Affairs. He has considerable experience in sales, operations, reimbursement, payer, and government relations.  Chandler’s service to the HME community also includes a term as President of the Atlantic Coast Medical Equipment Services Association.  He served as Chairman of the Medicare Jurisdiction C Advisory Council and was a member of AAHomecare’s Regulatory Council and State Leaders Council.  Chandler was elected to the North Carolina Board of Pharmacy/ DME Subcommittee in 2016. Chandler also currently serves on the board for Alabama Durable Medical Equipment Association (ADMEA), Great Lakes Home Medical Services Association, Northeast Medical Equipment Providers Association (NEMEP), PA Association of Medical Suppliers (PAMS), and Texas Medical Equipment Providers Association (TexMEP).  **Craig Douglas**  VGM & Associates  [Craig.douglas@vgm.com](mailto:Craig.douglas@vgm.com)  Craig currently serves as vice president of Payer and Member Relations for The VGM Group, where he focuses on helping providers navigate payer relationships, as well as addressing concerns that are impacting VGM's broad range of members from a payer perspective. Craig has also previously served as vice president of Provider Relations for VGM's Homelink division, where he built and fostered relationships with payers and providers across the country. Craig has been with VGM since 1999. |
| **Dan Dunmire**  Movair  Dan Dunmire is a Registered Respiratory Therapist and the Director of Clinical Services at Movair, an Austin, TX based medical device company. Dan has thirteen years of experience in many aspects of respiratory therapy including critical care, homecare, and product management. Dan lives with his wife and kids in Armstrong County, PA.  **Tanya Gilles**  Noridian Healthcare Solutions  [Tanya.gilles@noridian.com](mailto:Tanya.gilles@noridian.com)  ***Tanya Gillies*** holds the position of Provider Outreach and Education (POE) Consultant for jurisdiction D and was the POE consultant for the Formal Telephone Discussion Demonstration contract for Noridian Healthcare Solutions. Tanya has been employed with Noridian for the past 17 years. Prior to joining the Provider Outreach and Education team she held positions with the DME Redeterminations department as a Redetermination Examiner I and II, Team Trainer, Operations Coordinator and Quality Improvement Program Analyst. Tanya has extensive experience in training related to DMEPOS coverage criteria and reimbursement.  As an education consultant, she is responsible for offering support to the supplier community as well as creating and presenting training courses involving detailed billing, coding, and coverage requirements for Medicare fee-for-service. Tanya has also had the opportunity to present during many collaborative events with the provider community to assist DME suppliers in their understanding of Medicare DMEPOS requirements.  As a Medicare contractor, Noridian requires their education staff to have continued education within the Medicare healthcare field to ensure the most up to date knowledge is maintained.  Continued education includes a comprehensive knowledge of Medicare policy and procedures, in addition to a strong knowledge of ICD-10 and HCPCS coding.  **Bruce Gehring**  Allegiance Group  [bgehring@allegiance-group.com](mailto:bgehring@allegiance-group.com)  ***Bruce Gehring*** is a successful Sales and Marketing Executive with diverse management experience. Since 2008, Bruce has been responsible for business development representing Allegiance Group in the HME/DME industry.  During this time, Allegiance Group has partnered with industry software providers and billing consultants to provide suppliers the tools to maximize their private pay receivables.  In addition to presenting at several software user and state association conferences, Bruce has been a contributor to articles in HME News and HomeCare Magazine. Prior to joining Allegiance, he had 28 years of successful sales and marketing experience in the Finance and Hospitality industries.  **Matt Gruskin, MBA, BOCO, BOCPD, CDME**  Chief Operating Officer, Board of Certification/Accreditation  [Matt.gruskin@bocusa.org](mailto:Matt.gruskin@bocusa.org)    ***Matt Gruskin*** leads the direction, strategy, policies, and day-to-day operations of the business accreditation and professional certification programs at Board of Certification/Accreditation (BOC). With a focus on credentialing program standards and the delivery of excellent customer service, Matt enjoys sharing his experience and expertise with audiences as both a speaker and an author. Prior to joining BOC, he spent 10 years in clinical practice, specializing in orthotics and prosthetics. Matt holds an MBA in healthcare from Florida International University, a post-graduate certificate in O&P from the University of Hartford, and a post-graduate certificate from the International School of Pedorthics.  **Kelly Grahovac**  The van Halem Group  [kelly@vanhalemgroup.com](mailto:kelly@vanhalemgroup.com) |
| ***Kelly Grahovac*** serves as the General Manager for The van Halem Group where she focuses on audits, appeals, education and training, as well as business development. Kelly’s past experience includes nearly 10 years at one of the nation’s leading Medicare contractors, working at the DME MAC, QIC and A/B MAC contractors. Now that she has crossed over from the “dark side”, Kelly applies her in-depth knowledge and expertise, helping providers navigate the complex payor landscape.  **Sarah Hanna**  ACU-Serve Corp.  [shanna@acuserve.com](mailto:shanna@acuserve.com)  ***Sarah Hanna*** is the Vice President of Consulting Services for ACU-Serve. She is the former CEO and founder of ECS North. ACU-Serve provides consulting and revenue cycle management services to healthcare providers throughout the U.S. Sarah is a member of the Forbes Finance Council, a member of HomeCare Magazine’s Editorial Advisory Board, a VGM Consultant and is a nationally recognized speaker.  **Cheryl Henninger, MHA, RRT**  Gerould’s Healthcare Center & Community Cares Health Solutions  [cherylh@cchs.life](mailto:cherylh@cchs.life)  ***Cheryl Henninger***, MHA, RRT, is the Director of Operations and Outcomes at Geroulds’ Healthcare Center and Community Cares Health Solutions, specializing in community based services in collaboration with other healthcare entities to improve health outcomes in the communities served. A clinician and administrator with more than 30 years’ experience in the health care industry, Cheryl’s expertise is in new business development and strategic planning that support collaborative network arrangements to improve the continuum of care and achieve quadruple aim. Cheryl’s past successes include the development of several holistic chronic disease networks, a patient engagement app with telehealth integration, and the development of value-add service lines that support holistic, diverse and inclusive care within the client’s home. In her spare time, Cheryl enjoys spending time with family and friends, running, biking, and travelling.  **Mike (“Ike”) Isaacson**  A person in a suit smiling  Description automatically generatedVGM Associates  [Mike.isaacson@vgm.com](mailto:Mike.isaacson@vgm.com)  ***Mike “Ike” Isaacson*** is the Senior Vice President of Government Relations for VGM & Associates. In his role he focuses on advocating for and elevating the DMEPOS industry. Ike is a consummate coach who excels at mentoring others to serve as grass root champions for a better climate to serve customers. Working with the Government & Regulatory Team, healthcare providers, and other industry advocates, Ike is dedicated to advancing the life changing work that our members do in their communities.  Prior to joining The VGM Group, Inc in 2017, Ike spent 23 years as a state and national leader in not-for-profit community-based healthcare settings. His work advocating alongside individuals, families, communities, and healthcare partners at the state and federal levels centered on providing access to high quality healthcare and consumer choice.  Staying true to his service roots, Mike sits on the Board of Directors for several non-profit agencies in his local area, assisting them in fund development, legislative initiatives, and community outreach. Over the years, Ike has become a sought-out speaker on leadership and employee development. Utilizing his “student of the game” approach, he has helped to guide and develop leaders across the country. His real-world delivery, using his personal and professional life experiences, provides entertaining and thought-provoking presentations. Mike and his wife Teresa spend their time raising and following their four children in all the activities and directions they take in life. He has a Bachelor of Social Work and a Master of Public Policy from the University of Northern Iowa.  **Seth Johnson**  Pride Mobility  [sjohnson@pridemobility.com](mailto:sjohnson@pridemobility.com)  ***Seth Johnson*** is the Senior Vice President of Government Affairs for Pride Mobility Products / Quantum Rehab, and is based in Washington, DC. He lobbies on Capitol Hill, the White House, CMS, State Medicaid’s, and other payers on major policy issues impacting complex rehab and mobility providers and manufacturers. He is a former member of the initial CMS DME PAOC (Program Advisory and Oversight Committee) which was charged with providing guidance to CMS on issues related to implementation of Competitive Bidding. He currently serves on the Executive Committee and Board of the National Coalition for Assistive and Rehab Technology (NCART) and the Executive Committee and Board of the American Association for Homecare (AAHomecare). He is a past Chair of the AAHomecare’s Re/Hab and Assistive Technology Council. Prior to joining Pride, Seth was the Vice President of Government Relations at AAHomecare. Prior to that, he spent five years on Capitol Hill as a legislative aide to two members of Congress. Seth is a regular presenter at state and national meetings and is an active participant in numerous industry coalitions and consumer groups. |
| **Zach Markiewicz**  Professional Medical  [zmarkiewicz@promedsupply.com](mailto:zmarkiewicz@promedsupply.com)    My name is ***Zach Markiewicz*** and I am the Director of HME Sales with Professional Medical, Inc. (ProMed). With over 20 years of experience in medical supply distribution, I pride myself on the ability to bring more value to a vendor relationship than just case cost alone. My goal is to become a reliable partner for you to lean on. One that can support ALL your needs with proven cost savings, direct customer service and sales support that is ALWAYS NEARBY.  **Mary Reineke-Ferguson**  Noridian Healthcare Solutions  [Mary.reineke@noridian.com](mailto:Mary.reineke@noridian.com) |
| ***Mary Reineke-Ferguson*** holds the position of Education Consultant for the outreach and education teams providing guidance to both the jurisdiction A and jurisdiction D durable medical equipment Medicare administrative contractors (DME MAC) administered by Noridian Healthcare Solutions. As an education consultant, she is responsible for offering support to the supplier community as well as creating and presenting training courses involving detailed billing, coding, and coverage requirements for Medicare fee-for-service. Mary has been involved in the Medicare community for over 21 years.  **Jay Witter**  AAHomecare  [jayw@aahomecare.org](mailto:jayw@aahomecare.org) |
| ***Jay Witter*** is the Senior Vice President of Public Policy of AAHomecare has over twenty-five years of legislative, political, and management experience. Since joining AAHomecare over ten years ago, Jay has worked to advance the Association’s legislative initiatives on Capitol Hill, as well as coordinate its political activities.  As the senior lobbyist for the United American Nurses (UAN), AFL-CIO, Jay oversaw the organization’s legislative, regulatory, and political policies, procedures and positions. During the 2008 presidential election, Jay worked with a majority of the candidates on pro-nurse policies and initiatives. He was also appointed to Obama’s Health Care Policy Committee, as well as organized a “Nurses for Obama” campaign.  Before joining UAN, Jay worked as Vice President of Government Relations at the American Chiropractic Association, Jay successfully worked with ACA members for the passage of six specific chiropractic bills into law over the six years he worked at the Association.  Jay has also worked on Capitol Hill for several members of the House of Representatives. Jay possess’ a BA in Political Science and Masters of Public Administration.  **Heather Rose Thomas**  Brightree LLC  ***Heather Rose*** has been in the DME industry for 17 years. Heather began her DME experience at National Rehab Equipment in 2006 and at McKesson Patient Care Solutions. She served in various roles over the years as a Senior AR Collections Specialist, Technical Trainer, and Quality Assurance & Compliance Specialist. Heather joined the Brightree team in early 2019 as an Implementation Consultant as is currently a Senior Customer Success Manager, focusing on Brightree’s mid-sized customers.  Heather lives outside of Pittsburgh in Washington, PA with her husband Jeff, son Ethan, and amazing dog Chewy. She enjoys being active outside with her family and volunteering with her church.    **Jeff Thomas**  Brightree LLC  [jthomas@brightree.com](mailto:jthomas@brightree.com)  ***Jeff Thomas***, RRT has been in the DME/post-acute industry for over 30 years. Jeff began his DME experience with Life Support Products in 1993 as a Respiratory Therapist and has held various operations and management positions with American HomePatient, Lincare, Laurel Medical Supplies and Central Medical over those 30 years in addition to owning his own consulting business, EJS Compliance and Training. Jeff Became a Senior Consultant for Brightree in 2014 and is currently a Senior Customer Success Manager focusing on Brightree’s national and manufacturing customers. Jeff lives just outside of Washington, PA with his wife Heather, step-son Ethan and their awesome canine companion, Chewy. Jeff has 3 grown children and 2 grandchildren. Jeff and Heather spend much of their time doing home improvement projects and volunteering with their church. |

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