



2010 ANNUAL CONVENTION
Attendee Brochure
riding the wave of the california hme industry



MARCH 2-3, 2010
hilton irvine/orange county airport
18800 macarthur blvd. | irvine, ca



Hotel Information

HILTON IRVINE/ORANGE COUNTY AIRPORT

18800 macarthur blvd., irvine, ca 92612
three diamond accommodations

The Hilton Irvine/Orange County Airport is located in the center of Orange County, the heart of Irvine, and almost half way between Los Angeles and San Diego. With a complimentary shuttle to/from Santa Ana Airport, this Orange County hotel is nearby several attractions and shopping malls. It welcomes guests with luxury comforts. Enjoy wonderful views through expansive, floor-to-ceiling windows in newly rennovated guestrooms and suites. www.hiltonirvinehotel.com

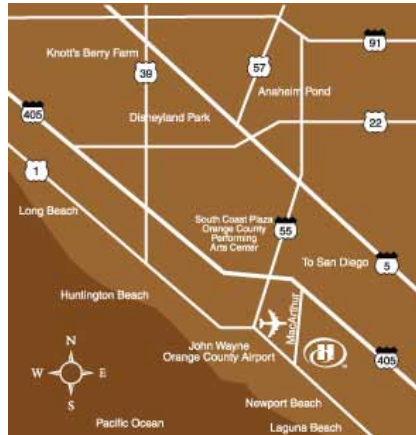
DIRECTIONS

from john wayne airport: Exit airport and turn right on MacArthur. Turn left on Douglas, and the hotel is located on the corner of Douglas and MacArthur. Drive time: 1 min.

from i-405 north or south: Exit MacArthur Boulevard South. The hotel is on the left-hand side, at the corner of MacArthur and Douglas.

from los angeles international airport: Take Freeway 405 South for 30 miles. Exit on MacArthur Boulevard, turn left on MacArthur, and the hotel is on the left side of the street, on the corner of Douglas and MacArthur. Drive time: 60 mins.

from long beach airport: Take Freeway 405 South for 25 miles. Exit on MacArthur Boulevard, turn left on MacArthur, and the hotel is two lights down, on the left side of the street on the corner of Douglas and MacArthur. Drive time: 30 mins.



FOR RESERVATIONS: 800-445-8667

rates: \$159 single \$159 double

CAMPS has reserved a block of rooms at the rates listed above. Rooms at the CAMPS rate are subject to availability. Reservations must be made by **February 2, 2009**.



Preliminary Schedule

SCHEDULE CONTINUED ON PAGE 5

SCHEDULE AT A GLANCE & DETAILS

tuesday, march 2

8:30 AM - 9:30 AM

Registration

9:00 - 4:15 PM

Concurrent Education Sessions

Noon - 1:30 PM

Lunch with Keynote

5:00 - 7:00 PM

Exhibitor Hosted Reception

wednesday, march 3

8:30 - 4:15 PM

Concurrent Education Sessions

11:30 - 2:00 PM

Lunch in Exhibit Hall

mail exhibit registration forms to:

CAMPS Annual Convention
One Capitol Mall, Suite 320
Sacramento, CA 95814

fax registration form to:

CAMPS: (916) 444-7462

deadlines

Early-Bird Registration with payment by

February 1, 2010. register early! SAVE \$100.

confirmations

You receive a confirmation by e-mail and/or mail.

TUESDAY, MARCH 2

8:30 - 9:30 AM

ATTENDEE REGISTRATION

track 1: business management

9:30 - 10:30 AM

Using Social Networking to Increase Business

Robert Thompson



Traditional marketing is outdated and has honestly become boring. The same magazines run the same stories, we visit the same doctors, and association e-mail blasts contain the same information from the same sources,

which is what home medical equipment providers have come to expect. Marketing in today's economy requires that we consistently interact with our current contacts and referral sources while constantly finding new contacts and new referral sources. Social networking for 30 minutes a day can provide a vast new ocean of contacts that can open the door to new opportunities. Each of us is only one person away from taking our businesses to the next level. Learn how social networking can help you find your one person, increase your revenue, and do it all with free websites.

10:30 - 10:45 AM

BREAK

10:45 - 11:45 AM

How to Thrive in a Downturn Economy

Ian McCracken, President & Owner - PRI



Have you ever asked someone how they are doing and they say, 'Oh, I'm surviving'. There is no doubt that it has been a tough past 2 + years but we cannot fall into the 'survival' only mindset. This short course will start you on the road to learning how to 'thrive' and take control of your own personal and company outcomes versus allowing the environment to dictate to you how things should be.

NOON - 1:30 PM

Luncheon with Keynote

**John Gallagher, Vice President,
Government Relations, The VGM Group**



John Gallagher will give his perspective on Washington and what providers can do to help the ongoing efforts to preserve the HME industry.

In an effort to promote and defend the HME industry, Gallagher has been instrumental in the development of the VGM Political Action Committee (VGM-PAC), and the Last Chance for Patient

Choice 527 Group. Both are focused on lobbying and advocating members of Congress on the concerns and issues of the independent provider. Gallagher also continues to assist Industry State Associations with the development of their own PAC's in addition to other Grassroots lobbying efforts.

1:30 - 2:30 PM

How to Hire Right and Retain!

Ian McCracken, President & Owner - PRI

True enough, here is a bona fide science to hiring right! This short course will not only help teach you the basics on how to recruit, qualify and hire the right person for key, critical positions now but it will also share ideas on what you can do 'retain' your employees and allow them to be long-term, integral, long-term members of your company.

2:30 - 2:45 PM

BREAK

2:45 - 4:15 PM

Working as a Team

Ian McCracken, President & Owner - PRI

What is the cost to a company when they lose an employee? What is the cost to a company to have low morale, distrust, fear and in-fighting (to name a few)? The measure of success of a company is greatly based upon the day to day good team work a company maintains. This short course will teach you the reality of good and bad teams to your bottom line.



Preliminary Schedule

11:30 - 2:00 PM

Lunch with Exhibitors

2:00 - 3:00 PM

Book Ends for Success

Steve Vinci



Book Ends for Success are the essential elements for any endeavor. Leadership and Managing Performance are the beginning and end to a continuous cycle. This presentation walks the participants through a process of leading an organization to an outcome that has been pre-set. Steve uses a case study of organizational success to demonstrate the value of a leadership style with proven results. The process is effective for all size companies, and in this example, improvement in profitability, employee satisfaction and customer satisfaction is discussed.

zational success to demonstrate the value of a leadership style with proven results. The process is effective for all size companies, and in this example, improvement in profitability, employee satisfaction and customer satisfaction is discussed.

3:00 - 3:15 PM

BREAK

3:30 - 4:30 PM

STATE OF THE STATE ADDRESS

Bob Achermann, CAMPS Executive Director



California providers continue to face a wave of challenges with Medi-Cal reimbursement. How will you ride the wave? And preserve reimbursement with a large State Budget deficit? Mr. Achermann will provide an update on what California providers need to know and what CAMPS is doing about the challenges that you face.

track 2: respiratory ce

CAMPS has applied for 6 units of continuing education with the American Association for Respiratory Care (AARC).

8:30 - 11:30 AM

Ventilators: Transition from Hospital to Home / New Technology talk by Newport

Cindy Miller



This program is intended to assist those who will manage patients on a portable ventilator from the time they are set up on that portable ventilator in the hospital environment, through the transitioning stages between acute care environment and long-term care environment and then

while they are in the long-term care environment. They will learn to resolve challenges related to setting up the ventilator for patient use, breathing circuit/patient interface configuration, maintaining appropriate ventilation and managing alarms/troubleshooting alarm conditions.

Objectives:

1. Be knowledgeable of the United States Pharmacopoeia standards that apply to the storage and handling of drugs.
2. Practical ways of complying in storage, handling and distributing dangerous devices.
3. Understand medical terminology as it relates to prescriptions, appropriate abbreviations, dosages and format.

5:00 - 7:00 pm

exhibitor hosted reception

Join Us Tuesday!

Come join us in networking with suppliers in a FUN, RELAXED atmosphere. Hors d'oeuvres and cocktails will be served.

WEDNESDAY, MARCH 3

8:30 - 9:30 AM

ATTENDEE REGISTRATION

track 1: business

9:30 - 10:30 AM

Spreading the Risk: Innovative Steps to Move Into the Non-Medicare Market

Jeffrey Baird



Jeffrey S. Baird, Esq., is Chairman of the Health Care Group at Brown & Fortunato, P.C., a law firm based in Amarillo, Texas. Mr. Baird represents HME companies, pharmacies and other health care providers throughout the United States. He works closely with governmental agencies. Mr. Baird has authored numerous articles and is a frequent lecturer throughout the country. He is Board Certified in Health Law by the Texas Board of Legal Specialization. Mr. Baird earned a B.B.A. from the University of Iowa and received his law degree from the University of Tulsa College of Law.

10:30 - 10:45 AM

BREAK

10:45 - 11:30 AM

"Cavalier" is a Four-Letter Word: How to Proactively Prepare for, and Respond to, a Post-Payment Audit

Jeffrey Baird

TUESDAY, MARCH 2

8:30 - 9:30 AM

ATTENDEE REGISTRATION

track 2 - operations / reimbursement

9:30 AM - 4:15 PM

Operational Efficiencies and Innovation in Today's HME Business

Presented by Miriam Lieber



Like most businesses, HME companies are thinking twice about the money they spend. They are looking for ways to cut expenses more than ever before. Further, they are scouring their businesses looking for operational improvements. If you are among the group of providers focusing on efficiencies inside your organization, you won't want to miss this session. From automation and software

enhancements to payer and product diversification and more, it is time to rethink the way you operate. Modify, plan and measure to meet the challenges of today and ensure your future. Get ready for an interactive and comprehensive session designed with today's HME provider in mind.

Topics:

- » Problem solving
- » Goal setting
- » Accountability
- » Innovation
- » Technology

track 3 - hmdrf exemptee training

9:00 AM - 4:30 PM

Exemptee Training

Susean Nichols

Susean Nichols has been involved in health care for over thirty years, including experience in acute care; home care and varying levels of managed care organizations. She has successfully performed in sales of respiratory products and services in the home care market.

10:30 - 10:45 AM

BREAK

3:00 - 3:15 PM

BREAK

11:30 - 1:00 PM

Lunch w/Exhibitors

1:00 - 2:00 PM

The Future of LTOT—Choosing the Right Technology for Your Long-term Oxygen Therapy Patients

Patrick Dunne, MEd, RRT, FAARC



The clinical value of properly prescribed long term oxygen therapy (LTOT) has been well-established for COPD patients afflicted with severe chronic arterial hypoxemia. Moreover, the improved outcomes associated with daily ambulation in this patient population have likewise been validated. However, equipment limitations of traditional LTOT delivery systems have undermined efforts to promote extensive ambulation beyond a stationary source in the home. This has changed with the introduction of portable oxygen concentrators (POCs).

Several POCs now have the capability of providing both stationary and ambulatory LTOT. While there are major differences in the performance characteristics of the various POCs currently on the market, evidence suggests that when these devices are applied correctly, there are significant improvements in both clinical and economic outcomes for COPD patients.

Objectives:

At the conclusion of this presentation, those in attendance will be able to:

- 1.State the scientific evidence supporting the use of LTOT as a maintenance treatment for stable chronic hypoxemia;
- 2.List the added advantages of encouraging daily ambulation with LTOT;
- 3.Describe the key performance variables of the newest POCs
- 4.Cite the importance of using pulse oximetry to individually titrate patients to their optimum LTOT dose.

2:00 - 4:15 PM

Got Oxygen? How to Grow Your business in 2010, and Survive

Kelly J. Riley CRT, RCP

MedGroup Director, National Respiratory Network



This session will provide an overview of oxygen providers current position and provide creative ideas to enhance productivity and your overall bottom line.

Track 3: resna atp prep course

RESNA testing is NOT offered on-site. Testing is now ONLY offered online.

9:30 AM - 4:30 PM

RESNA ATP Exam Prep Course

Presented by Pride Mobility Products

This course is designed to give exam candidates comprehensive preparation for the RESNA ATP examination. The course is intended for individuals familiar with wheelchairs and seating & positioning, and therefore expands upon other areas of interest such as ECU's, Augmentative Communication, Computer Access, Funding Sources and Legislation, & Ergonomics.

We also include detailed information about the exam content and question breakdown percentages, as well as critically important standardized test taking skills. This course ends with a practice examination that is administered on a pro-rated timed basis to give attendees a feel for the type of questions they will experience. This practice exam is then reviewed with attendees with full explanation of answers and methodology.

Objectives:

- 1.The participants will gain a lucid understanding for the material expected to be successful with the RESNA credential through a detailed analysis of the examination and content breakdown.
- 2.The participants will be educated on identifying detailed information about standardized test taking.
- 3.The participants will build upon current knowledge through a practice question and answer review.
- 4.The participants will be given the opportunity to gain important knowledge critical to both daily business activities and the exam.

THURSDAY, MARCH 4

8:30 - 1:00 pM

CAMPS BOARD MEETING



California Association of Medical Product Suppliers

JOIN CAMPS AND SAVE \$100!

CAMPS and the HME Industry need you!

During these waves of changes in the HME industry and economy, NOW is the time to support your state association. CAMPS is offering a \$100 discount off your first year's membership when you register for the convention and sign up for membership. Still not convinced?!

Here is what CAMPS doing for you.

Protects Your Interests

CAMPS' lobbyist and staff are your advocates before the California Legislature, the Governor's office and administrative agencies. Our endeavors have included and will continue to embrace issues affecting: licensure, sales tax, budget cuts, reimbursement, and much more.

Gives Immediate Answers

CAMPS offers immediate help with industry problems and concerns. Our experienced staff can answer questions about many of your day-to-day business operations. For example: Licensure/Regulatory Requirements, Obtaining/Changing a Medi-Cal Provider Number, Billing Issues, and general HME information.

Additional Benefits:

Cost Saving Programs

- Business Insurance at a reasonable rates.
- Hazardous Materials Reporting

Sign up on next page



Membership Application

NON MEMBERS

Join CAMPS with your Convention registration & receive a \$100 discount off your first year's membership.

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information *Please print clearly*

Your Name _____

Company _____

Address _____

Phone _____ Fax _____

Email _____

business type

Sole Proprietor Partnership Distributor

Regional Chain National Chain Pharmacy

Hospital Based Nursing Home HMO

Other _____

Rate your company's top revenue producers in numerical order

DME Oxygen PEN

Disposable Rehabilitation

Hospital Based Nursing Home HMO

Other _____

Business Volume _____

membership classification

Regular: A sole proprietorship, partnership, firm or corporation currently engaged in the retail/wholesale, rental or distribution of any type of medical equipment, products, services or supplies for home use in the care and treatment of patients. A regular member shall have full voting rights. Dues are based on annual gross sales amount.

Associate: A person, partnership, firm or corporation not otherwise qualified for regular membership that engages, through manufacturing, wholesale, or otherwise, in a business that supports or enhances a regular member's health care business.

Payments to CAMPS are not deductible as charitable contributions for federal income tax purposes. However, such payments may be deductible under other provisions of the Internal Revenue Code. In addition, a portion of your dues is not deductible as a business expense because of the association's lobbying activity. The nondeductible portion is 24%.

dues classification (CONFIDENTIAL)

Gross Sales

- \$0 - \$1,000,000
- \$1,000,001 - \$5,000,000
- \$5,000,001 - \$10,000,000
- \$10,000,001 and Above
- Associates/Manufacturer

Dues Amount

- \$550 + \$55/branch**
- \$850 + \$55/branch**
- \$1,150 + \$55/branch**
- \$1,500 + \$55/branch**
- \$600**

BILLING & PAYMENT INFORMATION

Dues Classification (as indicated above): = \$ _____
(Total dues for any one company and its branches cannot exceed \$3,000.)

Branch Dues (For addn'l branches. Does not apply to first location):

of branches _____ x \$55 each = \$ _____

Total Amount Due = \$ _____

- Check made payable to CAMPS
- Bill my credit card (Included with Registration)

Billing Options:

If you wish to pay on a quarterly or semiannual basis, please indicate so below and submit your first installment payment with this form.

- Quarterly Semi-Annually

certification

By the signature affixed below, I hereby certify that the information submitted in this application is true, complete and correct to the best of my knowledge and belief. I acknowledge that I have read and understood the CAMPS Code of Ethics and agree to conduct my business in accordance with its principles. I also understand that my membership in CAMPS may be terminated for failure to comply with the principles enumerated in the Code of Ethic.

Signature _____

Date _____

Please complete this form and submit with payment to:

CAMPS, One Capitol Mall, Suite 320
Sacramento, CA 95814

Tel: 916-443-2115
Fax: 916-444-7462

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CAMPS

California Association of Medical Product Suppliers

camps 2010 convention exhibits

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