



FOR IMMEDIATE RELEASE – August 17, 2017

Mobile Tech Session Spotlight – Brightree, Apacheta, and Provider Wisdom at Medtrade

ATLANTA - Mobile technology beckons providers who are committed to fully joining the 21st century, but do the numbers add up? Medtrade attendees can explore the how and why of “going mobile” during a 90-minute educational session scheduled for Oct 24, from 2:15 p.m. - 3:45 p.m., in room C204 at the Georgia World Congress Center in Atlanta.



The interactive panel discussion features **Jennifer Leon**, vice president, Brightree Patient Collections, with moderator **Aimee Swope** (pictured, left), customer success specialist, Apacheta Corp. Swope will be fostering a discussion with three HME providers who are succeeding with mobile technology. “Some companies are still a little afraid to change what they are doing,” says Swope. “This session is not only about how technology can work for you, but also about the financial justification for going to mobile technology.”

Apacheta is a mobile technology logistics solution with an HME feature that integrates with Brightree software. Three providers will join Leon and Swope to share best practices in an interactive discussion designed to encourage attendee participation.



“My part will pertain to collecting patient payments out in the field and how important it is to equip field staff—delivery drivers, hospital liaisons, and even respiratory therapists making home visits, with tools to collect the copays out in the field,” adds Leon (pictured, left). “Staff resources are being tasked with multiple job functions and an example of that is delivery drivers taking on the role of accounts receivable while out in the field. The better practice would be to collect BEFORE sending the drivers out to the patients’ homes.”

Financial Justifications for Going Mobile: Operational Benefits of Mobile Technology

• Room: C204, Tuesday, Oct 24, 2017, from 2:15 p.m. - 3:45 p.m. Eastern Time

To achieve operational efficiency and maintain compliance, while also prioritizing patient care, it's time for providers to embrace and implement mobile technology throughout their workflow. An automated workflow allows providers to seamlessly adjust to changes and improve their return on investment (ROI) without missing a beat.

Medtrade is Oct 23-25, 2017 at the Georgia World Congress Center in Atlanta

Click the link below to register for Medtrade 2017

<https://registration.experientevent.com/showMTH171?flow=attendee>

For more information about Medtrade, go to www.medtrade.com

About Medtrade Spring and Medtrade

Medtrade and Medtrade Spring are the two largest home medical equipment trade events in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the shows gather hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade and Medtrade Spring are owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of our shows dating back several decades. We currently operate more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by *TSNN*, as well as numerous other events. Our events connect over 500,000 global attendees and exhibitors and occupy more than 6.5 million NSF of exhibition space. We have been recognized with many awards and accolades that reflect our industry leadership as well as the importance of our shows to the exhibitors and attendees we serve. More info about Medtrade Spring and Medtrade can be found at www.medtrade.com

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