

**FOR IMMEDIATE RELEASE** – June 24, 2017 – **Brightree Summit is Back at Medtrade**  
 ATLANTA – Brightree customers have two compelling reasons to make a trip to Atlanta this October—the Brightree Summit and Medtrade. Atlanta-based software stalwart Brightree will again host its Brightree Summit on day one (Oct 23) of Medtrade. The event takes place at the Omni Hotel, which is connected to Medtrade’s home at the Georgia World Congress Center.

“The Brightree Summit is where we unveil new products and services,” says **Rob Boeye**, executive vice president, HME, Brightree. “Customers hear about enhancements and future releases. It’s a great opportunity for providers to learn about process improvement, efficiency and operational excellence.”

The event is slated to run from 8:00 a.m. – 5:00 p.m., followed by a 5:30 p.m. – 7:30 p.m. Networking Event, which will also take place at the Omni Hotel. While Brightree execs will share wisdom at the daylong event, attendees at the three educational tracks (training, executive, and operations) will also hear from providers who are leveraging Brightree to improve their business operations and enhance profitability.



“There are thought leaders in this industry who do a great job with their Brightree system, and attendees will hear from them,” says **Mark Blount**, vice president, Marketing. “It could be someone who is best practice at intake referral or someone who has done a great job dealing with denials and/or handling audits—or it could be someone who has increased patient collections. Brightree customers will share their expertise and reveal their best practices in how to maximize results and be profitable.”

The one-two power punch of the Brightree Summit followed by two days at Medtrade is designed to benefit providers through face-to-face interaction. “To support Medtrade, is really to support the industry,” says Blount. “We believe in face-to-face learning and networking, and we believe in the value of Medtrade. Together with the Brightree Summit, Medtrade is an invaluable chance to gain new inspiration, new knowledge, and recharge.”

“I feel there is a different vibe right now in the industry,” adds Boeye. “I think we are turning the corner. I am a realist, and I know there are still challenges with regard to reimbursement, but providers are saying, ‘Either I’m going to move forward and grow, or I’m not going to be here.’ I see a lot more of that commitment to grow, and I think optimism is growing in this industry.”

For more information about the Brightree Summit, go to [www.brightree.com](http://www.brightree.com).  
 For more information about Medtrade, go to [www.medtrade.com](http://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](http://www.medtrade.com)

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