

MEDTRADE

EXPO + CONFERENCE

FOR IMMEDIATE RELEASE – August 30, 2023

New CRT Educational Track – Call For Speakers Deadline Is Sept. 1

DALLAS – Medtrade is introducing a new complex rehab technology (CRT) track for next year's Medtrade. In light of the new track, organizers are extending the *Call For Speakers* deadline through Sept. 1. **Alexis Ward**, senior director of Payer Relations at the American Association For Homecare, will be overseeing the new track.

Ward will be choosing some of the speakers, but she will also be on the lookout during the week of Aug 28 for session leaders.

Attendees at Medtrade 2024, scheduled for March 26-28, will be able to learn about:

- Securing authorization/coverage for CRT;
- Best Practices: Maximizing CRT Repairs in Your Business;
- You've Passed the ATP Exam, Now What?;
- Sales in the New World;
- Lobbying, What's Up with That?; and Managed Care, Medicare, and Medicaid.

Potential CRT Track session leaders, as well as other speakers for a variety of topics, may apply by clicking [HERE](#) or copy and paste: <https://shorturl.at/cgFSX>

As a reminder, Medtrade organizers have developed a new format for educational programs covering a wide range of topics—from innovations to leadership to daily operations for HME providers, complex rehabilitation professionals, and manufacturer partners.

Prospective Medtrade presenters should review session titles and descriptions that the Medtrade Educational Advisory Board (EAB) has created. Find a topic that piques interest and aligns with your specific expertise. The Call For Speakers is not a call to propose a program. Instead, EAB members are looking for speakers to present the specific breakout programs that are already listed. The deadline to express interest in presenting is **Friday, Sept 1**.

About Emerald

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate. For more information, please visit <http://www.emeraldx.com>

About Medtrade

Medtrade is the largest home medical equipment trade event in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the show gathers hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade is owned by Emerald, the largest operator of business-to-business trade shows in the United States. www.medtrade.com

CONTACT: Greg Thompson, Medtrade Media Relations;
(970) 227-1002; greg.thompson91@yahoo.com