

# MEDTRADE

## EXPO + CONFERENCE

**FOR IMMEDIATE RELEASE – February 28, 2023**  
**Workshops At Medtrade: Limited Space Still Available**

### **WORKSHOP #1**

#### **Get Credential Training At Medtrade With BOC**

DALLAS – The Board of Certification (BOC) is back again at Medtrade for its Introduction to the Certified Durable Medical Equipment Specialist (CDME). A CDME is a person who demonstrates a broad knowledge of the DME/supply industry, including: prescription verification, intake process, product selection, dispensing and setup, documentation, billing, compliance, and performance management.

In this workshop led by **Abel Guevara III**, vice president of Revenue Cycle & Market Access at Abilitech Medical and scheduled for March 28 from 9:00 am – Noon, participants will learn:

- the scope of practice for the CDME;
- the value of the CDME credential for individuals and facility owners; and
- how to market the CDME credential to customers, referral sources, and third-party payers.

This workshop serves as instructional preparation for the BOC CDME exam. More than 75% of BOC CDMEs report that this credential has delivered a positive impact for their career. Prepare for the CDME Exam at Medtrade. Special pricing is available for Medtrade Attendees.

CDME Application Fee: \$50

CDME Exam Fee: \$75 (25% discount)

The BOC CDME exam can be taken anytime, anywhere—home, office, hotel—with a live, remote proctor. The Workshop is \$49 and separate [registration](https://tinyurl.com/yhussbbv) (<https://tinyurl.com/yhussbbv>) is required.

For questions about registration, call (864) 342-6295. Customer Service can be reached Monday-Friday 9:00 am – 5:00 pm (EST). Customer service can also be reached at this link <https://registration.experientevent.com/ShowMTH231/ContactUs>

### **WORKSHOP #2**

#### **Team@Work Sales Bootcamp**

DALLAS – The Team@Work Sales Bootcamp led by **Ty Bello**, president and founder of Team@Work, is scheduled for March 28 from 8:00 am – Noon. There is no fee to attend, but [advance registration](https://tinyurl.com/yhussbbv) (<https://tinyurl.com/yhussbbv>) is required.

Every Sales Professional has the drive and desire to make it to peak performance in sales. The Team@Work Sales BootCamp provides the Sales Professional a course to achieve their goal of reaching their highest possible level. Bootcamp for any recruit is a transformational time and period in their military career.

#### **Introduction to Team@Work Sales BootCamp**

In the Sales BootCamp we set a course to change behaviors, thought processes, build a team, instill discipline, and simply make each participant a better sales person and transforming them to a Sales Professional. There is much to be learned from BootCamp; it is one of the most difficult tests of endurance for a person, and unifies individuals to create an elite team. Together we will

navigate the Cadence of Bootcamp and the Transformational Capabilities it holds and learn how to apply them in our Sales Career.

### **Target Audience**

If you are a Sales Representative, Sales Leader or Owner in Home Medical Equipment or Complex Rehabilitation Industry, WE WANT YOU. This CoachShop® speaks to clinicians and non-clinicians; Sales Representatives with years of experience and rookies. Sales Leaders and Owners are strongly encouraged to attend this CoachShop®.

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### **WORKSHOP #3**

#### **Retail Fundamentals Workshop**

DALLAS – There is no fee to attend this workshop which is scheduled for March 28, from 9:00 a.m. to Noon. **Rob Baumhover**, COO of Independent Medical Equipment is the presenter and [advance registration](https://advance.registration.experientevent.com/ShowMTH231/ContactUs) (<https://tinyurl.com/yhussbbv>) is required.

This session will incorporate the uniquely collaborative elements of previous workshops into 3 hours of learning and brainstorming. If you have never attended one of these workshops, you can prepare for an engaging environment coupled with attendee participation and active takeaways.

What makes this session different is the fresh ingredients delivered by your industry peers. I have found that in-person discussion garnished with expert-led roundtables is the recipe for nutrient-rich learning. After all, it tastes best to learn from the best (i.e., the people who are in the weeds of owning and operating a cash business). As you shuffle through the topics, find yourself sifted into the mix of owners and managers that operate using a variety of business strategies — all-cash models, partial-cash models, and insurance-based models looking to expand with retail.

Discuss different marketing strategies that providers are using to generate business.

Describe the different ways to teach and train your sales staff.

Identify different categories and products that sell.

Discuss different merchandising techniques to drive additional sales

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### **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](http://www.medtrade.com)

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