

# MEDTRADE

## EXPO + CONFERENCE

**FOR IMMEDIATE RELEASE – February 29, 2024**

**New Medtrade Compression Session – *Where, When, Why***

DALLAS – The United States Medical Compression Alliance (USMCA) is working with Medtrade to offer additional information about the Lymphedema Treatment Act and what it means for the HME industry. USMCA represents the five main compression manufacturers: medi USA; Essity (parent company of the Jobst brand); Juzo; Lohmann & Rauscher; and Sigvaris.

USMCA along with other stakeholders have worked with CMS to implement the Lymphedema Treatment Act (LTA), and their efforts will extend to private health insurers in the future. At Medtrade, several of these organizations will come together to co-present, including Carmen Anderson, USMCA representative; Sarah M. Bramblette, MSHL, Lymphedema Advocacy Group; Bill Lobosco, SunMED Medical; and Noel Neil, ACU-Serve Corp.

**TOPIC:** Lymphedema Compression

**WHEN:** Wednesday, March 27 from 10:00 – 11:00

**WHY:** Product Categories To Consider

**WHERE:** Room D166

Attendees ***with a Conference Pass*** will learn about:

- The LTA – history and ongoing efforts from the Lymphedema Advocacy Group (LAG);
- the business side of compression, the call points, the customers, the patients, and clinicians;
- the US Medical Compression Alliance and the products the manufacturers provide; and
- the billing intricacies to be aware of with the new changes.

The LTA is welcome news for the industry, but Heather Ferguson, founder of the LAG, points out that the legislation does have certain limitations. “Many people assumed that the LTA would do additional things such as improve coverage for surgeries, pumps, and other lymphedema-related treatment items or services,” she says. “These things were not and could not be included in the legislation, because benefit categories for those services and supplies already exist, so any modifications to coverage would need to be undertaken through regulatory action.”

### **About Emerald**

Emerald’s talented and experienced team grows our customers’ businesses 365 days a year through connections, content, and commerce. We expand connections that drive new business opportunities, product discovery, and relationships with over 140 annual events, matchmaking, and lead-gen services. We create content to ensure that our customers are on the cutting edge of their industries and are continually developing their skills. And we power commerce through efficient year-round buying and selling. We do all this by seamlessly integrating in-person and digital platforms and channels. Emerald is immersed in the industries we serve and committed to supporting the communities in which we operate. As true partners, we create experiences that inspire, amaze, and deliver breakthrough results. For more information, please visit: [www.emeraldx.com](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)