

**FOR IMMEDIATE RELEASE – September 25, 2022**

**Medtrade East Workshops: Limited Seats Still Available**

ATLANTA – Medtrade East is less than a month away and attendees looking to maximize their trip to Atlanta may wish to participate in one of five in-depth workshops. All workshop topics touch on vital issues with a multi-hour approach from top experts. Space is still available and [workshops](#) can be added to new and/or existing registrations.

Copy and Paste: <https://medtrade.com/conference-workshop-tours/> for more info.

**All Workshops Take Place Monday, Oct. 24.**

**An Introduction to the Certified Durable Medical Equipment Specialist (CDME)**

**TIME:** 9:00 AM – 1:00 PM

**FEE:** \$49

*Speaker: Abel Guevara, Vice President of Revenue Cycle & Market Access, Abilitech Medical*

A Certified Durable Medical Equipment Specialist (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, participants will learn:

This workshop serves as instructional preparation for the BOC CDME exam. Learn more about the credential and access exam resources [HERE](#). Over 70% of BOC CDMEs report that this credential has delivered a positive impact for their career. Imagine what it might do for you! Become a CDME at Medtrade East. Take advantage of special pricing for Medtrade Attendees.

- CDME Application Fee: \$50
- CDME Exam Fee: \$75 (25% discount)
- The BOC CDME exam can be taken anytime, anywhere with a [live, remote proctor](#).

**Key Metrics from Order to Cash**

Brightree by ResMed

**TIME:** 9:00 AM – 11:00 AM

**FEE:** \$99

We all know metrics are important measurements in the health and success of a DME company. But, are you tracking the right metrics? Do you know what your KPI results mean? Do you know where to obtain these results and understand how to evaluate what action should be taken?

Objectives:

- Users will be able to identify key metrics important to their own business.
- Users will learn important tools to help them monitor KPIs.
- Users will understand how to identify trends and understand how their business is performing.

**Team@Work Sales BootCamp**

**TIME:** 9:00 AM – 1:00 PM

**FEE:** No Fee To Attend

*Speaker: Ty Bello, President and Founder of Team@Work*

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. Some would say that we have all experienced our own version of Bootcamp, or that life in general is a

Bootcamp of sorts. The Team@Work Sales BootCamp will be a transformational time in the life and career of the Sales Professionals who enlist in this journey.

### **Forensic Denials DME Season 2 Episode 2**

**TIME:** 9:00 AM – 12:00 PM

**FEE:** \$49

*Presenters: Ronda Buhrmester, CRT, Director of Reimbursement, The VGM Group, Inc.; Dan Fedor, Director of Reimbursement and Education for U.S. Rehab, The VGM Group, Inc.*

Medtrade attendees raved about season 1 of Forensic Denials so much that the lead investigators are bringing season 2 to the Medtrade Atlanta in October with ALL new cases to solve. Eagle-eyed reimbursement experts **Ronda Buhrmester** of VGM & Associates, and **Dan Fedor** of VGM's U.S. Rehab review some of the most horrific claim denials as they assemble the pieces left behind to determine the culprit.

### **Brick-by-Brick Workshop: The Foundation to Operating a Profitable Business**

**TIME:** 9:00 AM – 5:00 PM

**FEE:** No Fee To Attend

*Speaker: Rob Baumhover, Director, VGM Retail*

This session will incorporate the uniquely collaborative elements of VGM's Brick by Brick: Retail Learning Workshops into 7-8 hours of learning and brainstorming. If you have never attended one of these workshops, you can prepare for an engaging and lively environment coupled with attendee participation and active takeaways. What makes this session different is the fresh ingredients delivered by your industry peers.

### **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, 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 6.9 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 can be found at [www.medtrade.com](http://www.medtrade.com)

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