

## 2019 Home Health & Caregiver Solutions EPPS

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, February 11, 2019

HME Retail: Making It the Most Profitable Part of Your Business

**60 minutes**



In this action-driven session, you will learn about the tremendous opportunities in offering or in expanding your retail selection of home medical equipment. With Medicare and other payers squeezing the profit out of insurance-provided HME, retailers need to look to new, more-profitable revenue sources to meet the needs of a changing demographic.

By increasing your retail offering of HME products, you can capitalize on the burgeoning Baby Boomer market seeking a one-stop solution to their needs. And by outfitting your retail space with attractive, well-packaged, quality items, you can expand your HME retail footprint and see immediate benefits to your bottom line and cash flow.

Learn which products belong on your floor, learn how to share space with your existing offering, and learn what kinds of results you can expect.

This session will help you:

- \* Understand the Medicare Dysfunction vs. the Retail Reality
- \* Learn How to Supercharge Your Profits with Retail HME
- \* Create a New and Lasting HME Retail Success Plan

Join Sue Chen, Founder & CEO of NOVA Medical Products and Wayne Slavitt, Founder & CEO of Mobül: The Mobility Store, as they share their first-hand experience in promoting cash-focused, brick-and-mortar HME retail.

Sue was one of the ten Most Powerful Entrepreneurs in Fortune Magazine's Most Powerful Women issue and named on the Forty over 40 List of women who are reinventing, disruption and making an impact. Most recently, Sue presented a TEDx talk titled, "Sharks saved my life...what will save yours." Sue's mission to improve the lives of physically challenged people has been featured in Fortune, Forbes, The Wall Street Journal, Fast Company and numerous websites and publications. Sue is a certified RENSA instructor and has trained and educated over 5,000 healthcare providers and professionals.

Over the past 35 years, Wayne Slavitt has been involved in a variety of entrepreneurial projects in both principal and advisor capacities. Among the many ventures Mr. Slavitt has been involved with is the development and roll-out of Mobül: the mobility store. Mobül is the most innovative retail concept in the burgeoning senior market, presenting an elevated and refreshing shopping experience for customers seeking home medical and mobility products. The Mobül store is bright, open, and airy, twice the size of a typical home medical equipment store, stocked with the largest selection of home medical and mobility products around, and staffed by compassionate and knowledgeable sales associates. Mobül is located in Long Beach, California, with plans to expand Mobül into a national chain. Through his consulting company, The PrimeMark Group, Wayne provides consulting services to a variety of companies, including those in the HME industry.

Sue Chen, Founder & CEO of NOVA Medical Products and Wayne Slavitt, Founder & CEO of Mobül: The Mobility Store

## TIP Sessions - Addressing Key Issues Within Home Health Care

**60 minutes**

Thought Interaction Pods (TIP), will take place Tuesday morning.

The session gives participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals.

The Industry Experts Leading Discussions Include:

**Pod/Table 1:** Wayne Slavitt, President & CEO at Mobül, LLC

**Topic:** Who Are Your Target Customers and How Do You Get Them Into Your Stores?

**Pod/Table 2:** Sue Chen, President & CEO at Nova Medical Products

**Topic:** Don't Fear Amazon...Bring On Your Retail Competitive Edge!

**Pod/Table 3:** Jed Miles, National Sales Manager at Standers, Inc.

**Topic:** The Current and Potential Landscapes of Retail HHC

**Pod/Table 4:** Paige Coho, Director of Marketing at Medical Guardian LLC

**Topic:** Innovation of Independent Living in Home Solutions - Wearable Technology, Voice and Concierge Service

**Pod/Table 5:** TJ LeDuc, Store Manager/Market Lead at CVS Health

**Topic:** I'm Here, Are You Open? Prescribers Are Now Available 7 Days a Week. Are We As Competitive As We Can Be?

**Pod/Table 6:** Co-Hosts: Deora Edmondson, President and Mike Pollock, Vice President at 1st Medical Supply

**Topic:** Delivering Exceptional Service - From the Store to the Customer's Door. Ways To Take Your Service To the Next Level

Multiple Speakers  
Multiple Companies

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## ECRM & DSN Buyers Choice Awards

### **30 minutes**

Join us for the Buyer's Choice Awards hosted by ECRM and Drug Store News. Suppliers will submit their product offering and attending buyers will cast their vote for their favorite product!

First place and finalist winners will be recognized during cocktails. To learn more about how you can participate, please contact your Account Manager.

