



CTF UPDATE

Survey ‘visualizes’ telehealth benefits

BY LIZ BEAULIEU, Editor

THE CLINICIAN Task Force has collected more than 40 completed surveys that stakeholders will use to educate Congress and other policy makers on the importance of physical and occupational therapists retaining the ability to provide telehealth services.

The survey, distributed in collaboration with NCART, will remain open as needed, says Cara Masselink, executive director of the CTF.



Cara Masselink

“We have a great variety of examples to pull from that describe the breadth of what clinicians do,” she said. “What I really love is the examples are unique and client-centered.”

The surveys support efforts in Congress to permanently expand access to telehealth services, including those provided by PTs and OTs, particularly

H.R. 2168.

Though the examples are often unique, they have one thing in common, Masselink says: They show how telehealth can allow clinicians to do their jobs better and more efficiently.

“There were quite a few examples where clinicians felt they would have had trouble, or would have spent more time asking the client questions, if they weren’t able to visualize things like they were able to with telehealth,” she said. “They could observe clients moving through the home.”

In one example, a clinician was able to determine that a client’s pressure injuries were not due to just their wheelchair but also a commode seat. In another example, a clinician was better able to determine the needs of a client with aphasia, Masselink says.

“The client wasn’t able to describe what was inhibiting them – they could describe something was wrong but not what,” she said. “Seeing the client move through the environment helped the clinician determine that what.” **HME**

MedSupply targets SNFs for growth

BY TRACY ORZEL, Contributing writer

FRESNO, Calif. - Skilled nursing facilities in California can now get their in-patient mobility, seating and positioning needs met through MedSupply’s newly launched complex rehab mobility program, MedSupply Mobility Solutions (MMS).

Starting April 1, Medi-Cal began allowing DME providers to provide custom and



Adam Frerichs

complex rehab items to patients in skilled nursing facilities. Before then, providers could only maintain the equipment patients already had.

“For 10-plus years, PTs and nursing home directors have told me, ‘I wish we could get them equipment because they’re outgrowing this and we can’t modify it anymore,’ so there’s a huge need for that,” said Vern Nielsen, director of mobility and complex rehab. “I think we’re really going to be able to help those patients have better outcomes for the facilities and the families.”

MEDSUPPLY SEE NEXT PAGE



Advocate of the Year

Natalie Barnhard was named the recipient of the Finn Bullers Advocate of the Year Award at this year’s United Spinal Association Roll on Capitol Hill event, which took place virtually June 14-16. Barnhard is the chapter leader of the Western New York Chapter of United Spinal and the founder and president of Motion Project Foundation. She has been a wheelchair user for 16 years, following a spinal cord injury while at work as a physical therapy assistant. In September, the Natalie Barnhard Center for Spinal Cord Injury Rehabilitation and Recovery will celebrate its grand opening.

All the mobility news that fit to print

NSM launches consumer magazine

BY LIZ BEAULIEU, Editor

NASHVILLE, Tenn. - National Seating & Mobility’s new magazine *Let’s Get Moving* shows clients just how much they believe in them, says CEO Bill Mixon.

The cover of the first issue, for example, featured adaptive athlete Sean Simonson, who was the first quadriplegic to enter, race, finish and place in an Enduro World Series event anywhere in the world.

“We wanted to show examples of people who may have some degree of a mobility challenge but they’re still living their best life,” said Mixon. “We afford great technology to people, and we want to celebrate the independence it helps to give them.”

The magazine launched in May with a run of 50,000 print copies, largely distributed to NSM’s 180 locations, and with support from sponsors

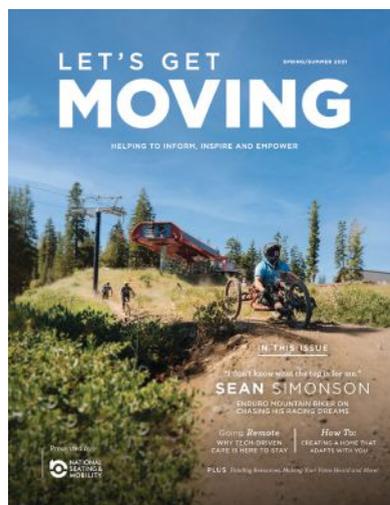
Permobil, Pride Mobility Products/Quantum Rehab, MK Battery, Invacare and Ki Mobility.

The magazine also gives NSM the opportunity to share equipment trends, advocacy opportunities and industry news with its clients.

“The process of getting mobility and accessibility equipment is, unfortunately, very sophisticated and sometimes complicated,” said Stephanie Buckley, vice president of marketing for NSM. “We wanted to bring forward content that could help them be more informed and less confused.”

Looking ahead to future issues – there are two planned for this year – independent living will be a trend that gets specific attention.

“There’s a real knowledge



NSM PLANS TO PUBLISH two issues of the magazine this year.

vacuum for people who want to have their homes properly configured so they can live safely and independently,” Mixon said. “We plan to leverage the magazine to promulgate that message more effectively.” **HME**

BRIEFS

Lifeway Mobility gets private equity boost

HARTFORD, Conn. - Lifeway Mobility has received a “significant” investment from Cressey & Company. Lifeway’s plans for the investment include continuing organic growth in its current locations and acquiring outstanding providers to create regional hubs throughout the country. Earlier this year it invested in the assets of Pennsylvania-based Accessible Home Automations, LLC, doing business as Stair-Busters.com, and Los Angeles-based Gamburd. Terms of the transaction were not disclosed.

Rehab Medical names new CFO...

INDIANAPOLIS - Rehab Medical has named Olga Chaikouskaya as its new CFO to oversee its financial operations. Chaikouskaya has more than 20 years of overall financial experience in diverse industries, including manufacturing, retail and nonprofit organizations. She will lead Rehab Medical through a rapid growth stage, during which it has increased revenue 30% in 2018, 2019 and 2020. Prior to joining Rehab Medical, Chaikouskaya was CFO of Stratosphere Quality, a provider of quality assurance services.

...invests in employee growth

INDIANAPOLIS - Rehab Medical has appointed Julie Klarich as director of employee development and engagement. She will lead the company’s enrichment initiatives, including the Your Better Self initiative launched in 2020. Klarich has spent more than a decade providing professional development, organizational leadership and relationship management consulting. She was most recently director of affiliate relations at the Indiana Farm Bureau Insurance and previously a consultant at Eli Lilly.

NSM named Top Workplace...

NASHVILLE, Tenn. - National Seating & Mobility has been awarded a Top Workplaces 2021 honor by The Tennessean for the third consecutive year. The list is based solely on anonymous employee feedback gathered through a third-party survey administered by Energage, an employee engagement technology company. The survey measures workplace culture, including alignment, coaching, connection, engagement, leadership and performance, as well as basics like pay, benefits, flexibilities and more.

...expands team in Canada

NASHVILLE, Tenn. - National Seating & Mobility Canada has added two new members to its team: Dheyaa Qaddo as controller and Eugene Fung as HR and payroll manager. Previously, the company named Dave Munroe director of finance and Rick Nori regional director of Canada. NSM is looking for talent for a variety of other roles in Canada, including rehab equipment professionals and customer service representatives.

Abilities Expos make post-pandemic return

BY TRACY ORZEL, Contributing Writer

PASADENA, Calif. - After a year of virtual events, the Abilities Expos are back in-person.

The group has eight in-person events slated for 2021, with the next scheduled for Aug. 6-8 in Houston.

“We did our event in Los Angeles in February of last year, when people were starting to talk about COVID-19, saying this could be a big deal,” said David Korse, CEO of Abilities Expo. “A few weeks later, we had to reschedule our New Jersey event. We canceled Chicago next and I think we pretty much started backing out of the rest of the year on a wholesale basis.”

Held annually, the Expos are free, three-day, all-access events to the latest products, workshops and adaptive activities.

Although one virtual event probably would have served the entire community, organizers did three such events in 2020 to keep the pot boiling and boil it did. The virtual events garnered



David Korse

15,000, 17,000 and 18,000 registrations from all 50 states and 80 countries, compared to 9,000 registrations for the in-person event in

Los Angeles in February.

In many ways, when transitioning from in-person to virtual events, organizers swapped one challenge for another, says Christine Selinger, director of education and events.

“In-person, we’re limited by the environment—there’s a limited

number of elevators, bathrooms, things like that,” she said. “Online, it’s making sure we have captions and ASL to make it fully accessible.”

Organizers have another challenge as they transition back to large, in-person gatherings: keeping up with the ever-changing safety guidelines.

“We’ve been monitoring the rules for being in-person,” said Korse. “Illinois changed three times in the last 45 days. We have signs, we bought 10,000 masks, we bought a dozen digital thermometers, and as of yesterday, masks are requested but not mandated and that’s it.” **HME**

MEDSUPPLY

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Founded in 2004, MedSupply specializes in negative pressure wound therapy, low-air loss mattresses, advanced wound care supplies and more recently, complex rehab mobility.

“We started as a wound care-centric company and built out to skin integrity and prevention products, and seating and mobility really fits in nicely with what we’re doing,” said Adam Frerichs, CEO.



Vern Nielsen

“And talk about pain points in a skilled nursing facility—they’re really underserved as far as patient positioning and skin breaking down. That’s always been a primary concern, so that’s why we felt this would be a solid program to bring out to these facilities.”

MedSupply currently has contracts with different payer sources throughout California, and hopes to grow its MMS program organically by leveraging those contracts in the Bay Area, from San Francisco to Los Angeles.

“As of today, (complex rehab) is really a small percentage of our business because it’s just getting off the ground, but it’s going to be somewhere between 10% to 20% by the end of 2021,” said Frerichs. **HME**

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