

Established in 1936 as an independent community pharmacy, BLACKBURN'S has grown into a leading provider of home healthcare products, encompassing all levels of medical equipment. Accredited through The Joint Commission since 1995, BLACKBURN'S services Western Pennsylvania, Northern West Virginia, Eastern Ohio and Western New York.

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www.blackburnsmed.com

pharmacy services • medical supplies • dme/rehab
bariatric dme/support surfaces • respiratory

BLACKBURN'S Live Life Better!

301 Corbet Street
Tarentum, PA 15084



Calendar of Events

March 25-27, 2009

2009 PADONA Annual Conference
Sponsored by Pennsylvania Association Directors of Nursing
Administration Long-Term Care - PADONA / LTC
Location: The Hotel Hershey, 100 Hotel Road, Hershey PA
For more details, call 215-646-7184 or
email padona@verizon.net.

March 26, 2009

2009 Pittsburgh MDA Muscle Team® Event
Location: Heinz Field, Pittsburgh, PA 15212
Muscle Team® is a high profile event and specialty auction where top professional athletes are paired with an MDA Goodwill Ambassador. For more information on how you can be part of the 2009 Pittsburgh Muscle Team® Event, please contact Randi at MDA at 412-823-3094.

April 22, 2009

Annual Chronic Wound Conference
Sponsored by Blackburn's
Location: Ambassador Conference Center
7794 Peach St, Erie PA 16509
The event will feature nationally renowned experts in the field of wound care for this educational seminar.

More details on the event will be mailed in February 2009. For more information, please contact Randy Prunty at Blackburn's at 724-224-9100.

News Script is a publication of BLACKBURN'S



news script for physicians & healthcare professionals
WINTER 2009

CHALLENGE AND CHANGE FOR 2009

Georgie Blackburn, VP Government Relations and Legislative Affairs

The coming year will test our endurance as we skillfully attempt to educate the Obama Administration and the 111th Congress on healthcare issues!

Competitive Bidding
In July 2008, equipment and supply providers thwarted Medicare's plan for Competitive Bidding – nothing short of a miracle! Speaking with a united voice, we sent a clear message to legislators that this initiative equated to poor patient care and Congress voted to delay the project. President Bush vetoed their vote and that resulted in one of only three overthrown vetos of Bush's second term. Now the stage is set for the next round of battle, which is sure to arise this year.

Affecting 10 MSA's (Metropolitan Statistical Areas) including Pittsburgh, Competitive Bidding is the brainchild of the Bush Administration and involves costly and volume products supplied under Medicare's Part B plan. If implemented, our senior citizens, disabled and referral sources will suffer the consequences of reduced providers, inadequate service, and most importantly, elimination of beneficiary choice.

The 18-month delay was pushed through by Congressman Pete Stark (D-CA) Chair of the House Ways and Means Health Subcommittee, who insisted upon several safeguards and improvements before CMS (Centers for Medicare and Medicaid Services) reintroduces the plan. CMS has been hard at work and will roll out a new bid proposal later in 2009. The difference...a new Health and Human Services Director (Sen. Tom Daschle) and a new CMS Administrator will be at the helm. Will they agree with Competitive Bidding? The goal of this writer, AA Homecare (the American Association for Homecare - our national association) and state associations is to educate them on the plan's failed methodology and find a better way to care for our growing Medicare demographic.

Home Oxygen Coverage and Policy Reform
Oxygen is an FDA approved drug, but CMS felt Medicare patients should own it if they used it consistently for 36 months. In 2008, the provider and medical communities convinced CMS they were wrong and the new guideline states title will not transfer. Yet, providers must continue to service until the unit is 60 months old. CMS permits only two labor calls per year paid at approximately \$30 per call and any new oxygen related supplies are not payable. Additionally, the provider must make arrangements for oxygen for traveling beneficiaries, like snowbirds who winter in Florida. Providers are scratching their heads, wondering how they can afford to provide 60 months of service when paid for 36 and are in a quandary about continuation of service.

Patients who have been on oxygen therapy since January 1, 2006 are the first to be affected on January 1, 2009. Throughout November and December AA Homecare held meetings with CMS officials; now the new administration and the 111th Congress must look at this remnant of the Bush Administration and tackle it head on. One solution is to totally revamp the Medicare Oxygen benefit to insure patients receive the adequate modality and provider's adequate payment for round-the-dock service. AA Homecare has slated Oxygen Reform as a priority for the new administration and we'll be working hard to get Congress's ear on this vital issue.

(Continued on next page)



Georgie Blackburn (4th from left) at Medtrade East-Atlanta 2008 "State of the Industry" panel discussion attended by nearly 2000 participants. (L-R) John Midot, former President/CEO of Phillips/Respironics; Alan Landauer, President/CEO Landauer Metropolitan; Cara Bachheimer, Esq., Sr. VP Government Affairs, Invacare Corp.; and Scott Meuser, President/CEO Pride USA.



Universal Healthcare Reform

In America, healthcare accounts for 16% of the GNP while over 46 million people remain uninsured – an embarrassing statistic. Senator Max Baucus, Chair of the powerful Senate Finance Committee submitted his recommendations for reform immediately following the election and Senator Ted Kennedy with at least four other congressional leaders plan to do the same. Preventative medicine will likely be a key discussion point. It's imperative that we take care of our children, working poor, elderly and disabled.

Homecare... aSolution!

One in five adults are currently providing some level of care to a loved one at home. Medicare even recognized the need to provide a CARE GIVER PAGE on the CMS website recently and our state legislators embraced Group Home arrangements in lieu of skilled care. These interesting facts highlight the focus on homecare as a solution to our nation's budgetary concerns. In 2006, a Morrison Infomatics study of 600,000 Medicare beneficiaries using oxygen in the home said home oxygen costs \$7.60 per day as opposed to \$4,600 per day if hospitalized. Hospitalization is a vital part of patient diagnosis and care, but upon discharge, most modalities required in skilled care can now be delivered in the home setting in a more cost-effective and psychologically beneficial way for the patient. This part of the Part B benefit must remain intact.

Advocacy... our Tool!

Seize the opportunity to educate and advocate in 2009. A new administration and new Congress is waiting to hear from you! Your questions or concerns are welcome. Please contact Georgie Blackburn at georgie.blackburn@blackburnsmed.com or call 724-224-9100, Ext. 367 for updates.

BLACKBURN'S LAUNCHES ONLINE STORE

In January 2009, BLACKBURN'S launched its online retail store www.blackburnsmed.com offering medical equipment and supplies for consumers in their home. This is the first of several steps BLACKBURN'S will be taking to improve access to our comprehensive home medical equipment and supplies inventory.

BLACKBURN'S online retail store offers an easy-to-use look and feel with features to search by product or to browse by category. The online retail store has a selection of medical products and supplies such as nutritional supplements, incontinence for adults and youths, assistive mobility aids such as canes, walkers, rollators, and bathroom safety aids such as shower chairs, tub benches, and bedside commodes. Moving forward, additional categories of medical products will be made available online in 2009.

"The online retail store enhances the user's experience by broadening how, where and when they use blackburnsmed.com at home and at work," said Randy Prunty, Business Development Manager, BLACKBURN'S. "Our goal is to make our online store the best and most convenient place to purchase products and supplies."

BLACKBURN'S provides order management and fulfillment service for the online store. The products available online are retail sales only. Our customer service staff is available to answer product questions by phone Monday - Friday 9:00 a.m. to 5:00 p.m. (Eastern Standard Time).

BLACKBURN'S offers free shipping on orders of \$100 or more. We accept Discover, MasterCard, Visa, and American Express credit card payments for online purchases. Take a moment to visit our online retail store at www.blackburnsmed.com.

Any questions or suggestions for BLACKBURN'S online store, please contact Randy Prunty at randy.prunty@blackburnsmed.com or call 724-224-9100 Ext. 226.



BLACKBURN'S ACQUIRES WAGNER MEDICAL SUPPLY

Randy Prunty, Business Development Manager

On January 1, 2009, BLACKBURN'S purchased Wagner Medical Supply located in Cranberry Township, Pennsylvania. The acquisition is part of BLACKBURN'S long-range plan to expand service for our customers and healthcare institutions in Pittsburgh's northern region including Butler county.

BLACKBURN'S welcomes the Wagner Medical Supply staff and loyal customers. We are committed to providing our customers and referral sources with top line healthcare products and professional service.

"Our company's goal is to provide an open and friendly environment for existing Wagner customers, referral sources and employees. Conducting business with BLACKBURN'S should be a helpful and positive experience," says Ron Rukas, president of BLACKBURN'S.

BLACKBURN'S plan for this location includes a new 1,050 square foot retail showroom with a private room for fitting compression stockings, orthotics and prosthetics, medical equipment consultations and final fittings.

BLACKBURN'S offers the following services:

- Personal and professional customer service representatives
- Comprehensive inventory of medical supplies, equipment, and more
- Direct billing to Medicare, Medicaid and private payers
- Equipment repairs
- 24-hour emergency service
- FREE delivery and equipment set-up

NEW HIGHLIGHTS:

- Expanded inventory of home medical equipment and supplies
- Streamlined customer services for walk-ins
- Fully accessible facility and parking



BLACKBURN'S
83 Dutilh Road
Cranberry Township, PA 16066

Phone: (724)-776-0600 Fax: (724)-776-0601

Hours of Operation: Monday - Friday 9:00 a.m. to 5:00 p.m.

DIRECTIONS

From I-79

Take I 79 North to exit # 78, Mars - Cranberry. At the light, make a left on Route 228. As you travel over the bridge, work your way into the far right-hand lane. You will come up upon the intersection of Route 19 and Route 228. Approximately 200 feet before Route 19, you will make a right hand turn onto Dutilh Road. As you make that turn, our facility will be on your right. Travel 50 feet, and make a right on Mars Road. We are located on the ground floor, side entrance.

From Route 19

Take Route 19 North through Wexford to Cranberry. You will come to the intersection of Route 19 and Route 228. UPMC Passavant Cranberry will be on your right. Continue north through this intersection and at the next light make a right onto Short street. A Pennzoil oil change facility will be on your right. At the end of Short Street (100 feet), make a right onto Dutilh Road. Immediately after you pass the Burger King on your right, make a left onto Mars Road. We are on the right corner on the ground floor, side entrance.