



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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news script for physicians & healthcare professionals

FALL 2009

MEDICARE COMPETITIVE BIDDING HERE TO STAY?

Georgie Blackburn, VP Government Relations and Legislative Affairs

On October 21, 2009 the Centers for Medicare and Medicaid Services (CMS), for the second time, opened the bid window for Round 1.2 Medicare Competitive Bidding for nine categories of home medical equipment and medical supplies including Oxygen, Standard and Complex Group 2 Power Wheelchairs and Scooters, CPAP and BiPAP, Hospital Beds, Walkers, Enteral Pumps and Nutrients and more.

It's called Round 1.2 because the initial Round 1, begun on July, 1, 2008 was halted after only 15 days in operation by a congressional vote over presidential veto, a next to never occurrence! The stoppage was a direct result of the litany of problems that surfaced with delayed discharges due to lack of access to product, non-accredited providers having been subcontracted and non-licensed providers of oxygen replacing licensed providers in states where licensing is required. The current effort is the government's second attempt to jump-start the program, but as before, resistance is mounting, primarily because CMS has not made sufficient improvements to insure Medicare beneficiaries that they will have quality care and access to care.



Congressman Kendrick Meek (D-FL) who serves on the powerful House Ways and Means Committee, last month introduced HR 3790, "End Competitive Bidding for Home Medical Equipment," which would permanently repeal the program.

Initial co-sponsors from Pennsylvania include Congressmen Jason Altmire, John Murtha and Glenn Thompson who issued a press release outlining the serious concerns each have with the program. Also in support is Congresswoman Kathy Dahlkemper, Erie, who has added her name to the growing list of supporters.

PA providers are working hard to obtain additional support. As this goes to print, 69 House representatives have signed on as co-sponsors. 100 signatures will gain significant notice and 200, almost half the House membership, will stymie the process.

Objection to Competitive Bidding is best summed up in a statement made by Altmire:

"CMS's Competitive Bidding program is a fundamentally flawed proposal that could make it harder for Western Pennsylvania seniors to purchase the highly specialized equipment that they need. The commonsense legislation we are proposing will eliminate this flawed program and protect seniors and small businesses without adding one penny to the federal deficit."

If the program prevails, Medicare plans to contract with less than 400 providers. Currently, over 4000 providers service Medicare patients in the nine Metropolitan Statistical Areas (MSA's) comprising Round 1.2. How can 1/10th of current providers service a growing demographic as over 4000 now do?

BLACKBURN'S is fighting the program and preparing our bid at the same time because the outcome is unknown. But, it is our hope that HR3790 will successfully stop this fatally flawed government idea!

You can help protect our elderly and disabled by calling your representative in DC today and voicing your opposition to Competitive Bidding asking that they co-sign HR 3790! Call the U.S. Capitol switchboard at 202-224-3121.

Please contact me at georgie.blackburn@blackburnsmed.com or 800-472-2440, Ext. 1367 for more information or updates on Competitive Bidding.

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PECOS ENROLLMENT REQUIRED FOR ALL PHYSICIANS ORDERING DMEPOS FOR THEIR MEDICARE BENEFICIARIES

The Centers for Medicare & Medicaid Services (CMS) has implemented an Internet-based Medicare provider enrollment process, known as Internet-based Provider Enrollment, Chain and Ownership System (PECOS).

The end result is that Medicare will only pay for DMEPOS if prescribed by a Medicare qualifying physician.

For physicians and non-physician practitioners, there are three basic steps to completing an enrollment action using Internet-based PECOS. Physicians and non-physician practitioners must:

1. Have an NPPES User ID and password to use Internet-based PECOS. For security reasons, physicians and non-physician practitioners should change passwords periodically, at least once a year. Please read the document entitled, "Medicare Physician and Non-Physician Practitioners - Protecting Your Privacy, Protecting Your Medicare Enrollment Record," which is available in the download section of PECOS website.
2. Go to Internet-based PECOS at <https://pecos.cms.hhs.gov/pecos/login.do> Complete, review, and submit the electronic enrollment application via Internet-based PECOS.
3. Print, sign and date the 2-page Certification Statement for each enrollment application submitted and mail the Certification Statement and all supporting paper documentation to the Medicare contractor within 7 days of electronic submission. Note: A Medicare contractor will not process an Internet enrollment application without the signed and dated Certification Statement. In addition, the effective date of filing an enrollment application is the date the Medicare contractor receives the signed Certification Statement that is associated with the Internet submission.

The Certification Statement must be signed by the physician or non-physician practitioner enrolling or making changes to enrollment information. Signatures must be original and in ink (blue ink recommended). Copied or stamped signatures will not be accepted.

Any questions please contact Jessica Rossey, BLACKBURN'S Director of Compliance at 724-224-9100 ext: 1364 or via e-mail jessica.rossey@blackburnsmed.com.

CMS EXTENDS ACCREDITATION DEADLINE FOR PHARMACIES

CMS accreditation deadline was September 20, 2009 for Suppliers of durable medical equipment, prosthetics, orthotics and supplies, who bill Medicare Part B. DMEPOS Suppliers including pharmacies are required to be accredited. On September 8, 2009, a consortium of pharmacy organizations sent a letter to key leaders in the House of Representatives urging them to exempt pharmacies from accreditation and surety bond requirements (the bonding deadline is October 2, 2009).

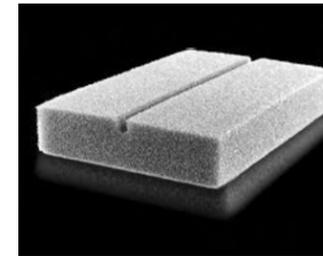
Some pharmacies have been confused as to whether or not they need to be accredited. CMS stated if a pharmacy is billing a DME MAC for a covered product, they must be accredited. Pharmacies billing Medicare only for drugs and biologicals do not need to be accredited.

In October the Senate and House passed bill (HR 3663) which extends the accreditation deadline for pharmacies, supplying durable medical equipment from September 30, 2009 until December 31, 2009. **This extension specifically pertains to pharmacies supplying DME; however, those entities registered through the National Supplier Clearinghouse (NSC) as Medical Equipment Suppliers with a pharmacist on staff do not qualify for this extension.**

SMITH & NEPHEW OFFERS NEW FOAM WOUND DRESSING

Smith & Nephew has introduced the RENASYS system—a complete offering of negative pressure devices with a selection of pumps and interface kits designed to help promote wound healing. The new dressing kits enable you to exercise your full clinical judgment utilizing foam or gauze dressings.

Whether for inpatient or outpatient use, Smith & Nephew systems provide all the clinical benefits of negative pressure while improving performance in comfort, ease of use and cost-effectiveness.



Confidence with foam

Smith & Nephew is proud to offer the choice of a foam dressing for your negative pressure needs—so you can exercise full clinical judgment based on the needs of the patient, the wound and the care setting.

- Hydrophobic, open-pore foam for exudate removal
- Integral groove
- Available in a variety of sizes to fit a range of wound types

To learn more about the foam and gauze wound dressing kits available for Smith & Nephew negative pressure systems, contact a BLACKBURN'S wound care specialist near you.

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EDUCATIONAL IN-SERVICES FOR HEALTHCARE PROFESSIONALS

BLACKBURN'S is acutely aware that policy and coverage changes as well as innovations in technology must not only be taught to our staff, but also communicated to you...our valued referral sources. We've had a long tradition of sharing what we know through a series of educational in-services. They are specifically designed to enhance product knowledge, maintain compliance through understanding guidelines and expedite the ordering process.

Some of our educational programs include:

- Medicare Power Mobility Qualifications and Documentation Guidelines
- Wound Care Products to Promote Healing
- Caring for the Ostomate
- Qualifying CPAP, BiPAP and Oxygen Home Patients
- Patient Lifters for Safe Transfer
- Negative Pressure Wound Therapy for the Home Patient
- Assistive Aids and Safety Products for the Home Patient

BLACKBURN'S will tailor programs to meet your specific needs, spanning all of our business segments: Pharmacy, Medical Supplies, DME/Rehab, Bariatric DME/Support Surfaces, Home Accessibility Aids, or Respiratory Services. Let us know how we can assist you in educating your staff.

The healthcare industry is dynamic and ever changing. Don't base today's ordering protocols on yesterday's information. For more details on in-services, contact Randy Prunty, Business Development Manager by phone: 800-472-2440 Ext 1226 or email: randy.prunty@blackburnsmed.com.