



HME Board Newsline

Annual Action Report

Since the last publication of the *HME Newsline*, the Board has accomplished many goals. A few of them are listed below:

- 2nd Phase of Consumer Ad Campaign Launched—Billboards!;
- Two new brochures developed and posted on web site: “*Guide to Licensure—a step by step guide through the application process, site inspection, and compliance.*” and “*Turning the Light On—Complaint, Investigation, and Disciplinary Procedure.*”;
- Board Member(s) and or Board staff present updates at ADMEA Meetings;
- Updates Page added to web site;
- Broadcast e-mails sent regularly to licensees;
- Amendments made to Rules and Regulations - Chapters 473-X-1-.01 and 473-X-3-.01 posted on web site.

Disciplinary Actions

Southland Medical, Inc.:

Date: November 12, 2008

Violation: Section 34-14C-4(a) (“Licensure; inspections.”), Code of Alabama 1975 (as amended)* and Ala. Admin. Code r. 473-X-4-.01 (2006) by failing to maintain a physical facility on an appropriate site.

Finding: Fined a total of \$3,500 in accordance with Section 34-14-C-6(a) (“Violations; penalties.”), Code of Alabama 1975 (as amended).

Kinex Medical Company, LLC:

Date: November 12, 2008

Violation: Section 34-14C-4(a) (“Licensure; inspections.”), Code of Alabama 1975 (as amended)* and Ala. Admin. Code r. 473-X-4-.01 (2006) by failing to maintain a physical facility on an appropriate site.

Finding: Fined a total of \$11,000 in accordance with Section 34-14-C-6(a) (“Violations; penalties.”), Code of Alabama 1975 (as amended).

D & D Medical Equipment Company:

Date: July 22, 2008

Violation: Section 34-14C-4(a) (“Licensure; inspections.”), Code of Alabama 1975 (as amended).

Finding: Fined a total of \$2,500 in accordance with Section 34-14-C-6(a) (“Violations; penalties.”), Code of Alabama 1975 (as amended).**

Secrets:

Date: July 22, 2008

Violation: Section 34-14C-4(a) (“Licensure; inspections.”), Code of Alabama 1975 (as amended).

Finding: Fined a total of \$1,500 in accordance with Section 34-14-C-6(a) (“Violations; penalties.”), Code of Alabama 1975 (as amended).

Section 34-14C-6 (a) (“Violations; penalties.”), Code of Alabama, 1975 states, “An entity or person found providing home medical equipment services without a license as required by this act shall be subject to an administrative fine of up to one thousand dollars (\$1,000) per day that services were provided without a license. Funds collected pursuant to this act shall be allocated to the administration of the program.”

Bill Boards

Now Running!

2009 Schedule:

Montgomery: June 8th—July 31st

Birmingham: June 8th—July 31st

Mobile: July 6th—August 30th

Huntsville: August 3rd—September 27th

Tuscaloosa: September 7th—November 1st

Decatur: October 5th—November 29th

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Mission, Vision, and Values—Oh My!

By Paula “Scout” McCaleb, *Executive Director*

Governor Bob Riley has implemented a program entitled, “Smart Planning” for Alabama Government. Many of you are familiar with the missions of your own businesses, but do you know what the Board’s is? Our mission is actually dictated to us by the Alabama Legislature by statute. The Board Mission: The board shall have the responsibility for creating, establishing, maintaining, and enforcing regulations governing the operation of home medical equipment services providers, including the qualifications of inspectors, the nature of inspections, and the process for appeals (Section 34-14C-2 (d)). The Board has also defined it’s Vision, Values, and Goals . They are as follows:

Vision: Home medical equipment services in Alabama are delivered by licensed home medical equipment providers deemed qualified, professional, and ethical, ensuring maximum public protection.

Values: 1. We value the rights of consumers of home medical equipment services; 2. We value the continuous improvement of Board staff to provide efficient, effective, and ethical service to the public and licensees; 3. We value competency of home medical equipment services providers.

Goals: 1. To provide services on-line so that 90% of license transactions are processed via the web by 2010; and 2. To provide site inspections within ten (10) days of a complete application.

We are held accountable by the Governor to meet our Smart Plan. We submit quarterly performance reports as well as undergo numerous audits conducted by the Examiners of Public Accounts. So, how are we doing in accomplishing these standards? Let’s start with our goals.

Consumer Education Campaign

By Jessica Burdette, *Licensing Agent & PR*

The Board of Home Medical Equipment Services Providers is currently concentrating its efforts and resources towards an ever pressing issue within the State of Alabama. There is a lack of knowledge among Alabama consumers of home medical equipment services regarding the existence and purpose of the Board, its position and importance in the protection of the public from fraudulent medical equipment activity, and consumer rights. Many people do not realize that there is a regulatory board for the industry, they are not aware of their rights as consumers and as a result people and legitimate businesses are harmed.

In an effort to combat this issue, the Board has and is developing projects to improve public relations and knowledge of what we are here for. Last year we printed advertisements in all Alabama metropolitan newspapers. This year we are expanding our advertising and creating new projects to aid information search and put us in the minds of consumers and licensees alike.

We have created literature in the way of brochures to help with the administrative processes of the Board such as complaints and becoming a licensed provider. We are also in the midst of redesigning our web site so that it is even more user

Goal #1: The Board launched on-line renewals and we are currently in our fourth year of implementation. This was positively received by licensees, and we thank you for this. Soon, the Board will launch an on-line original application. This application will check for completeness which will greatly reduce the amount of delayed applications. We are also now working on development of an on-line application for change of address and expect to meet this goal completely by 2010. Again, we thank you for your receptivity to this modern technology.

Goal #2: For fiscal year 2008, our annual average turnaround time for providing site inspections was seven (7) days. Therefore, we exceeded our goal of a ten day turn around in 2008. Our turn around time currently is six (6) days. With the implementation of on-line original applications, this will further be reduced by ensuring that the applications submitted are complete (most paper applications are incomplete) and reduction in mailing time. (Calculating time starts from the time the application is completed.)

We didn’t forget about continuous improvement of Board staff either. All Board staff members have received continuing education in their fields of expertise for a total annual number of CEU’s as follows for 2008: Paula “Scout” McCaleb, Executive Director: 36 hours; Brandy VanOrden, Licensing Agent & Accounting: 34 hours; and Jessica Burdette, Licensing Agent & PR: 24 hours.

It is our privilege to continue to work to accomplish these smart plan goals (as well as many others) and work to provide exceptional service to licensees. I thank you for the opportunity.

friendly, organized and more visually appealing. Our biggest project for the year is our bill board advertising campaign.

Through research and information gathered from surveys sent to licensees and from other sources, we were able to better define our target market, key issues that the industry is currently facing from a regulatory standpoint, and how we can reach the most people in the most cost effective manner. As a result, we now have a new advertising campaign that will reach most of the State of Alabama by the end of 2010.

In order to be cost conscience and best reach our target audience, the State of Alabama was divided into six major areas. In 2009, we will run the ads for eight (8) weeks in each major metropolitan area of the state (see schedule on cover page with the ads that are currently running). In 2010, we will run the ads in the more rural areas of the state. Emphasis has been put on placing these ads by hospitals and medical facilities as well. The overall objective of the campaign is to increase public awareness of the existence of the Board and its role in society. The hope is that they will recognize the ad and visit our web site to find more information. We are tracking the hits on our web site both before and after the campaign as a measure of tracking the success of this project.

Who?

Who are the staff members of the Board? Probably not what you would guess....The Board has been devoted to developing in a cost effective manner since its inception. Therefore, instead of hiring state employees with benefits, etc., the Board contracts with a management company for experienced office staff, office space, furniture, and equipment. This contract was competitively bid through the Department of Purchasing and allows the Board to operate at approximately 66% less than the cost of agencies who hire and purchase these expenses separately.

Leadership Alliance was the low and responsible bidder for these services and provides three experienced staff members in the area of professional regulation. These staff members and their areas of responsibility and expertise are:

Paula "Scout" McCaleb, *President of Leadership Alliance and serves as the Executive Director for Client Boards.*

Contact for: Investigation/consumer complaints, legislation/law, rules and regulations, newsletter and publications, and other executive inquiries.

What?

What is the purpose of the Board and what is the difference between the State Board and the Association? We get this question a lot in our office, and it is a good one.

Let's start with the purpose of our Board. Our purpose is very clearly defined by state law: to solely protect the public welfare (and not to promote the profession of home medical equipment within Alabama). A board carries out this purpose by ensuring that the public is served by competent and honest home medical equipment providers by establishing minimum standards of proficiency in the regulated profession of Home Medical Equipment. This is done by licensing and disciplining home medical equipment providers. Other goals or objectives may not supersede this purpose. When one serves on a regulatory board, the focus shifts from professional advocacy to the protection of the public.

When & Where?

All Board meetings are held at the Board office in Montgomery. Meetings are open to the public for observation. Meetings are subject to change, but are always advertised on the Board web site (www.homemed.alabama.gov) and the Secretary of State's web site (www.sos.alabama.gov) at least seven days in advance in accordance with the Open Meetings Act (OMA). In addition, approved Minutes are posted on the Board web site. Now it couldn't be easier to stay current on Board actions.

Education/Experience: Ms. McCaleb graduated with a B.S. from Troy University and has thirteen years experience as a professional regulator.

Jessica Burdette, *Licensing Agent and PR*

Contact for: Application, renewal, and change of address/name processing, general questions, web site updates, IT Coordinator, records archivist, Board meeting notice and preparation, Consumer Education Campaign and PR.

Education/Experience: Ms. Burdette will be graduating with a B.S. in Marketing from AUM in December. She has two years experience specifically in regulation processing.

Brandy L. VanOrden, *Licensing Agent and Accounting*

Contact for: Budgeting, accounts receivable and payable, and required state reports.

Education/Experience: Ms. VanOrden is finalizing her degree in Accounting. She has one year experience specifically in regulation processing.

What is the purpose of the Board and what is the difference between the licensure Board and ADMEA?

In contrast, the Alabama Durable Medical Equipment Association (ADMEA) is the professional advocate for the home medical equipment provider profession in Alabama.

Although our purposes are different, one the consumer advocate and one the professions advocate, it benefits the state as a whole as our two organizations work together creating confidence in home medical equipment services in Alabama. This in turn accomplishes both professional advocacy and consumer protection.

As a licensed provider you can be proud of your License as a representation that you have met or exceeded competency standards established by state law.

BOARD MEETINGS

July 23, 2009—10:00 a.m.

(7550 Halcyon Summit Drive; 3rd Floor Conference Room Montgomery, AL 36117)

October 27, 2009—10:00 a.m.

(2011 Berry Chase Place; Montgomery, AL 36117)

ABHMESP

Alabama Board of Home

Medical Equipment

Services Providers

Board Members

Mike Benefield, Chair

HME Services Industry Member

Diane Garrett Williamson,

Vice Chair

Acute-Care Hospital Member

John Beard

Home Care Member

Lewis Fuller

HME Services Industry Member

Fred Hunker

Physician Member

Mike Jones

HME Services Industry Member

Leigh Ann Matthews

HME Services Industry Member

William Rogers

HME Services Industry Member

Graham L. Sisson, Jr.

Consumer Member

Staff

Paula Scout McCaleb

Executive Director

Jessica Burdette

Licensing Agent & PR

Brandy VanOrden

Licensing Agent & Accounting

ABHMESP *Newsline* is an official publication of the Alabama Board of Home Medical Equipment Services Providers. This publication is intended for a wide audience to alert licensees to matters of possible procedural, legal, legislative, and regulatory interest. It should not be relied upon, nor is it intended to provide legal, insurance, or accounting advice. Licensees should consult their lawyers, insurance agents, and accountants before taking any action in response to this newsletter, as the opinions expressed herein may be completely altered by the licensees' actual facts.



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Equipment Services
Providers**

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HME Board Newslines

Items Available Now at

www.homemed.alabama.gov

- Board Members
- Law
- Administrative Code
- Calendar
- All Forms, Applications, etc.
- Roster
- Board Staff
- Physical Address
- Mailing Address
- Web Site Updates
- Other HME Board Newslines
- Disciplinary Actions
- Cease & Desists/No longer in business
- Guide to Licensure Brochure
- Turning on the Light Brochure on the Disciplinary Process
- Bill Board Ad Campaign
- On-line Renewal
- Board Meeting Minutes
- FAQ's for Licensees
- Suggestion Box (sent to Board Chair)

Items Coming Soon:

- Consumer Bill of Rights
- FAQ's for Consumers
- Board Member and Staff Bios and Pictures
- On-line initial application and change of address application

On-Line Renewals Now Available

at

www.homemed.alabama.gov

Benefits of On-Line License Renewal:

- Immediate confirmation of renewal acceptance;
- Payment by Credit Card/Debit Card (e-checks are also available);
- Immediate on-line printing of Renewed Certificate

The On-line Renewal was designed to be user friendly. Simply follow the instructions on screen. All you'll need to get started is your License Number and Tax ID Number. Take advantage of this service today!

Licenses expire on August 31st.