



Caring that Feels Right at Home
Press Release

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Medtrade Expands Focus on Government Relations, Advocacy, and Education

ARLINGTON, VA, July 1, 2009 — The Medtrade shows, starting with the Atlanta show on October 12-15, will be intensifying their focus on advocacy and government affairs and on continuing education and training for professionals in the home medical equipment sector (HME). Over time, the shows will also work to draw more healthcare professionals and consumers of HME into Medtrade programs. This will help in the effort to get more of the homecare community involved in lobbying programs. Medtrade shows are produced by Nielsen Business Media and are endorsed and promoted by the American Association for Homecare (AAHomecare).

The increased emphasis on advocacy, education, and end-user involvement is supported by Nielsen, AAHomecare, and by key exhibitors including Invacare Corporation, Pride Mobility Products Corporation and Quantum Rehab.

“With changes and challenges coming from all directions, HME companies should take advantage of Medtrade as a place to strengthen their businesses and also fight for homecare,” said Tyler J. Wilson, president of the American Association for Homecare. “Medtrade offers top-notch education and great networking opportunities. But Medtrade is also a place to focus on government relations, Medicare issues, and strategizing about how homecare companies can be better advocates.”

“Expanded attention to advocacy, education, and clinical issues is important because the HME sector plays a key role in controlling healthcare costs and it should be part of the healthcare reform equation,” said Kevin Gaffney, Medtrade show director. “We are pleased that Medtrade will serve in a greater role in the efforts to strengthen HME policy in Washington. Medtrade will help the HME sector speak with a strong, united voice about the value of homecare.”

“As the government focuses on healthcare reform, it is more important than ever for our industry to deliver the message that homecare is the only trifecta of healthcare. Homecare is patient-preferred...everyone dreams about going home; it has better clinical outcomes; and it is more cost-effective than institutionalized care,” said Carl Will, senior vice president, Invacare HomeCare.

Invacare has just announced that it will be exhibiting in Atlanta in October and that it was drawn back to Medtrade by the opportunity to help spur the show's redirection toward issue advocacy, education and greater end-user participation. "The HME industry needs to come together with one voice, and Medtrade represents the ideal opportunity to do that," Will said. "Invacare is returning to Medtrade because we believe that the show can be more than just demonstrating new products. Medtrade should represent the best that homecare has to offer for everyone to see — providers, patients, homecare professionals and government officials."

"Pride and Quantum Rehab have remained strongly dedicated to Medtrade because of the unique opportunities it presents to our providers and clinicians," said Kirsten DeLay, senior vice president of sales management & operation planning, Pride Mobility Products Corporation and Quantum Rehab. "The show allows us to educate providers and clinicians in a very cost- and time-efficient manner. The relationship Nielsen has developed with AAHomecare signifies the positive direction that Medtrade is taking in regard to the education component of the show and clearly demonstrates their understanding of the role education plays in the industry. We continue to support and applaud the efforts of Nielsen and AAHomecare to expand the scope of the Medtrade show as it remains the premier industry venue for manufacturers, providers and clinicians."

HME providers will benefit from the renewed focus on education and the increased emphasis on advocacy and consumer issues. "These enhancements give HME providers more good reasons to come to Medtrade," said A.J. Filippis, president and CEO of Wright and Filippis and chairman of AAHomecare. "The changes proposed for Medtrade 2009 and beyond will be good for everyone who participates in Medtrade and good for an industry that needs to speak with one voice."

Under terms of a recently renewed agreement between Nielsen and AAHomecare, Nielsen will provide increased financial support to the American Association for Homecare, enabling the Association to enhance its lobbying and other government relations efforts in Washington. In return, AAHomecare will step up its involvement in both Medtrade and Medtrade Spring shows in the areas of education programming, exhibitor participation and issue advocacy.

Medtrade and Medtrade Spring offer comprehensive educational conferences and expositions that showcase more new products for the home medical industry than any other event in North America. Medtrade 2009 will take place October 12 to 15 at the Georgia World Congress Center in Atlanta. For more information, please visit, www.medtrade.com.

The American Association for Homecare represents providers, equipment manufacturers, and other organizations in the homecare community. Members serve the medical needs of millions of Americans who require oxygen equipment and therapy, mobility assistive technologies, medical supplies, inhalation drug therapy, home infusion, and other medical equipment and services in their homes. Membership includes providers of all sizes operating approximately 3,000 locations in all 50 states. (www.aahomecare.org)