

December 2016 Newsletter

*Happy Holidays
from the team at
IMS Experts
(Durable Medical
Equipment Provider)*



In This Issue:

- Reminder for delivery tickets required before Thursday December 29, 2016
- Sales Tips & Tricks
- Medicare Guidelines
- New Products
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IMS Experts will be closed on Monday December 26th and January 2nd in observance of the Holidays.



Please send in all delivery tickets by end of day Thursday December 29th so that all claims are billed before the end of the calendar year when deductibles reset.



Sales Rock Stars: 6 of the Best Tips & Tricks

1. Dump wishy-washy prospects. The best salespeople know that sales is a numbers game and a time game. The goal is to sort through prospects as quickly as possible to find a few great prospects. Instead of trying to persuade every prospect to do business with them, top salespeople get weak prospects to weed themselves out quickly, so they can spend the time on the best prospects.
2. Understand that you don't have to make everyone happy. The best salespeople know the 80/20 rule, where 80 percent of their commission comes from 20 percent of their clients. So, they pay a lot of attention to their best clients. Smaller clients are transferred to someone else, or aren't served as well. The small guy may be unhappy, but that's how the best salespeople roll.
3. Always stay one step ahead of your client. The best salespeople understand their best clients inside and out. They do their research, and dig down deep, on the client and the industry. Their goal is to find problems and opportunities for their clients before the client is even aware of it.
4. Under promise and over deliver. They know that if they set customer expectations low, when the product or service is delivered, the customer will be blown away with the experience. And that's exactly how you want to be positioned for the next call with that client.
5. Let the customers sell themselves. Pushy salespeople try to convince the customer to buy, buy, buy. But the best salespeople know that the most persuasive person is the customer herself. Their job is to ask the right questions and lead the customers to convince themselves they want the product.
6. Mimic your customers—in a nice way. Just because something may be great, it doesn't mean that's how the customer describes it. Some customers may use the word fantastic, while others use efficient or financially wise. Some even use the word gnarly. The best salespeople identify the adjectives that clients and prospects use to describe things, then use those same words to invoke the desired emotions in the buyer.



Learn your
product inside and
out. You must
**know your
product**
better than the
customer.



Medicare Denials

Medicare and other insurance's have been denying more and more claims for not meeting medical guidelines or for Same & Similar being on file. To prevent future denials please review the following and make sure all orders are being sent in completed with the following:

- Along with the script a demographics sheet with patient's information including patient address, phone number, insurance information, and clinicals.
- The product's HCPCS must be checked properly along with indication from the RX and/or DWO- Detailed Written Order. (NOTE indication MUST be dictated in the clinicals as to why this item is being prescribed.)
- The QTY, date of order, patient start date, and Length of need MUST be filled out.
- ICD-10 codes MUST be on all RX/DWO's. No exception.
- Since Medicare no longer tracks L-Codes same/similar must be checked before providing item to patient.
- If physician is checking indication for post op healing, then the date of service must be AFTER the surgery.
- CMN's must be sent over completed before Medicare will pay.

Medicare REQUIRES a LEGIBLE signature, if they can't read it, it will be denied. Additionally, the Physician's name must be also legibly printed below signature. There must ALWAYS be a date next to this signature that is the same day or before the date of service. If this date is after the date of service Medicare will deny the claim.



OA Lite Osteoarthritis Knee Brace by

HPCPS L1843/K0901



Applications:

- Mild osteoarthritis
- Mild patellofemoral malalignment

Features:

- Adjustable pneumatic-condyle pad allows patient to "fine tune" load according to activity level.
- Cool, lightweight, breathable & washable design.
- Streamlined and low profile to fit under clothing.
- Patella stabilizing donut.
- Cost effective, off-the-shelf solution.
- Arthritis friendly features.



The DonJoy OA Lite is a customizable sleeve-style wrap for mild osteoarthritis. Constructed from a neoprene alternative, DRYTEX - a unique, patented nylon core and polyester lycra fabric - it improves airflow while still giving ample support and compression. Perfect for those needing tissue containment in warm weather climates, or those with neoprene allergies.

Off-The-Shelf Knee Brace Sizing Chart

Circumference measurements should be taken at knee center, 6" (15cm) above knee center and 6" (15cm) below knee center.

Size	Thigh	Knee Center	Calf
XS (X=1)	13"-15.5"	12"-13"	10"-12"
	(33-39 cm)	(30.5-33 cm)	(25.5-30.5 cm)
S (X=2)	15.5"-18.5"	13"-14"	12"-14"
	(39-47 cm)	(33-35.5 cm)	(30.5-35.5 cm)
M (X=3)	18.5"-21"	14"-15"	14"-16"
	(47-53.25 cm)	(35.5-38 cm)	(35.5-40.5 cm)
L (X=4)	21"-23.5"	15"-17"	16"-18"
	(53.25-59.5 cm)	(38-43 cm)	(40.5-47 cm)
XL (X=5)	23.5"-26.5"	17"-19"	18"-20"
	(59.5-67.25 cm)	(43-48.25 cm)	(47-50.75 cm)
XXL (X=6)	26.5"-29.5"	19"-21"	20"-22"
	(67.25-75 cm)	(48.25-53.25 cm)	(50.75-56 cm)
XXXL (X=7)	29.5"-32"	21"-23"	22"-24"
	(75-81.25 cm)	(56-61 cm)	(53.25-58.5 cm)

Wrist Brace with BOA by DJO Global

HCPCS L3984

Intended for carpal bone injuries such as lunate, pisiform, or triquetral fractures, scapho-lunate dislocations, triangular fibrocartilage complex (TFCC) tears, radio-carpal ligament injuries, or minimally displaced or stable distal radius or distal styloid fractures.

May be used to support stable wrist fractures.

May be used to control wrist motion for other injuries that require stabilization. Does not contain latex.

The ability to thermoform and custom fit the Brace to the patient's extremity ensures a comfortable fit.

The openings around the base of the thumb (thenar eminence) and across the palmar crease enable range of motion and provide greater comfort without loss of stability.

Detachable nylon strap across the web space provides comfortable, adjustable control distally.

BOA Closure System allows for quick adjustment in circumferential compression and can be locked with BOA Locking Ring.

Available in 6 colors.



What's Your Style?



Camo



Polka Dot



Denim



Black




Pink



Spider

Sizing for Braces

<ul style="list-style-type: none">Wrap tape around hand to measure size 	Size		
	3XSML	5 3/4" - <6 1/2"	
	XXSML	6 1/2" - <7 1/4"	
	XSML	7 1/4" - <8"	
	SML	8" - <9"	
	MED	9" - <10"	
	LG	LG -10" - <11"	
XLG	11"		
Name		Part #	Price
Exos Sizing Tape		800-Sizingtape	NA



OA Reaction Web

HCPCS: L1812 & L2795

Features:

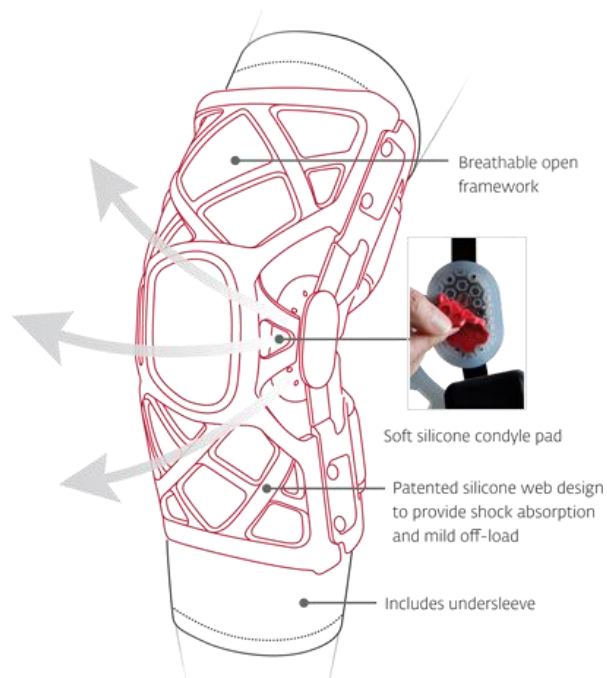
- Silicone web technology for soft, comfortable support.
- Breathable, open framework.
- Soft silicone condyle pad.
- Patented silicone web design to provide shock absorption and mild offload.
- Includes undersleeve.



KNOW PAIN? KNOW GAIN.

Discrete solution for osteoarthritis knee pain

The OA REACTION WEB™ brace is a unique and effective way to treat osteoarthritis knee pain utilizing patented silicone web technology. The easy to wear open framework is designed for a comfortable, non-slip fit.



The Truth Behind New Year's Eve

From History.com

Civilizations around the world have been celebrating the start of each new year for at least four millennia. Today, most New Year's festivities begin on December 31 (New Year's Eve), the last day of the Gregorian calendar, and continue into the early hours of January 1 (New Year's Day). Common traditions include attending parties, eating special New Year's foods, making resolutions for the new year and watching fireworks displays.



EARLY NEW YEAR'S CELEBRATIONS

The earliest recorded festivities in honor of a new year's arrival date back some 4,000 years to ancient Babylon. For the Babylonians, the first new moon following the vernal equinox—the day in late March with an equal amount of sunlight and darkness—heralded the start of a new year. They marked the occasion with a massive religious festival called Akitu (derived from the Sumerian word for barley, which was cut in the spring) that involved a different ritual on each of its 11 days. In addition to the new year, Akitu celebrated the mythical victory of the Babylonian sky god Marduk over the evil sea goddess Tiamat and served an important political purpose: It was during this time that a new king was crowned or that the current ruler's divine mandate was symbolically renewed.

Throughout antiquity, civilizations around the world developed increasingly sophisticated calendars, typically pinning the first day of the year to an agricultural or astronomical event. In Egypt, for instance, the year began with the annual flooding of the Nile, which coincided with the rising of the star Sirius. The first day of the Chinese new year, meanwhile, occurred with the second new moon after the winter solstice.

JANUARY 1 BECOMES NEW YEAR'S DAY

The early Roman calendar consisted of 10 months and 304 days, with each new year beginning at the vernal equinox; according to tradition, it was created by Romulus, the founder of Rome, in the eighth century B.C. A later king, Numa Pompilius, is credited with adding the months of Januarius and Februarius. Over the centuries, the calendar fell out of sync with the sun, and in 46 B.C. the emperor [Julius Caesar](#) decided to solve the problem by consulting with the most prominent astronomers and mathematicians of his time. He introduced the Julian calendar, which closely resembles the more modern Gregorian calendar that most countries around the world use today.

As part of his reform, Caesar instituted January 1 as the first day of the year, partly to honor the month's namesake: Janus, the Roman god of beginnings, whose two faces allowed him to look back into the past and forward into the future. Romans celebrated by offering sacrifices to Janus, exchanging gifts with one another, decorating their homes with laurel branches and attending raucous parties. In medieval Europe, Christian leaders temporarily replaced January 1 as the first of the year with days carrying more religious significance, such as December 25 (the anniversary of Jesus' birth) and March 25 (the Feast of the Annunciation); Pope Gregory XIII reestablished January 1 as New Year's Day in 1582.

Carrot Cake

Recipe by: Besrena Davis



"I've tried many carrot cakes, and this is my favorite recipe. If you don't like pecans, feel free to leave them out."

Ingredients:

4 eggs

1 1/4 cups vegetable oil

2 cups white sugar

2 teaspoons ground cinnamon

3 cups grated carrots

1 cup chopped pecans

1/2 cup butter, softened

2 teaspoons vanilla extract

2 cups all-purpose flour

2 teaspoons baking soda

2 teaspoons baking powder

1/2 teaspoon salt

Prep time

Cook time

Ready in

30 Min

1 Hour

2 Hours

1. Preheat oven to 350 degrees F (175 degrees C). Grease and flour a 9x13 inch pan.
2. In a large bowl, beat together eggs, oil, white sugar and 2 teaspoons vanilla. Mix in flour, baking soda, baking powder, salt and cinnamon. Stir in carrots. Fold in pecans. Pour into prepared pan.
3. Bake in the preheated oven for 40 to 50 minutes, or until a toothpick inserted into the center of the cake comes out clean. Let cool in pan for 10 minutes, then turn out onto a wire rack and cool completely.
4. To Make Frosting: In a medium bowl, combine butter, cream cheese, confectioners' sugar and 1 teaspoon vanilla. Beat until the mixture is smooth and creamy. Stir in chopped pecans. Frost the cooled cake.