



Esther Apter founded Healthcare Management Solutions Inc., a full-service medical billing company in 1993. In 2002, she formed MedFORCE Technologies Inc., a software company that develops paperless software solutions. Esther has been in healthcare for over 21 years, 19 of which have been in the HME field. Her vast knowledge of the industry has led her to develop a proprietary billing application which is in use at HMS and a complete paperless office software solution and WorkFLOW management software, which is available through MedFORCE. www.medforcetech.com



Andrea Barbera has a long involvement with the accreditation process. As a Certified Post-Mastectomy Fitter by ABC & BOC for over seventeen years, a teacher of training programs for certification, and a motivational speaker for over thirty years, Andrea brings a wealth of experience. She has created exciting programs & events for the small specialty retailer focusing on Post-Mastectomy. www.anita.com



Rob Bell began teaching his customer service and communication techniques early in his tenure as Personnel Development/Education & Training Director for Dick's Supermarkets, Inc. Drawing on more than 25 years of experience in leadership roles, customer service, and training, Rob makes it simple, clear and FUN to improve customer service and gain leadership skills. Rob is the author of "Beyond Paper or Plastic--8 Items or Less to Remarkable Service" and now tours the country teaching the principles that have helped hundreds of companies and organizations improve their customer service skills, communication strategies, and leadership techniques. www.robspeaks.com



Scott Burton: Scott Burton offers professional comedy centered around his personal battle with cancer. He has worked with Jay Leno and Jerry Seinfeld, and written for TV sitcoms. Scott has written a bestselling laugh-out-loud book on survivorship titled A Life in the Balance to glowing reviews. Scott is described as "The Whole Package," stand-up comedy, an infectious, spirited energy and mind-blowing juggling that leaves the audience talking about his show for days. www.sburton.com



Sherry Lebed Davis is one of the foremost authorities, trainers, educators and presenters on the use of movement and therapeutic exercise for the healing and quality of life issues after cancer, Lymphedema and all chronic illness. She is the co-founder with Dr. Marc Lebed and Dr. Joel Lebed of Healthy-Steps moving you to better health with THE LEBED METHOD, a worldwide organization providing unique wellness programs for special populations. Sherry has authored a book, 'Thriving after Breast Cancer, Essential Healing Exercises for Body and Mind.' She was awarded Seattle's most inspiring Breast Cancer Survivor and presents around the world. www.lebedmethod.com



Barbara Goldstein is Executive Vice-President and Co-founder of Media Power Advertising. Barbara's passion is working with hair-loss studios that are associated with the On Rite and Gemtress Company, handling their media buys, promotions and publicity. Barbara is a breast cancer survivor and lives in Charlotte, NC with husband Ronnie and their 3 rescued dogs. www.mediapoweradvertising.com



Dr. Kenneth Miller, M.D., Co-Director of Oncology at Yale-New Haven Hospital and Assistant Professor of Medicine at Yale University is a practicing breast cancer oncologist with a special interest and expertise in cancer survivorship and has assumed a local, regional, and national leadership role in the survivorship

field. www.amoena.com



Wendy Miller has been a BOC Orthotist since 1992 and has 20 years experience in both DME and Orthotics/Prosthetics. Wendy is a past member of the BOC Board of Directors. She was instrumental with the Item Writers committee and assisted in developing the multiple

choice exam for Orthotic Fitters and Mastectomy Fitters. Wendy attends and presents at various state and/or national meetings to enforce the importance of compliance with CMS supplier and quality standards. Wendy facilitates the annual training for all BOC on-site surveyors to ensure consistent and fair survey results. www.bocinternational.org



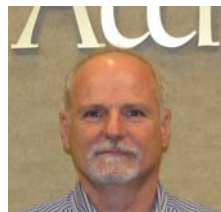
Steve Norton started his career as a medical massage therapist, later becoming the Chief Therapist of the Lerner Lymphedema Services, P.C. clinics. He co-founded an independent training and consulting company, Klose Norton School of Lymphedema Therapy, where he continues to

provide instructional and consultation services. An author of multiple articles, he was also filmed by the Discovery Health Channel for its "Medical Incredible" program. He was also invited as a faculty member to lecture in China, where he conducted a workshop exposing Chinese physicians to the techniques of CDT Lymphedema treatment. www.nortonschool.com



Lesley Pfitzenmayer is Amoena's Product Manager for fashion textiles and swimwear. Her responsibilities include researching market trends for fashion merchandising intimate apparel, and swimwear, and guiding the Amoena design team by offering

suggestions for new products. Her merchandising knowledge lends a unique perspective and extends to supporting Amoena's retailer customers. She has held a range of positions with leading intimate apparel companies including Vanity Fair, Val Mode and Lady Ester. www.amoena.com



Tim Safley has over three decades of experience in the respiratory care profession, including twenty-five years in the HME industry and ten years in sleep medicine. Tim was the Regional Vice President for a national home care provider,

Director of Respiratory Development, and is currently the HME and Sleep Manager for the Accreditation Commission for Health Care. Tim was also instrumental in developing standards for ACHC's Sleep Lab Accreditation Program, focusing on outcomes and patient care. www.achc.org



Lindy Snider is founder and CEO of Lindi Skin. A lifelong advocate of skin wellness, Lindy has been relentless in her commitment to empower and support cancer patients and survivors throughout their treatment and journey to wellness.

Since its inception, Lindi Skin has been lauded by medical and cosmetic industry leaders and has been recognized for its unique formulas and product excellence. www.lindiskin.com



Patrice Sobcznski, CMF, CFm, is a Breast Care Specialist for American Breast Care. She has worked in the postmastectomy products industry for 19 years in sales and education. She is a 20year breast cancer survivor. www.americanbreastcare.com



Scott Williamson, CAE has been a key liaison between the O&P profession and CMS as it developed the mandatory accreditation program. He maintains an open line of communication with the CMS program managers with respect to the implementation of the Quality Standards. He is a frequent speaker on DMEPOS accreditation standards and the CMS Quality Standards. www.abcop.org



Andrea Stark is a Medicare consultant and reimbursement specialist for medical equipment suppliers and pharmacies. She founded MiraVista LLC after working for the Region C DMERC, and now provides consulting and education services throughout the country. She also operates a medical equipment billing company, ClaraVista LLC for outsourced DME billing. www.miravistallc.com



Heather L. Woody is a Success Coach that teams with individuals to help them experience their greatness. She is sought for her contagious energy, her ability to quickly zero in on the powerful components of a situation. Her work as a success coach has encompassed many areas including: leadership, team work, communication, change management, coaching, generational bridging, emotional intelligence, self-time management and project-time management. Heather is currently working on her certification from the International Coach Federation. www.heatherwoody.com



Jay Williams is currently the HME national sales manager at QS/1. Jay travels across the US participating in trade shows, making sales calls on both new prospects and existing customers and regularly speaks at HME association and pharmacy meetings. In addition, Jay has served on the Medtrade Education Planning Committee meeting since 2008. In December 1981, Jay founded one of the first computer companies in Tennessee which specialized in software for accounting and inventory control. www.qs1.com



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