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## New Transaction Flow Creating Higher Satisfaction Among Customers

### Industry SPOTLIGHT

At Custom Healthcare and Gulf Coast Rehab, we strive to provide wonderful, timely service to all of our customers. While we have many tools in place to help us do just that, we know there is always room for improvement. To further help us achieve our goal, we are in the process of reworking our Rehab Order Transaction Flow, or the way we handle a transaction from first evaluation with the customer to final delivery of equipment. This will enable Custom Healthcare and Gulf Coast Rehab to provide complex rehab equipment to more customers with less confusion and fewer mistakes. By speeding up the time from first evaluation to delivery of equipment, we feel that our customers receive the maximum benefit.

The job that previously fell on one Self Support Coordinator is now divided between three new positions: Sales Support Coordinator, who focuses on communication;

Spec Entry Coordinator, who enters data and orders; and Funding Coordinator, who submits insurance information and gains approval. These new, more specialized positions require each coordinator to focus on their specific portion of the transaction process, therefore creating faster, more accurate service for our customers.

The process was first tested in Mobile, Alabama, in May of this year. After some further tweaking, the plan is for all Custom Healthcare and Gulf Coast Rehab locations to employ the new Rehab Order Transaction Flow by the end of September. According to Aaron Hall, the coordinator of the new transaction flow in Mobile, "We have already seen more productivity from our employees, faster service and happier customers in our Mobile market, and cannot wait to see these same results in our other locations in the coming months." 

## Once again, a big THANK YOU to the employees, readers, customers and partners who participate in the many industry events throughout the southeast.

### 2011 TXRPC Annual Meeting

Mike Callahan, president of Custom Healthcare, was pleased to attend the 2011 Texas Rehab Providers Council (TXRPC) Annual Meeting and Educational Conference, held August 3-5 just outside of Austin, Texas. The event included rehab providers from across the state of Texas, who gathered for continuing education on the many facets of the complex rehab industry.

According to Mike, the conference was especially valuable for gaining knowledge and making contacts. On day two of the conference, the Texas Medicaid staff was in attendance, taking time to become more familiar with the products that they authorize providers to prescribe to their customers. Mike noted, "The rapport that the TXRPC has with the staff at Medicaid is just incredible. To get 35 Medicaid staff to come spend the day getting educated on complex rehab products is just unheard of. We do not have that type of relationship in any other state where we do business."

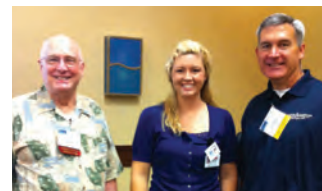
The final day of the conference was spent educating the providers on the new Qualified Rehabilitation Professional (QRP) requirements that went into effect on September 1 of this year. Medicaid now requires a company to have at least one QRP present to evaluate and deliver complex rehab equipment. Custom Healthcare has eight QRP's located throughout the state of Texas.

To read more about the new QRP requirements in Texas, please see the May/June 2011 Issue of Rolling News at [www.custom-healthcare.com/news\\_room.html](http://www.custom-healthcare.com/news_room.html).



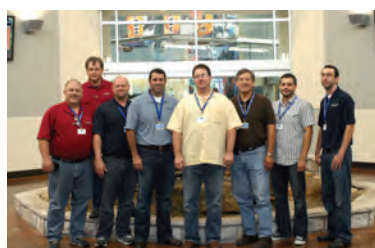
### ADMEA (Alabama DME Association) Annual Convention

The Alabama Durable Medical Equipment Association held its annual convention August 11-14, and our very own Chuck Fontenot was in attendance, representing Custom Healthcare and Gulf Coast Rehab and networking with the ADMEA. For the first time, the convention was held at The Hilton Pensacola Beach where attendees enjoyed beautiful weather, lots of excellent food, and many great speakers in addition to some three-dozen exhibitors. Chuck reports that the conference provided some invaluable information concerning the current state of the durable medical equipment industry as well as planned future development in the industry.



*Michael Hamilton Executive Director of ADMEA, Jodie Stogner P.T., ATP/SMS Pride Mobility/Quantum Rehab and Chuck Fontenot.*

### Tech Training at Permobil



On August 10 and 11, Custom Healthcare and Gulf Coast Rehab's Senior Rehab Techs attended a special on-site training hosted by Permobil

at their new North American Headquarters in Lebanon, TN. In attendance were Rehab Service Manager, Adrian Bernard, and Senior Rehab Techs, Val Torres, Agustin Aguilera, Neil Voda, Steven Edwards, Steve Nix, Scott Callaway, Christopher Bonnette and Jeff Baham.

Training began with a tour of Permobil's new facility, where attendees saw first-hand how equipment moves through the facility—going from individual parts to a complete product being shipped out the door. The training sessions, conducted by Permobil's Dave Miller, included an overview of Permobil's newest chair, the M300, as well as a walk-through of the programming process for the new 3G seating, which has new and extensive programming capabilities.

## Spike for ALS Volleyball Tournament

The Spike for ALS Volleyball Tournament, benefiting the ALS Association, was held on July 23 in Morton, Mississippi. Organizers report that this year's event was a huge success, with more than 60 players and many more fans coming out to show their support. Tournament sponsors included Custom Healthcare and Gulf Coast Rehab, Koch Foods and Quantum Rehab. To date, the annual tournament has raised more than \$3,675 for the ALS Association.

Brandi Nickles, the tournament coordinator, would like to extend special thanks to all her Line Creek Volleyball friends and family for their support!



*Tournament champs with Brandi Nickles, event organizer (GCR), Renee Lowery (ALSA) and Jodie Stogner (Quantum Rehab Rep)*



*Brad Dreher, GCR Technician for Jackson, MS*



*Brandi Nickles*



*Brandi serving the ball*



*Gulf Coast Rehab Tournament team*

## 7th Annual Rehab Association of Mississippi Golf Tournament



On September 13, Brandi Nickles and Jason Lang from Gulf Coast Rehab attended the 7th Annual Rehab Association of Mississippi Golf Tournament

in Pearl, Mississippi. They enjoyed the beautiful weather while having fun for a worthy cause.



## ALS Symposium, Baton Rouge, Louisiana



Jay Powers and Chuck Fontenot attended Louisiana's ALS Symposium at the Louisiana State Museum in Baton Rouge on August 19. They learned

more about ALS, managing patient care and were updated on recent research.

# The Orion Group

Custom Healthcare and Gulf Coast Rehab are dedicated to providing our customers with durable equipment that meets their particular needs. An important part of that process is ensuring that Medicare claims are filed quickly and correctly so that reimbursement comes in a timely manner. With the constantly changing regulations for medical reimbursement, Custom Healthcare and Gulf Coast Rehab work with The Orion Group to pre-screen Medicare claims.

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**“For every client, our ultimate goal is to provide you with the knowledge to allow you to supply appropriate products and to ensure you receive or give appropriate compensation.”**

**—Claudia Amortegui, President, The Orion Group**

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The Orion Group consults with many durable medical equipment, prosthetics, orthotics and supplies (DMEPOS) companies to review orders and gauge their medical necessity. With over 30 years of combined experience, the staff at The Orion Group is fully equipped to help their clients keep up with the ever-changing world of Medicare Reimbursement. In addition to reviewing complex rehab orders, The Orion Group provides necessary training so that the companies they work with can stay up-to-date with the most recent changes in Medicare policy.

While Custom Healthcare and Gulf Coast Rehab have our own internal reimbursement department, The Orion Group is an invaluable resource that we can call upon at any time.

Services Offered:

- Consulting Program
- Pre-Screen and Recovery Program
- Referral Source Program
- Medical and Claims Review and Education
- Manufacturer Assistance
- Coming Soon: Internet Based Consulting



Be A Part Of  
The Conversation  
**Like us,  
Follow us  
& Join us**  
on our Social  
Media Pages




**Don't just tune in  
to this newsletter.**

The constantly changing field of complex rehabilitation technologies mandates more immediate updates so we invite you to join the Custom Healthcare and Gulf Coast Rehab social media sites in which we are now participating. Come join us on [LinkedIn](#), “follow” us on [Twitter](#) and “like” us on [Facebook](#). It's a great way to post your thoughts on company- and industry-related happenings. We look forward to hearing from you!

# New Product: LITESTREAM<sup>®</sup> JUNIOR BY QUANTUM REHAB

**One** of the most important aspects of the complex rehab industry is providing mobility devices that are properly fitted to the patient. This can become especially difficult when the patient is a child, who may need a device that grows with them or one that can keep up with their friends on the playground. Realizing the need for quality mobility devices that serve the unique requirements of children, Custom Healthcare and Gulf Coast Rehab are now offering an additional option for our pediatric patients. The Litestream<sup>®</sup> Junior, by Quantum Rehab, is a pediatric manual wheelchair that provides the versatility and maneuverability that even the most active child may require.

The Litestream Junior is available with three different frame sizes (short, medium and long) ranging in weight capacity of 125-175 pounds. The seat choices range from 10"-16" wide and 10"-17" deep, which gives the child many starting points. In addition, the rigid frame has three inches of depth adjustment and an adjustable width. With so much growth adjustability, the Litestream Junior is easily able to keep up with a growing child. Luckily, for the trendy youngster who might be using the Litestream Junior on a daily basis, it also accepts a wide range of accessories.

The Litestream Junior by Quantum is a highly adaptable and versatile pediatric rehab solution. To learn more about the Litestream<sup>®</sup> Junior, contact your Custom Healthcare or Gulf Coast Rehab sales representative at 866-448-0464 or 888-666-5560, or visit us on the web at [www.custom-healthcare.com](http://www.custom-healthcare.com) or [www.gulfcoastrehab.com](http://www.gulfcoastrehab.com). 




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## TEXAS MEDICAID CUTS IMPACTS THOSE WITH DISABILITIES

Texas Medicaid will be making significant cuts as of September 1, 2011, that will have a negative impact on children and adults with disabilities who need specialized equipment. The state has enlisted the Health and Human Services Commission (HHSC) to save a percentage of funds under the Texas Medicaid program, and, unfortunately, their solution includes cuts to this specialized equipment.

There was a public hearing on July 12, 2011, where representatives from several state associations and more than 20 companies, among them Gulf Coast Rehab's own Vice President of Business Development, James Hartman, presented testimony on alternative ways to achieve cost savings without affecting access to specialized equipment. While the State did not take any of these suggestions into immediate consideration, it agreed to form a workgroup to re-evaluate the rate reductions; a process that is expected to take six to eight months.

The result of these cuts will be widespread throughout the complex rehab community. There will be a decreased availability of products as there is a move to "one-size fits all" equipment rather than equipment that fits an individual's specific needs. There will also be a dramatic reduction in companies equipped to do repairs on complex rehab equipment. In-home service will be eliminated, causing people with complex disabilities and medical conditions to have to find transportation for maintenance and repair to their equipment, and there may be no service available in rural areas. Finally, there will be long delays in receiving evaluations and services because there will be fewer companies providing complex rehab products.

As of September 1, 2011 these cuts did go into effect. Our President, James Hartman, has been asked to join an Advocacy Group that will speak with Texas Medicaid in an effort to reverse this legislation, and find alternatives to the current policy. 

## THE BUZZ


### Gulf Coast Rehab Employee Goes Above and Beyond to Help PALS in Need

*As providers of complex rehab devices, we are faced with the opportunity every day to have a positive impact on our customers' lives. Custom Healthcare and Gulf Coast Rehab work hard to make that opportunity a reality, and we greatly appreciate when our customers share stories of our accomplishments.*

Recently, Lynn at the ALS Association wrote us to share a story about how one Gulf Coast Rehab employee, Matthew Lippy, made a difference.

Diane Alford of Phenix City, Alabama, suffered from ALS. After a long stay in the hospital, confined to the bed and on a ventilator, she was ready to be at home with her family, but there were many medical reasons that made that a difficult task. AlaMed helped get her family the equipment and training necessary for her to leave the hospital, yet she still wouldn't be able to get around once she got home. After hearing of her plight, Matthew Lippy from Gulf Coast Rehab rushed a loaner power wheelchair to her. After more than three months confined to a bed, Diane was understandably thrilled to be able to get around.

The Alford family is truly grateful for the quick response of Gulf Coast Rehab that enabled Diane to spend her last days at home rather than cooped up in a hospital bed. Lynn at the ALS Association said, "We are extremely lucky to have such caring team members to provide for our PALS in need. I would like to thank Gulf Coast Rehab for their help in going above and beyond to help this sweet lady!"

Thank you, Lynn. And thank you, Matthew, for your caring and concern. 



# MARKETING... A CATALYST FOR GROWTH

**M**arketing is the means by which a company portrays itself to everyone it may encounter. It begins with a public awareness of what the company does, ends with positive rapport among other companies in the industry, and encompasses everything in between. We are focused on marketing Custom Healthcare and Gulf Coast Rehab as a front-runner in the complex rehab industry. Chuck Fontenot and Troy Grimes both began working with Custom Healthcare in July 2011 and, among many other qualities, were hired with their marketing abilities in mind.

After graduating from Louisiana State University with a Bachelor of Science degree in Economics, Chuck Fontenot began his first job in the complex rehab industry with Taylor Home Health Supply in 1989. After over 20 years in rehab, he started work for Custom Healthcare as a Certified Rehabilitation Technology Supplier (CRTS), Assistive Technology Professional (ATP) Marketing Liaison in charge of Payer Relations for Southeast Louisiana. "The opportunity to impact patients' independence and functionality by providing quality products and services," is what Chuck values most about his job, and is something he would not trade.


Troy Grimes graduated from college in 1982 with an associate degree in Applied Arts and Sciences. At the time, the complex rehab industry wasn't an obvious choice for a career, but that is the path he took when he began work as a durable medical equipment delivery driver for Taylor Home Health in 1994. Since then, Troy has held a range of positions within the medical field, but has found none more rewarding than working as a rehab technician. Since starting with Custom Healthcare a few months ago, Troy has been impressed by the interest Custom Healthcare shows in legislation, not only to ensure that their patients receive the proper care and equipment, but to make certain that all people in need of complex rehab receive the proper care. Troy has recently gained a new perspective on the small but invaluable role he plays in his customers' care when

**"Marketing is the life blood of information exchange between our referral sources and us to ensure our ability to impact care plans positively."**

**—Chuck Fontenot**

his mother was admitted to TIRR Hospital for rehab after an illness left her bedridden. He truly appreciates the work that everyone in the rehab industry does on a daily basis.

Chuck and Troy are entrusted with the task of increasing patient recognition, marketing to existing accounts to enhance relationships, and marketing to new referral sources so that they can offer Custom Healthcare's patient specific solutions to all of their customers. When asked why marketing is vital to Custom Healthcare and Gulf Coast Rehab, Chuck said, "Marketing is the life blood of information exchange between our company and our referral sources that will enable us to positively impact care plans." That is the goal of Custom Healthcare and Gulf Coast Rehab—to impact customers' care plans in a positive way. Marketing increases patient awareness, referral source understanding, and customer relations. Without it, a company cannot grow.

We are dedicated to growing so that we can offer more patients our personal attention to provide them with the individualized mobility devices that fit their needs. 

# Little Boy Inspires PRAYERS OF MANY

Each and every day, the Robichaux family is able to inspire countless numbers of people through their website, [adamscross.org](http://adamscross.org). All while facing adversity few people can imagine. Adam is their six year old son. Two years ago, he was diagnosed with a rare genetic disease called Mitochondrial Encephalomyopathy, a condition that affects many of the body's systems. In Adam's case, he has brain lesions and a heart condition. There is no known cure for this progressive and fatal disease. The Robichaux family has found comfort in making and selling Disciple's Crosses as a reminder of the cross that Adam bears daily.

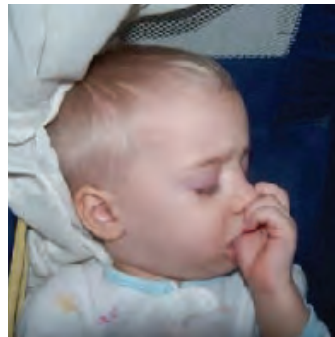
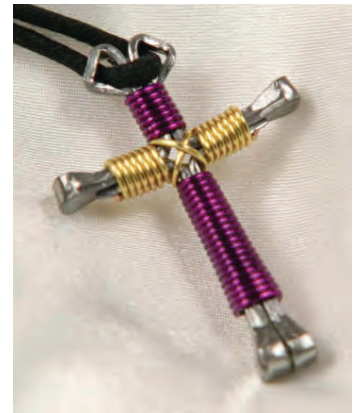
Adam's dad, Roy, happened to be making a few of these Disciples' crosses a few years ago as a craft, right around the time that Adam was diagnosed. Alison, Adam's mother saw an opportunity to give these beautiful crosses to the therapists who worked with Adam on a daily basis and many times were faced with the difficult side of Adam's disease. One of the therapists asked Alison if she could purchase another cross for a friend who wanted to use it as a reminder to pray for Adam. That was the beginning of a project that would not only bring the Robichaux family together, but would also help them financially.

Alison has found particular comfort through these crosses. She knows that there are many people out there who know about Adam's condition and are praying for him daily. This is especially comforting during difficult times. There are times when she can feel the prayers of everyone who is praying for Adam and her family. Alison is amazed how, "One sweet little Adam has generated all of these prayers."

Although Adam is non-verbal and confined to a wheelchair, he enjoys many of the things any other six-year-old would. He loves watching movies, especially anything by Disney/Pixar.

His mother calls him a "fantastic spectator," because he loves to watch his siblings, in particular his older sister/Godmother when she is playing the piano. He likes to play outside and has a fascination with bubbles.

For almost two years, the family has been making and selling these beautiful, colorful crosses through their website, [www.adamscross.org](http://www.adamscross.org). There are many color options, and even a customizable two- or three-color cross. ♿



# With Advanced Technology and Certified Professionals, a new era in mobility has arrived in Lubbock.

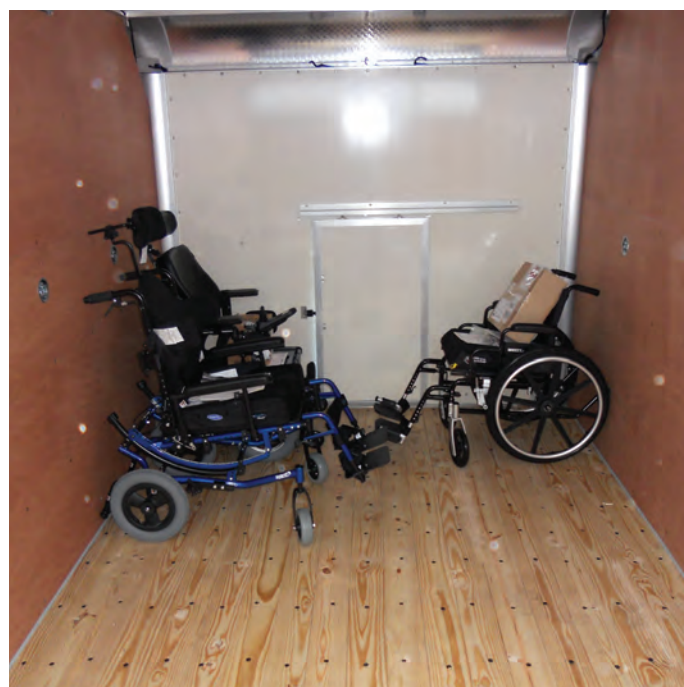
**N**ow people needing complex rehab technology in Northwest Texas and Eastern New Mexico have an exciting new alternative. Custom Healthcare, a specialized rehabilitation equipment company dedicated to providing state-of-the-art wheeled mobility products that enable our customers to live the best lives possible, is now in Lubbock, Texas.

Leading our new team in Lubbock is Mike Fox, an Assistive Technology Professional (ATP). Having worked in the rehab industry for 10 years, Mike has witnessed firsthand how the knowledge and experience of an ATP could provide mobility and independence for a physically challenged person. His desire to improve the quality of life of those he served led him to become certified as an ATP.

Mike has a heart to serve, saying, "I am truly inspired when I see the joy in a patient's face when they have gained mobility and independence, especially when they've been confined to a bed for some time. This is what motivates me—and why I'm so excited about Custom Healthcare's new office in Lubbock."

Mike is leading the newest Custom Healthcare office and sharing his knowledge and passion with Custom Healthcare's customers. He is ready to help you with your mobility needs, both now and in the months to come.

**If you have any questions, or would like to introduce yourself, please contact Mike at (806) 749-2300.**



## Custom Healthcare and Gulf Coast Rehab Have New Wheels

**C**ustom Healthcare and Gulf Coast Rehab are the proud owners of a new fleet truck that will help us in our effort to better serve our customers. The new truck allows us to carry more units and deliver products to our customers more quickly. Instead of having to return to the office between visits, we can spend more quality time with the customer, making sure that the equipment they receive is properly fitted to their individual needs.

# Q&A

with **Melody Keelan**  
of **Mobile, AL**  
Special Entry Coordinator



**Every issue of the newsletter highlights one of the many unique individuals who work with either Custom Healthcare or Gulf Coast Rehab's clients directly or indirectly. This month's profile is about Mobile, Alabama based Melody Keelan who works for Custom Healthcare/Gulf Coast Rehab as a Special Entry Coordinator.**

**Q** How long have you worked for Gulf Coast Rehab and Custom Healthcare?

**A** I've been working for Gulf Coast Rehab for five months.

**Q** What does a typical day of work include for you?

**A** I work as part of the team that makes sure all of our patient orders flow through the company in an organized and timely manner. As the Spec Entry Coordinator, I enter all of the Manufacturer Quotes in the patient's order and make sure all of the procedure codes and expected amounts are correct based on the patient's Insurance and Benefits.

**Q** How do you feel Custom Healthcare and Gulf Coast Rehab have changed your customers' lives?

**A** Our customers are our number one priority. In this industry, they are what matters most.

**Q** How long had you been in the mobility products industry before starting work with Gulf Coast Rehab?

**A** I had been in the healthcare and DME industry for about nine years before starting work at Gulf Coast Rehab.

**Q** What do you value most about your job?

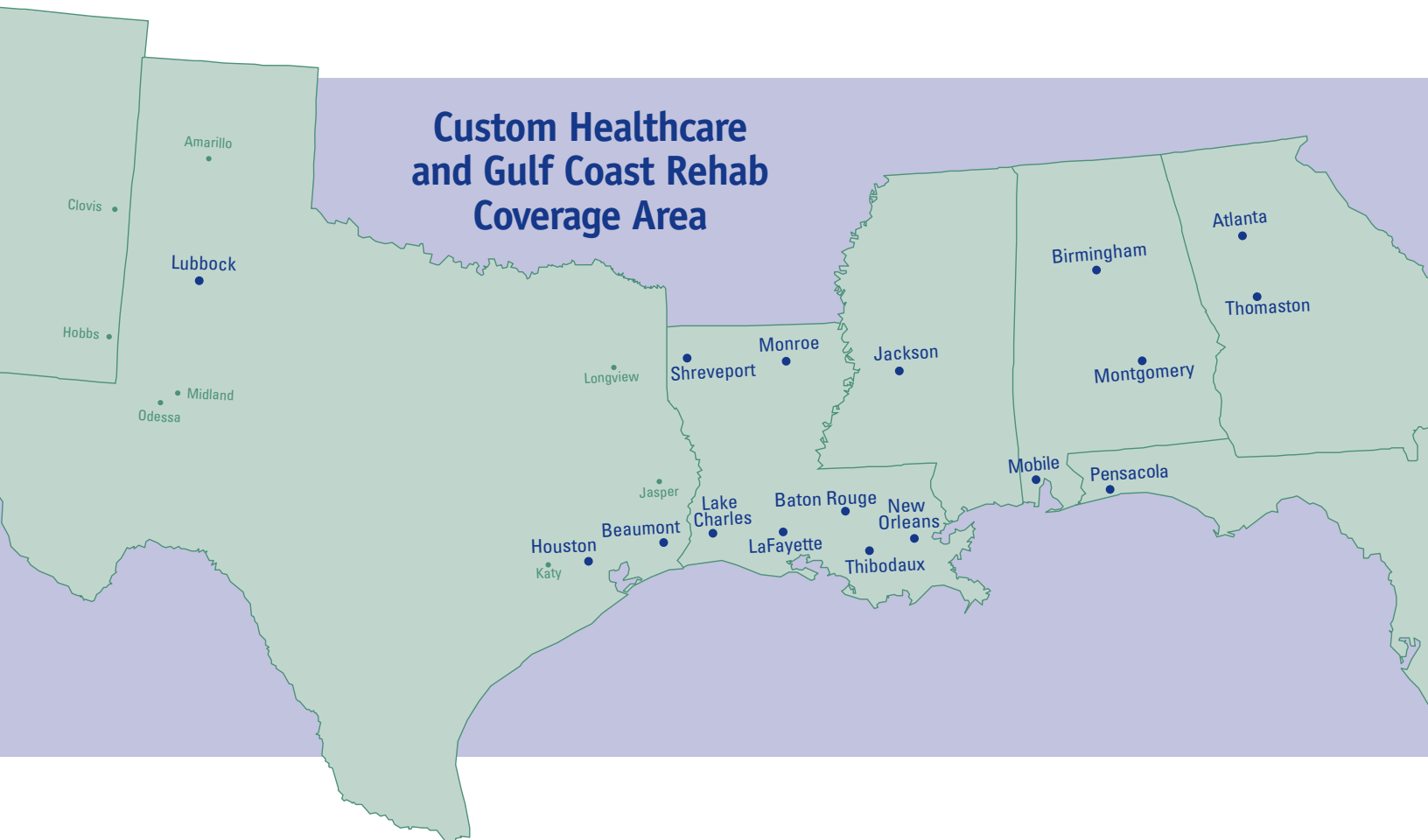
**A** The biggest reward is being able to make a difference in someone's life every single day.



# New Employees

## Below are the newest members of our team!

Check out the newest online locator for easily identifying Gulf Coast Rehab and Custom Healthcare personnel in your area by visiting the website and clicking on [Locations](#).



**Greg Bates - Service Technician - Atlanta, Georgia office**

**Anthony Bell - Driver/Assembly - Mobile, Alabama office**

**Chuck Fontenot - Marketing - Baton Rouge, Louisiana office**

**Mike Fox - ATP - Lubbock, Texas office**

**Stacie Grimes - Spec Entry Coordinator - Houston, Texas office**

**Troy Grimes - ATP - Beaumont, Texas office**

**Kimberly Landry - Reimbursement Coordinator - Thibodaux, Louisiana office**

**Abel Reyes - Service Technician - Montgomery, Texas office**

**LaShaye Shepard - Sales Coordinator - Atlanta, Georgia office**

We offer a calendar to keep readers abreast of the variety of events focused on the assistive rehabilitation industry. Emphasis continues to be placed on the southeastern part of the United States but national events will also be noted because of their importance in the roles of advocacy, legislation and fundraising. If you would like to submit information for the calendar please email it to [news@custom-healthcare.com](mailto:news@custom-healthcare.com).

## Upcoming Events

### OCTOBER

#### October 8-9

##### **BIKE MS: Bike to the Battlefield in Clinton, MS**

Ride to start at Baptist Healthplex in Clinton, MS and finish at the Battlefield Inn in Vicksburg, MS with 35, 75 and 150 mile route options. For more information, visit [www.nationalmssociety.org](http://www.nationalmssociety.org) or contact Angie Jackson at [angie.jackson@nmss.org](mailto:angie.jackson@nmss.org) or 601.856.5831.

#### October 14

##### **MDA-ALS Gala – Night of Hope**

Intercontinental Hotel Buckhead, Atlanta, GA  
For more information visit <http://mdanightofhope.org/>

#### October 19-22

##### **33rd Annual Model Systems Physical Therapy/ Occupational Therapy Leadership Forum**

Presented by TIRR  
Hotel ZaZa in Houston, TX

### NOVEMBER

#### November 5

##### **Walk-N-Roll for Spina Bifida**

In Memory of Mason Braswell  
Piedmont Park in Atlanta, GA  
Registration and Family Fun Activities begin at 10 am. Walk begins at 11:30 am  
For more information visit <http://www.walknrollgeorgia.org>

### OTHER EVENTS

#### **Walk to Defeat ALS**

For more information or to register visit [www.walktodefbeatals.org](http://www.walktodefbeatals.org)

#### **October 1 – Bryan/College Station, TX**

Central Park, Krenak Tap Road  
Registration 9 am, walk 10 am

#### **October 8 – Birmingham, AL**

Vestavia Hills High School  
Registration 10 am, Walk 11 am

#### **October 15 – Jackson, MS**

Winner's Circle Park Flowood, MS  
Check-in 9:00 am, Walk at 10 am

#### **October 22 – Lubbock, TX**

Buddy Holly Recreational Park  
Check-in 9 am, Walk 10 am

#### **October 22 – Atlanta, GA**

Georgia World Congress Center

#### **October 29 – Bay Area Walk in Pasadena, TX**

South Main Baptist Church  
Registration at 9 am, Walk at 10 am

#### **October 29 – Baton Rouge, LA**

LSU Vet School  
Registration at 9 am, Walk at 10 am

#### **November 5 – The Woodlands Walk in Woodlands, TX**

StoneBridge Church, One StoneBridge Church Drive

#### **ALS Support Groups - Georgia**

For more information contact  
The ALS Association Georgia Chapter  
Albany – 10/18, 11/15  
Alpharetta – 10/12, 11/9  
Athens – 10/26, 11/16  
Atlanta – 10/11, 11/8  
Columbus – 10/18, 11/15  
Fayetteville – 10/20, 11/17  
Macon – 10/12, 11/9  
Marietta – 10/13, 11/10  
Norcross – 10/27, 11/17

#### **ALS Support Groups - Mississippi**

For more information contact The ALS Association Louisiana/Mississippi Chapter  
[http://web.alsa.org/site/PageServer?pagename=LA\\_homepage](http://web.alsa.org/site/PageServer?pagename=LA_homepage)  
225.343.9880 or Toll Free 800.891.3746  
*Jackson, MS*  
4th Wednesday of each month at 6:30 pm  
Methodist Rehab Center, 2nd Floor Conference Room  
*Gulfport, MS*  
3rd Tuesday of each month at 6:30 pm  
location subject to change  
*Oxford, MS*  
4th Thursday of each month at 6:30 pm  
St. Andrews United Methodist Church Library