



Established in 1936 as an independent community pharmacy, BLACKBURN'S has grown into a leading provider of home healthcare products, encompassing all levels of medical equipment. Accredited through The Joint Commission since 1995, BLACKBURN'S services Western Pennsylvania, Northern West Virginia, Eastern Ohio and Western New York.

Corporate Headquarters 301 Corbet Street Tarentum, PA 15084 800-472-2440 724-224-9124 (fax)	Cranberry Township 83 Dutilh Road Cranberry Township, PA 16066 724-776-0600 724-776-0601 (fax)
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Erie 308 East Sixth Street Erie, PA 16507 800-328-9325 814-454-2706 (fax)	Buffalo 61 Innsbrook Drive, Ste. D Cheektowaga, NY 14227 800-372-7749 716-668-6447 (fax)
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www.blackburnsmed.com

pharmacy services ● medical supplies ● dme/rehab
bariatric dme/support surfaces ● respiratory

News Script is a publication of BLACKBURN'S

Calendar of Events

75th ANNIVERSARY CELEBRATION

BLACKBURN'S would like to invite our loyal patients and referral sources to the 75th anniversary of BLACKBURN'S. Meet the staff and tour the facilities. Food and refreshments will be provided.

Come celebrate 75 great years!

Location: BLACKBURN'S 301 Corbet St, Tarentum, PA 15084

Date: August 17, 2011 Time: Noon to 4:30pm

BLACKBURN'S PROFESSIONALS "OPEN HOUSE"

BLACKBURN'S is inviting local healthcare professionals to a week long open house at our Cranberry Twp showroom. Visit our newly expanded showroom with two floors of products on display. Meet the staff and enjoy refreshments.

Location: BLACKBURN'S Cranberry Showroom
83 Dutilh Rd., Cranberry Twp. PA 16066

Date: July 18 - 22, 2011 Time: 9:00am - 5:00pm all week

Contact Randy Prunty at (724) 224-9100 Ext: 1226 to learn more.



News Script for physicians & healthcare professionals

SUMMER 2011



75 YEARS AND STILL GROWING!

With all the current controversy surrounding healthcare reform and changes to insurance coverage, it's reassuring to know that Blackburn's Physicians Pharmacy, Inc. (d/b/a BLACKBURN'S); a locally owned and independent business continues to thrive.

Celebrating its 75th anniversary this year, BLACKBURN'S was established in 1936 during the devastating St. Patrick's Day flood which enveloped the entire Allegheny River valley.

After the flood's aftermath, Charles E. Blackburn borrowed money and began a new pharmacy in Tarentum. He continued to operate in several Tarentum locations until he purchased a lot in 1954 at the corner of Corbet Street and Third Avenue. The grand opening was held in 1954 and the pharmacy was known as the "Valley's First True Professional Pharmacy."

For decades, BLACKBURN'S has remained an important part of Tarentum's downtown business community and surrounding counties in Western Pennsylvania. In 1971, Charles R. Blackburn purchased the business from his father and continued the business along with partner Ronald C. Rukas who joined in 1976.



Charles E. Blackburn, Founder

Now, the third generation of the Blackburn family and the second generation of the Rukas family works within BLACKBURN'S. Our workforce, which numbered seven in 1976 now totals 170 in four locations in Pennsylvania and New York.

BLACKBURN'S has become a leading regional provider in Western Pennsylvania providing products and services for many levels of injury and illness, including durable medical equipment, rehab mobility equipment and anatomical positioning, pharmaceuticals, oxygen and sleep apnea products, accessibility ramps, stair lifts and products to improve daily living, bariatric equipment, enteral supplements, wound care, urological, and ostomy supplies. Whether delivered by one of our trucks or through our mail order option, we have the inventory to respond to your patient's need immediately.

Today BLACKBURN'S remains in Tarentum, featuring a retail pharmacy and showroom, DME service center, corporate and sales offices, and a fully stocked warehouse.

With satellite offices and retail showrooms in Cranberry Township and Erie, Pennsylvania as well as Buffalo/Rochester, New York, we comprehensively service Western Pennsylvania, Eastern Ohio, Northwestern West Virginia and Western New York.

Our commitment to outstanding service, providing top lines of products and servicing you with knowledgeable staff has never wavered. Along the way, BLACKBURN'S has been honored with numerous awards and accolades. But the most important aspect of our job is the job we do for you...our referral sources.

"Helping People to Live Life Better" is our motto and our mission.

Thank you for entrusting us with the care of your patients for the next 75 years!



(Pictured Left to Right)
Charles R. Blackburn, B.S., B.S. Pharm., Chairman and Principal
Thomas J. Blackburn, R.Ph., Vice President and Principal
Ronald C. Rukas, B.S. Pharm., President and Principal



Accredited Since 1995

www.blackburnsmed.com

Volume 7, Issue 2

“How is Medicare Competitive Bidding affecting your business? How is it affecting your customers?”

Those two key questions were posed by John Shirvinsky, Executive Director of the Pennsylvania Association of Medical Suppliers (PAMS) May 19 to a crowd of approximately 40 providers and industry professionals from the Pittsburgh Competitive Bid Area (CBA). Shirvinsky’s interest is spurred by the calls he’s receiving from members who are contract winners and contract losers saying the government program is not sustainable over the three-year contract period.

Why? Because the new prices in Pittsburgh, on average a full 34% lower than Medicare had previously paid for Oxygen, Hospital Beds, CPAPs/BiPaps, Standard Power Wheelchairs, Group 2 Power Wheelchairs, Walkers, and Mail Order Diabetic Supplies...is even higher than the national discounted average.

It’s a simple business calculation says Shirvinsky. “In an industry where SERVICE (non-payable under Medicare) is the key component and average profitability is around 5%, how can a business continue to thrive and service patients when paid 34% less? With 58% of awards given to out-of-state providers, how can a community provider who hasn’t won any awards keep their business afloat when no longer permitted to provide Medicare Part B beneficiaries with the most commonly prescribed products”?

Shirvinsky led a discussion of providers, award winners and losers. One winner of multiple contracts described how his patient volume has gone up but his revenue was actually lower and the higher volume of claims has initiated an increase in audits. Addressing audits instead of customer service is extremely costly to his firm as he must take personnel from normal duties to respond to numerous audit requests.

Responding to the deleterious effects of Medicare Competitive Bidding in the Pittsburgh and other Round One locales, PA Congressmen G.T. Thompson and Jason Altmire have introduced HR 1041, the *Fairness in Medicare Bidding Act*, which would repeal the bid program. Rep. Altmire predicted the bidding program would create numerous problems for patients and small businesses. Rep. Thompson, calling the bid program “doublespeak” adds that it punishes small businesses, costs jobs, increases healthcare costs and ultimately decreases competition, drives up costs and decreases quality. Over 100 bi-partisan House members have already signed onto the bill; 218 cosponsors are needed to initiate committee hearings.

“Now that (Round One) has happened, we have demonstrable negative impact, and I think that’s going to help the case for repeal,” Altmire said at a press conference for HR 1041. “Reporting problems with access, quality and continuity of care is the only way we can stop this seriously flawed program that is affecting the care of our elderly and disabled” added Georgie Blackburn, VP of Government Affairs, a speaker at the Press Conference in March to announce the release of HR 1041.

“CMS policy must be good for the patient, the provider and the payer source but this program misses the mark” adds Chuck Blackburn, “Competitive Bidding is only about price, not quality patient care!”

Medical professionals and patients are encouraged to report concerns and complaints at 888-990-0499 or www.biddingfeedback.com

OXYGEN PATIENT ENJOYS TRIP TO HAWAII

Loretta Dohmen, an oxygen patient, had a life-long dream to vacation in Hawaii. “I wanted to make this dream come true for my mother, but was afraid that her medical condition would prohibit her from enjoying the trip,” her son said. She suffers from a respiratory illness requiring the use of oxygen at night.

Not wanting to miss out on a dream vacation, Loretta’s family contacted BLACKBURN’S respiratory department for assistance. “When Loretta’s family contacted us,” said Bob Martin, respiratory manager, “they required help with everything from obtaining the proper documentation from her doctor, travel guidelines, and equipment. We provided her with the Eclipse™ by SeQual, a lightweight portable oxygen concentrator.”



Loretta Dohmen

Regulations onboard commercial airlines require the use of specific portable oxygen concentrators like the Eclipse™ and some airlines require specific forms of notification of oxygen service that must be submitted prior to travel, some as much as 72 hours.

Planning weeks in advance of the scheduled trip, Loretta’s family was able to make all of the necessary arrangements with her doctor, BLACKBURN’S, and the airlines. Homeland Security still allows portable oxygen concentrators through security once they are checked. The TSA’s Checkpoint agent had to run a test on the concentrator while Loretta was present and watching. It only took a minute or two. At the gate, the airline allowed Loretta to pre-board giving her time to store the small concentrator easily in the overhead compartment.

Because Loretta’s family planned well in advance of the trip, they all enjoyed a pleasant, stress-free experience at the airports. In Hawaii, the Eclipse™ gave Loretta the freedom to enjoy the beautiful sites of the islands making this a dream vacation to remember.

Today traveling with oxygen is possible for most people and made easier with medical advancements and new technology. Any questions on traveling with oxygen and portable concentrators and other respiratory services, contact BLACKBURN’S respiratory department for assistance.



Eclipse 3™ with autoSAT™ Technology

Stationary & Ambulatory Use
 Continuous Flow: 0.5 - 3 LPM
 Pulse Dose: 16 - 96mL (16mL increments) & 128 mL, 160mL, 192mL
 Accessories include:
 Power Cartridge, AC & DC power supplies and Universal Cart

DIABETIC FOOTWEAR AVAILABLE AT BLACKBURN’S

Improve your patient’s comfort and protect their health with diabetic footwear from BLACKBURN’S.

Your patient may qualify for Medicare partial reimbursement for extra-depth shoes or shoe inserts.

Our trained technicians will provide your patient with custom fitted, quality footwear needed to assist them in caring for their diabetes.

Available at all Western Pennsylvania showrooms

Erie
 Tarentum
 Cranberry Township

BLACKBURN’S is an authorized provider for Dr. Comfort Footwear the finest quality diabetic footwear ...Period!



Any questions on products, or ordering guidelines, call BLACKBURN’S at 800-472-2440.