



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.

## Calendar of Events

### EDUCATIONAL IN-SERVICES

Sponsored by BLACKBURN'S

Tailored to accommodate your schedule and meet the needs of your practice, department or facility, BLACKBURN'S has a full array of in-services available to keep you and your staff informed regarding Medicare guidelines, product updates and other timely topics.

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

#### 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)

#### 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)

www.blackburnsmed.com

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

News Script is a publication of BLACKBURN'S



301 Corbet Street  
Tarentum, PA 15084

Helping People Live Life Better!



Accredited Since 1995

News Script for physicians & healthcare professionals  
**SPRING 2010**

## THE MEDICARE COMPETITIVE BIDDING COUNTDOWN CONTINUES

Georgie Blackburn, VP Government Relations and Legislative Affairs

The plan to change the way Medicare provides beds, power wheelchairs, oxygen, c-pap, bi-pap, walkers, and other selected products to the elderly and disabled at home is in full swing at the Centers for Medicare and Medicaid Services (CMS). Median pricing (what providers will be paid) for specific categories of product will be announced in June. In September, the "winning" contractors will be announced. Then, January 1, 2011, the program will begin.

Initially affecting nine metropolitan statistical areas across the United States, including Pittsburgh, it will eventually apply to the entire nation...if not repealed. The problem with this program is it's anything but competitive!

Medicare plans to select a "chosen few" providers to service beneficiaries in each MSA based upon the lowest range of bids submitted. They can be out of the region, out of the state if their price is low enough. Transparency is not as clear as it should be either. Providers don't know how Medicare will determine if the one year of financial data is acceptable, are not sure how Medicare is determining if a bid is "suicide bidding" or too low, and ultimately worry bids submitted will not be sustainable for the mandatory three-year contract period.

**HR3790, the House Bill to repeal the Competitive Bidding program is gaining strong momentum. As I write this, 227 House members have co-signed the Bill, reflecting a next-to-never seen bi-partisan majority in favor of dismantling the ill-conceived program.**

In the Pittsburgh MSA, Congressmen Jason Altmire, John Murtha, Tim Murphy and Congresswoman Kathy Dahlkemper lent their early support by signing onto the measure. Our industry applauds these champions who recognize this is poor healthcare policy and has repeatedly touted the unintended consequences of competitive bidding.

BLACKBURN'S has tirelessly worked to get HR3790 passed! Just this week, the House Ways and Means Committee requested the Congressional Budget Office to score the bill. This indicates acknowledgement that the bill has gained wide bi-partisan support and it must be brought to the floor for discussion. Our industry is simultaneously working to secure a Senate Companion bill to mirror the House language and drive repeal into law prior to the inception date of January 1.

You can help! Contact your state representative and if not already done so, ask them to sign onto HR3790. Sincerely thank them if they have. Let Senators Specter and Casey know their support on the upcoming Senate Companion bill is needed and appreciated.

Competitive Bidding is akin to auctioning healthcare to the lowest bidder. Excellent patient care begins with dependable service from a quality community provider who services round the clock. Our elderly and disabled deserve better than Competitive Bidding.

Please contact Georgie Blackburn if you need more information at 724-224-9100 Ext. 1367 or 724-321-6418.



Accredited Since 1995

## INTRODUCING BLACKBURN'S CLINICAL NURSE CONSULTANT

BLACKBURN'S has expanded our services to include clinical nurse consultations for our comprehensive care and ostomy management programs. We are pleased to announce Kathy Liptak, RN CWON, has joined BLACKBURN'S as our clinical nurse consultant. Kathy will provide consultations to our skilled and assisted living homes in need of assistance with various stages of wound care assessment and treatment plans and ostomy management for patients.

Kathy received her nursing degree from Villa Maria College in 1977. She has worked both in acute care and long-term care with the majority of her experience (16 years) working at Friendship Ridge in Beaver, PA. In 1999 she attended the Wound, Ostomy, Continence Program at Emory University in Atlanta and received her certification that same year in all three tracts of her specialty.



Kathy Liptak, RN, CWON

Currently, she has chosen to maintain her certification in the wound and ostomy tracts since these have proven to be her passion. Kathy lives with her husband in Aliquippa. They have three adult sons and a daughter-in-law.

### Coming soon...BLACKBURN'S CLINICAL CORNER

Starting in the next issue of our newsletter, Kathy will be writing clinical articles. The topics will include all aspects of wound care assessment and ostomy care management. We welcome any suggestions for future topics in our newsletter.

To schedule a consultation with Kathy Liptak, please contact our Tarentum office and speak with Anne Malfi-Korpela at 724-224-9100 Ext. 1223 or Beverly Rea at Ext. 1239.

---

## BLACKBURN'S CAN ASSIST YOU WITH ... IN-SERVICE NEEDS OF YOUR STAFF

The current funding environment is difficult and "if" Competitive Bidding progresses, the marketplace will become even more difficult.

In that kind of environment, you cannot afford to ignore any asset that might help find new efficiencies, help differentiate yourself from the competitors or uncover new opportunities in such a difficult funding landscape. Margins are down and you must develop new skill sets that can help you survive these tough times and thrive in the future.

Professional education for both staff and management is critical in this regard and can help increase your operational efficiencies by learning and implementing best practices and new technologies available in the HME industry. Patients and referral partners can feel a certain level of trust working with persons they know who have made a commitment to stay up to date on industry and healthcare developments and changes. Constantly trying to improve service, meet high quality of care standards and commit to positive, strong patient outcomes are common threads in all of our mission statements.

As the healthcare industry raises the bar in terms of staff expertise and education, let BLACKBURN'S partner with your staff development department to assist in planning pertinent topics to give you the edge in this ever changing marketplace.

For information about our in-service opportunities, call BLACKBURN'S and ask for Randy Prunty at (724) 224-9100 Ext. 1226.

## BLACKBURN'S...APPROVED PROVIDER FOR PDA WAIVER PROGRAMS

The Pennsylvania Department of Aging Waiver (PDA Waiver) operates in select counties in Pennsylvania providing home and community-based services to persons aged 60 or older who require a level of nursing facility services, but who can appropriately be served in their own homes or in other community living arrangements.

The Office of Medical Assistance Programs has primary responsibility for the PDA Waiver and the Pennsylvania Department of Aging oversees the local Area Agencies on Aging (AAA) who are responsible for ensuring the delivery of services to eligible recipients by qualified providers.

### ELIGIBILITY AND SERVICES

The local County Assistance Office (CAO) is responsible for determining medical assistance eligibility in accordance with the Non-Money Payment Medical Assistance category (NMP/MA) or the special income/resource limits in Waivers. The CAO will name a contact person and an alternate to exchange information and resolve problems with the local AAA.

PDA and the Office of Medical Assistance Programs (OMAP) are under agreement with qualified providers like BLACKBURN'S to provide the specific services covered under the PDA Waiver.

### Approved providers such as BLACKBURN'S must be enrolled in the MA Program.

The PDA Waiver provides the following services:

- Specialized Medical Equipment and Supplies
- Personal Care Services
- Respite Care
- Older Adult Daily Living Centers
- Environmental Modifications
- Transportation
- Personal Emergency Response Systems
- Extended State Plan Physician Services
- Companion Services
- Home Health
- Counseling
- Home Delivered Meals
- Attendant Care

### SERVICES OFFER BY BLACKBURN'S

BLACKBURN'S is an approved PDA Waiver provider for counties in Western Pennsylvania for products and services utilized for persons eligible for *Specialized Medical Equipment and Supplies*. The category includes products such as wheelchairs, complex powerchairs, hospital beds, bariatric durable medical equipment, etc.

If you have an eligible PDA Waiver person in need of *Specialized Medical Equipment & Supplies*, contact BLACKBURN'S Central Intake at a location near you. Our professional customer service representatives are available to assist you.

#### Pittsburgh – Region

800-472-2440  
(fax) 724-224-9124

#### Erie – Region

800-328-9325  
(fax) 814-456-0823