



2025

IMPACT REPORT



EXECUTIVE SUMMARY

In 2025, AAHomecare advanced the HME Industry through relentless, member-driven advocacy, collaboration, and innovation. From federal and state policy wins to initiatives that strengthen reimbursement, simplify processes, and protect end user access to care, our efforts demonstrate the power of a united, engaged membership and the tangible results it can achieve.

Collaboration that Moves the Industry

Our 33 councils, committees, and work groups hosted over 161 meetings this year, providing members with spaces to share insights, tackle challenges, and exchange best practices. These forums foster real-time collaboration on emerging policy and operational issues, building a stronger and more resilient HME community while connecting leaders across the industry.

Resilience on the Front Lines

2025 was a challenging year for the HME community, but members rose to meet every obstacle with focus and determination. Through tireless advocacy, we fought to protect end user access, stabilize reimbursement, and influence policies that affect the homecare ecosystem. Our collective industry effort helped secure landmark outcomes, including the Competitive Bidding legacy product carve out, CMS regulatory improvements, and state efforts to protect Medicaid access to DME. This was a year of leaving it all on the field, proving that when the HME community rallies together, we can tackle even the toughest challenges and build momentum for the future.

Equipping Members for Success

This year, AAHomecare released a suite of turnkey resources to help members and the broader HME community showcase the value of HME and mobilize end users and caregivers to join us engaging in advocacy. Resources included numerous educational webinars, our new Payer Transparency Portal, our industry's first ever mini-documentary highlighting the real-world impact we make on end users' lives, and a historic proclamation in Minnesota recognizing the value of HME through the "Home Medical Equipment & Services Appreciation Week," the first official governmental recognition of how HME makes home-based care possible. These tools give members practical ways to amplify their voice, demonstrate impact, and drive meaningful action in their communities.

The achievements of 2025 are a direct reflection of member dedication, collaboration, and expertise. Together, we are strengthening the HME Industry, protecting access, and driving meaningful change for patients and the HME community alike. Building on this momentum, AAHomecare is poised to continue advancing solutions that empower members and the communities they serve well into 2026 and beyond.

16M

End Users Served

400

Members Strong

161

Council Meetings

221

Staff Advocacy Meetings

\$3.8B

in Wins Since 2023

FROM OUR CEO

Every day, the HME community makes it possible for millions of Americans to receive care where they want it most: at home. Our members serve seniors and people with disabilities, chronic, and complex conditions whose health, independence, and quality of life depend on reliable access to home-based care. This work is foundational to patient care and increasingly vital to the healthcare system as a whole.

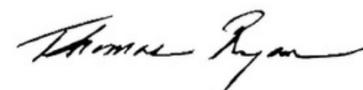
In 2025, that access was tested. Competitive Bidding pressures returned, Medicaid budgets tightened, and broader policy headwinds created real uncertainty for end users and suppliers alike.

But this year also revealed the strength of a united industry.

AAHomecare was proud to stand shoulder to shoulder with our members, industry allies, and clinical and consumer groups in an all-out effort to defend access to homecare. Through unprecedented collaboration and advocacy efforts, we secured the exclusion of legacy product items from Competitive Bidding and strengthened relationships within the Administration — progress that protects patients today and positions us to keep fighting for the product categories still at risk.

An industry that delivers essential, cost-effective care deserves an association willing to fight just as hard. AAHomecare remains deeply engaged with Capitol Hill, governmental agencies, state capitols, and payers to ensure policymakers understand what is truly at stake. We serve as a catalyst for change, turning member investment into real-world results.

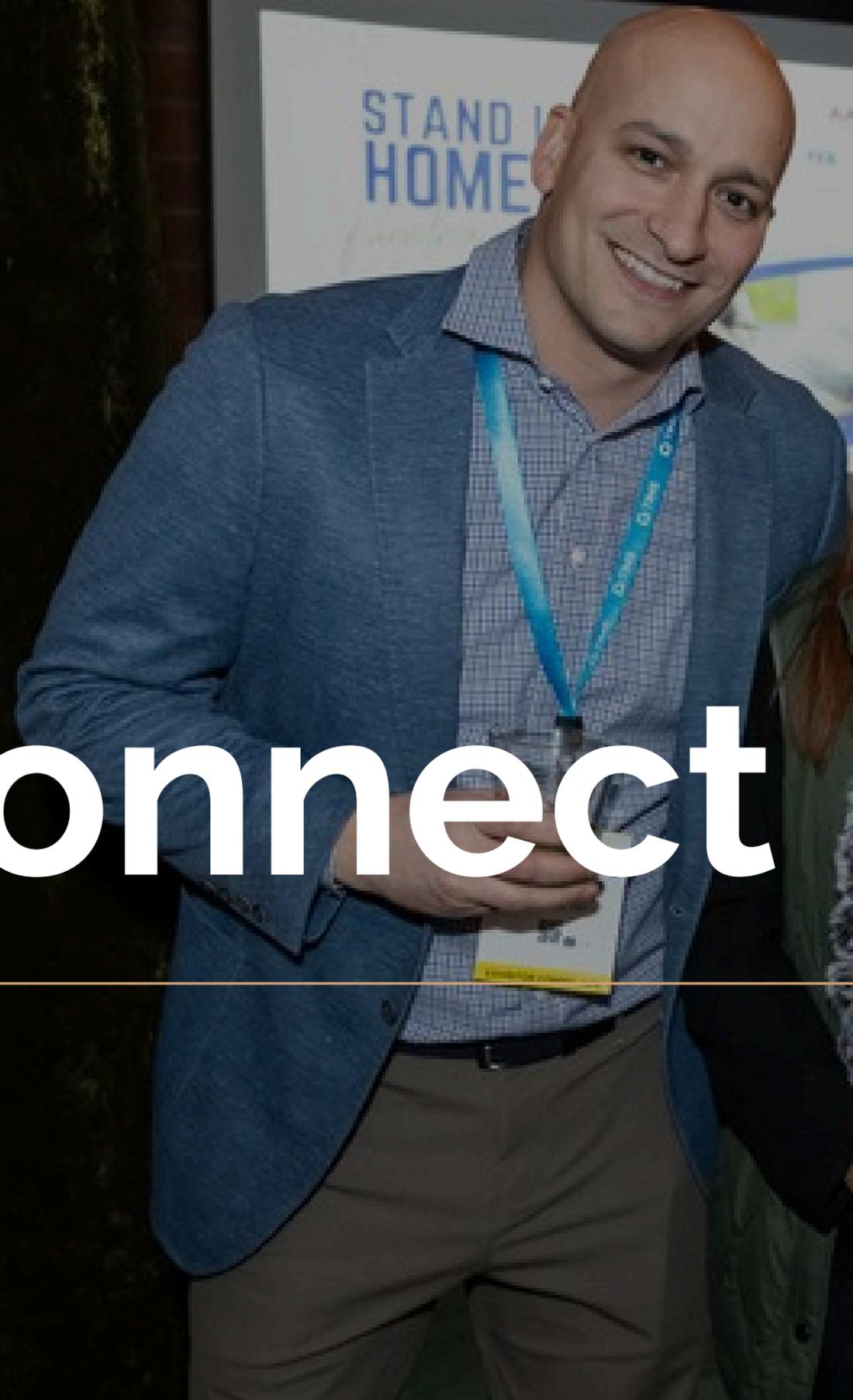
These wins were made possible by the commitment of our members, the collaboration of allied organizations, and the dedication of our staff. And together, we will continue to protect access to homecare and shape a stronger future for the patients and communities who depend on us.



Tom Ryan, President/CEO
American Association for Homecare



Connect



COUNCILS

AAHomecare’s advisory councils and affiliated work groups empower members with shared interests to make a meaningful impact while networking with fellow industry thought leaders.

aahomecare.org/councils



HME/RT Council

- Ventilator Work Group

Medical Supplies Council

- Woundcare Work Group
- Incontinence Work Group
- Ostomy/Urologicals Work Group
- Enteral Work Group

Complex Rehab & Mobility Council

- CRMC Subgroup

Diabetes Council

- Diabetes Subgroup

Breastfeeding Coalition

- Breastfeeding Lobbying Committee

Corporate Partner Providers Council

Brand Council

Payer Relations Council

- Medicare Advantage Subgroup
- NIV Subgroup
- Medicaid & MCO Subgroup
- Technology Subgroup

Regulatory Council

- Wheelchair Repair Audit Work Group
- ICCRC Collaboration

Special Ad-Hoc Groups

- Tariff Work Group
- Thermal Fuse Work Group

State Leaders Council

Leadership Groups

- Executive Committee
- Board of Directors
- BoD Membership Committee
- BoD Education Committee
- Finance Committee
- Nominating Committee

161 AAHomecare council and work group meetings in 2025

Member Companies on AAHomecare Councils

- | | | | |
|--|--|--|---|
| 1 Natural Way | Compass Health Brands | Liberator Medical Supply | Quality DME, Inc. |
| ABM Respiratory Care | Complete Care Medical (d.b.a. Express RX) | Consulting | Quest Health Solutions |
| Absolute Respiratory Care | Complete Care, Inc. | Life DME | Quinlan's Pharmacy & Medical Equipment |
| Accreditation Commission for Health Care | ConvaTec | Lincare | Quipt Home Medical |
| Acelleron Medical Products | Corner Home Medical | Louis & Clark Medical Equipment & Supply | React Health |
| ACU-Serve Corporation | CPAP Soap | Manny Esh Respiratory Care, Inc. | Rehab Medical |
| AdaptHealth | Cure Medical | MAR-J Medical Supply, Inc. | ResMed |
| Advanced Diabetes Supply | Curitec | Matriarch Womens Health Supply | Respire Homecare Services |
| Advanced Medical Homecare Supplies | DASCO Home Medical Equipment Company | Mayo Pharmacy | Rhythm Healthcare |
| Aeroflow Health | DermaRite Medical | McKesson Medical-Surgical | Rockfield Medical Devices, Inc. |
| Aids for Daily Living, Inc. | Diabetes Specialty Supply | Mead Johnson Nutrition - Reckitt Medical Service Company | Rotech Healthcare, Inc. |
| Allcare Medical Supply | Direct Supply | Medline Industries | Safley Health Care Consulting |
| Alssen BDO | DMEconnected | Med-South, Inc. | SALIX Data |
| Altimate Medical | Dome International, Inc. | Medtronic | Schraders' Medical Supply, Inc. |
| Analytix Healthcare Solutions | Dressen Medical Supply | Mia Global Solutions, Corp. | Seeley Medical |
| Apria, Part of Accendra Health Brands | Drive Medical | Millennium Respiratory Services | Sentido Health |
| Ascent Respiratory Care | Dynamic Healthcare Services | Minuteman Medical, Inc. | Smiles Medical Supply |
| Atlantic Respiratory Services | Edgepark | Motion Composites | Solarus Medical |
| Aveanna Healthcare Medical Solutions | Edwards Health Care Services, Inc. | Movair, Inc. | Solventum |
| Avera @ Home HME | Electronic Billing Services, Inc. | MSI Health Solutions | Soundview Medical Supply |
| A-Z & Medical Supply, Inc. | Elevation Medical Supply | Nationwide Medical | Sparrow Medical Supply |
| Barnes Healthcare Services | Encore Healthcare | Neb Medical Services | Spectrum Medical, Inc. |
| Baxter (Hillrom Company) | Ethos Therapy Solutions | Neru Health | Stance Health Solutions |
| BD-Becton, Dickinson and Company | Expo Medical Supply | Nestle Healthcare Nutrition | Stomagienics, Inc. |
| Bellevue Healthcare | Finnegan Health Services | Next Level Medical Supply, Inc. | Sunset Healthcare Solutions |
| Binson's Medical Equipment | First Quality Products, Inc. | NikoHealth | SuperCare Health |
| BioDerm, Inc. | Fisher & Paykel Healthcare | NNE Medical Supply And Equipment | Tactile Medical |
| Board of Certification/Accreditation | Freedom in Mobility | Norco, Inc. | TaGer Enterprises |
| Bonafide Medical Group | Freedom Mobility Center, Inc. | Northeast Home Medical Equipment | The Breastfeeding Shop |
| Boost Oxygen | Freedom Mobility Center | Notable Systems | The Orion Consulting Group, Inc. (d.b.a. The Orion Group) |
| Bouvier Pharmacy, Inc. | GenHealth.Ai | National Seating & Mobility (NSM) | Theragen, Inc. |
| Breas Medical | Geriatric Medical & Surgical Supply | Numotion | TLC Group Medical |
| Breathing Programs | Geroulds Professional Pharmacy, Inc. d.b.a. Community Cares Health Solutions | Nurturing Expressions | Total Medical Supply |
| Brightree | Health System Services | Nusgart Consulting | Trace Medical |
| Brown & Fortunato, P.C. | Henry Schein | Olympic Pharmacy & Healthcare Service | Triumph Home Health Supplies |
| Browning's Pharmacy & Health Care | Hollister Incorporated | One Source Medical Group, LLC | Valere Health |
| Byram Healthcare, Part of Accendra Health Brands | Home Care Delivered, Inc. | Outside the Box Consulting | Vapotherm |
| CAIRE Inc. | Home Medical Supplies, Inc. | Owens, Inc. (Friesen Group) | VGM Group, Inc. |
| Capital Healthcare Group | HR Healthcare | Parachute Health | VieMed |
| Cardinal Health | InfuSystem | PCG Medical | Williams Bros Health Care Pharmacy, Inc. |
| CareLinc Home Medical Equipment & Supply | Innova Medical Products | Pediatric Home Service | WTWH Media |
| Cayuga Medical Equipment | Innovative Wound Solutions | Pediatric Respiratory Care of South Florida, Inc. | Yummy Mummy Store |
| CCS Medical | Inogen Corporation | Performance Home Medical | Yuwel USA |
| CHAP (Community Health Accreditation Partner) | Integrated Respiratory Solutions | Permobil, Inc. | |
| Charm Medical Supply | Kate Farms Inc. | Pride Mobility Products Corporation | |
| Cimarron Medical Services | KD Healthcare Solutions | Principle Business Enterprises | |
| Collins Surgical | KidMed | Procure Home Medical, Inc. | |
| Coloplast, US Chronic Care | Kohl's Pharmacy | ProCare Medical Equipment | |
| Comfort Medical Supply | Leading Respiratory Services | Prochant | |
| Community Home Health Services, Inc. | Lehan Drugs, Inc. (d.b.a. Lehan's Medical Equip) | PromptCare Companies, Inc. | |
| Community Pharmacies | | QUA, Inc. | |



“One of the major benefits I’ve seen from AAHomecare is the opportunity to work on the work groups bringing suppliers and manufacturers together. I personally don’t know a better association to get involved in.”

- Kristina McIntosh of Schraders Medical Supply (CA)

Stand Up for Homecare

Stand Up for Homecare '25 had more than **250 attendees**, raising **\$52,000** to support patient advocacy groups that serve HME end users and are effective advocacy partners.



Medtrade 2025

This year's Medtrade, the industry's largest gathering, was full of energy & insight. Members connected through council and board meetings, and attendees gained actionable insight at the State Straight Talk & AAHomecare Update sessions. AAHomecare is a proud partner of Medtrade; AAHomecare's Payer Relations Council debuted a payer track, giving attendees actionable guidance on reimbursement trends and key developments to drive impact in their communities.



ALLIED INDUSTRY PARTNERS

We are grateful for the collaboration with allied Industry partners as we work to advance shared HME priorities.



ALLIED STAKEHOLDERS

AAHomecare is proud to work alongside allied consumer & clinical groups advocating for HME access.



“People with disabilities and chronic conditions should be at the center of policy decisions that affect their care. The Competitive Bidding proposal cuts costs on life sustaining, medically necessary tools. Competitive Bidding puts costs over care – and that puts lives at risk.”

- Sara Struwe, President & CEO of Spina Bifida Association

STATE ASSOCIATION PARTNERS

Our state association partners play a critical role driving grassroots advocacy at the state and federal level while working with AAHomecare’s payer relations team to engage Medicaid programs and elected state officials.



Advocate



**\$3.8
BILLION**

IN HME WINS
SINCE 2023

Thanks to your engagement and dedication, AAHomecare continues to drive meaningful impact for the HME community. In 2025 alone, our collective advocacy delivered wins that protect end user access, stabilize reimbursement, and strengthen the homecare ecosystem. These accomplishments reflect the momentum we're building together to tackle the Industry's toughest challenges.

[*Check out the full list of accomplishments.*](#)

2025 FEDERAL WIN: Competitive Bidding Legacy Products

Our work is not done — we continue building momentum to address critical issues impacting remaining product categories under the program.

CMS Excludes Legacy Products from Next Competitive Bidding Round

Months of relentless, multi-stakeholder advocacy delivered a powerful win as CMS excluded legacy products from the upcoming round of Competitive Bidding.

Backed by expanded lobbying, targeted media engagement, and the unified advocacy of AAHomecare, VGM, CQRC, our state association partners, and hundreds of companies in the HME community, this important win protected millions of Medicare beneficiaries, suppliers, and communities across America. Our advocacy continues as we fight for remaining products in 2026.

[Learn more.](#)



Federal Advocacy & Government Relations:

To protect end user access and supplier viability under Competitive Bidding, AAHomecare engaged decision-makers at every level of government, expanding its federal advocacy from three to four lobbying firms to ensure the HME perspective was heard where it matters most.

Administration & Federal Agencies Meetings

- White House officials, including the Deputy Chief of Staff for Legislative Affairs & Public Policy and Special Assistant for Domestic Policy
- Centers for Medicare & Medicaid Services (CMS), including the Deputy Secretary and Center for Program Integrity
- Office of Management & Budget (OMB)

Congressional Leadership & Committees Meetings

- Senate Majority Leader John Thune
- Ways & Means Committee & Health Subcommittee Chair
- Energy & Commerce Committee
- Republican Study Committee
- House Doctors Caucus Leadership
- House Diabetes Caucus
- Freedom Caucus
- Counsel to the Committee on Small Business

Media & Public Relations

AAHomecare engaged a PR firm and public affairs & digital strategy firm to launch an op-ed and digital campaign targeting the Washington DC region. The ad campaign garnered more than 25 million impressions through both traditional television ads, online ads, social media, and digital out-of-home advertising.

Coalition Building & Grassroots Mobilization

AAHomecare led a multi-channel Competitive Bidding campaign, working closely with consumer advocacy organizations like the ITEM Coalition, Diabetes Patient Advocacy Coalition, United Ostomy Association of America, Spina Bifida Association, United Spinal Association, and more on grassroots advocacy. See [page 19](#) for details.

AAHomecare also activated its members on an [industry letter](#) to CMS Administrator Oz with over 600 companies signing on as well as supported multiple House sign-on letters and a special focus on the impact to small businesses.



2025 FEDERAL LEGISLATION & WINS

●

New Bills to Restore 75/25 Medicare Rate Stability for Suppliers

AAHomecare’s advocacy helped secure the bipartisan introduction of the DMEPOS Relief Act of 2025 (H.R. 2005) in the House and companion S. 2951 in the Senate, restoring 75/25 blended Medicare rates for non-rural/non-bid DMEPOS suppliers. These bills protect revenue, stabilize rates, and have strong bipartisan and patient advocacy support.

●

Bills Introduced to Expand Access to Titanium & Carbon Fiber Wheelchairs

The Choices for Mobility Act (S.247) and its House companion (H.R.1703) would expand Medicare access to titanium and carbon fiber wheelchairs, creating new HCPCS codes and upgrades within a code. These bipartisan, common-sense bills driven by AAHomecare help members provide patients with wheelchairs best suited to their medical and lifestyle needs without increasing Medicare costs.

●

Reducing Near-Term Accreditation Burden for Suppliers

Thanks to ongoing advocacy efforts, CMS clarified the DMEPOS Final Rule to reduce the accreditation burden for suppliers. Those accredited before January 2026 will keep their current three-year accreditation cycle, with annual accreditation phased in only after that cycle ends. CMS also granted larger suppliers added flexibility through accreditation sampling.

●

PDAC to Guide Transition to New IC HCPCS Codes

CMS announced major updates to HCPCS codes for intermittent catheters effective Jan. 1, 2026, including revising two existing codes, adding three new ones, and maintaining A4353. AAHomecare’s ICCRC successfully advocated for separating hydrophilic catheters into distinct codes, helping manufacturers maintain accurate coding, avoid disruption, and prepare smoothly for the transition.

●

CMS Eases Documentation for Ongoing CGM Supplies

CMS clarified that once Medicare covers a CGM receiver, suppliers no longer need to re-document receiver requirements for ongoing supplies. This long-sought fix driven by AAHomecare’s advocacy cuts unnecessary admin work and speeds access for patients, bringing CGM policies in line with other DME.

●

CMS Fix Ensures DMEPOS Suppliers Get Paid When HHA Status Shifts

CMS clarified billing for HHAs when a patient is unexpectedly discharged, ensuring DMEPOS suppliers are paid for services already provided. This supplier-protecting update stems from AAHomecare’s advocacy on consolidated billing, helping members avoid lost revenue and administrative confusion starting May 22, 2025.

Federal Advocacy Initiatives 2025

LETTERS ON COMPETITIVE BIDDING PROGRAM (CBP)

Joint Industry Letter of 600+ Companies: More than 600 HME stakeholder companies signed a letter to CMS Admin. Oz requesting CMS withdraw or delay the DMEPOS provisions of the CBP Proposed Rule and re-engage stakeholders for a new framework for the program.

Congressional Sign-On Letter: Small Business Impact: Reps Meuser and Miller-Meeks led a Congressional letter to CMS Admin. Oz with concerns of the CBP and impact on small businesses.

Diabetes Caucus Letter: House & Senate Diabetes Caucus Leadership letter to CMS Admin. Oz regarding CBP concerns on access to care for people with diabetes.

Congressional Sign-On Letter: Ostomy/Urologicals: Reps Dunn & Murphy led a Congressional letter to CMS Admin. Oz & OMB Dir. Vought with concerns of CBP impact on ostomy & urological access impact.

COLLABORATION ON HME INDUSTRY PRIORITIES

ITEM Coalition Letter in Support of 75/25 Relief: 27 leading consumer & clinician groups submitted a letter to original Congressional sponsors of HR 2005 in support of relief for non-bid, non-rural areas.

Joint Letter on Tariffs Impacting Health Care: Health care organizations' joint letter to USTR Greer on impacts tariffs would have on medical devices & access to care.

AAHomecare Tariffs Letter: Letter to President Trump on negative impact that new tariffs on HME/supplies would have on health & wellbeing of end users and business closures.

ITEM Coalition Statement in Support of Improved Repairs & Maintenance of CRT: 41 leading consumer & clinician group members of the Coalition united on solutions to improve repairs & maintenance of CRT.

Joint Letter on Breakthrough Medical Technology: 66 leading

stakeholder groups' letter to CMS Admin. Oz urging timely, streamlined pathway for breakthrough medical technologies.

Joint Letter on Hospital at Home: 139 health care focused entities' joint letter to House & Senate leadership supporting Hospital Care at Home waiver program.

Telehealth Flexibilities Letter: 90+ health care organizations' joint letter to Congressional leadership to extend telehealth flexibilities.

AAHOMECARE COMMENTS SUBMITTED ON BEHALF OF THE HME COMMUNITY

Medicare Advantage: Comments for House Joint Health & Oversight Subcommittee on strengthening oversight & transparency, ensuring network adequacy, & the PA process.

Medicare Advantage: Comments on the proposed changes to the Medicare Advantage program, guardrails for AI, network adequacy, health equity, & more.

Section 232 (Tariffs): Comments on impacts that tariffs & other trade restrictions would have on HME Industry & access to care.

NIPPV NCA: Comments on the proposed National Coverage Analysis for Non-Invasive Positive Pressure Ventilation in the home.

855S Form: Comments in overall support of the CMS draft 855S form & recommended procedural edits to improve transparency & ensure broader awareness.

Urologicals LCD: Comments on key changes in the proposed LCD & in strong support of covering sterile catheter kits for all spinal cord injuries.



“AAHomecare's advocacy at various different levels within our space has really made an impact on our company. It gives you insights into where the industry as a whole is going, & I'm able to capitalize that in terms of strategic vision with my prospects that I'm trying to convince to use our company.”

– David Siegel, Nationwide Medical (CA)

- CRT & Mobility
- CGM/Diabetic Supplies
- Disposable Supplies
- General HME
- Respiratory & Ventilators
- Sleep

2025 STATE & PAYER WINS

Arkansas Win Protects Patient Access to NIV

Arkansas passed HB 1321 (Act 513), limiting step therapy or “fail first” requirements for patients prescribed non-invasive ventilators (NIV). This protects end user access to medically necessary equipment while helping suppliers avoid coverage delays thanks to coordinated advocacy efforts of AMEP and AAHomecare.

South Carolina Expands HME Sales Tax Exemption

South Carolina passed Act 45 into law, expanding the sales tax exemption for HME. This reduces the tax burden for Medicaid beneficiaries and seniors on fixed incomes. This success reflects persistent advocacy by SCMESA, with AAHomecare providing legislative support.

Virginia DME Channel Access Protected for CGMs

Virginia Medicaid directed MCOs to ensure CGMs are available through both the DME and pharmacy channels, with retroactive access to July 1 and required notices to suppliers and members. This clarification safeguards end user choice and continuity of care. ACMESA and AAHomecare’s coordinated advocacy efforts helped secure this important win.



NY Medicaid Boosts Rates for Pediatric Standing Frames

New York Medicaid sharply increased reimbursement for standing frame/table systems. Single- and multi-position pediatric models’ payment increased 154% and 110% respectively. This ensures children with neuromuscular conditions get medically appropriate equipment while helping suppliers get fair payment, thanks to collaborative advocacy by NEMEP and AAHomecare.

Michigan Increases CPAP & BiPAP Supply Coverage

Michigan DHHS updated Medicaid coverage limits for CPAP and BiPAP supplies, allowing more frequent replacement of masks, tubing, filters, and related products, aligning with Medicare standards. The change took effect July 1, removing barriers for end users and supporting suppliers in providing high-quality respiratory services. MHHA and AAHomecare collaborated for the win.

34

AAHomecare’s payer relations team engaged in 34 states across the country in 2025.



- CRT & Mobility
- CGM/Diabetic Supplies
- Disposable Supplies
- General HME
- Respiratory & Ventilators
- Sleep

2025 STATE & PAYER WINS

Alabama Expands CGM Access to Adults

Alabama Medicaid began extending CGM coverage to adults beginning October 1, expanding opportunities for end users to manage their diabetes effectively. AAHomecare and ADMEA collaborated to secure this policy, aligning coverage with clinical standards to maximize outcomes.

Arkansas Secures Medicaid Access to CGMs

Arkansas passed Act 857 into law, ensuring Medicaid coverage for continuous glucose monitors (CGMs) as a DME benefit with reimbursement no less than Medicare and consistent approval across pharmacy and DME. AAHomecare and AMEP helped pass this first-of-its-kind legislation, protecting patient access and giving suppliers flexibility in fulfilling prescriptions.

NY Budget Includes Mobility Wins

AAHomecare and NEMEP advocacy delivered two New York budget wins: coverage for backup power wheelchairs with new primary PWCs (Groups 2-6) and preventative maintenance by a qualified DME technician for PWCs under 5 years without a physician order. This reduces service barriers while keeping end users mobile & independent.

NC Medicaid Cut Reversal

Facing a potential 10% Medicaid reimbursement cut for health care related entities in October, AAHomecare and ACMESA lobbied the NC Medicaid Department to limit the HME impact to only 3% and ultimately helped secure a full reversal effective December 10th, protecting supplier revenue and end user access to care.

Aetna CPAP Billing Access Preserved

When Aetna announced a new requirement for CPAP billing using G-Codes, AAHomecare intervened to protect supplier billing access. Aetna later clarified that suppliers may bill CPAP using the KX modifier, ensuring reimbursement pathways and continuity of care.



Sustained Wins Provide Long-Term Impact

“AAHomecare has definitely contributed to our business’ success. In Arkansas, there was a bill that was passed that eliminated DMEs from the market, and that hurt our patients more than anybody. AAHomecare helped us to right that wrong, and the bill recently passed to allow DMEs to get back into the market. Now our patients that were having to drive an hour to a pharmacy each way, we can now deliver again into their homes. Without AAHomecare, that wouldn’t have been possible. AAHomecare helped DMEs in the state of Arkansas to be a voice with the legislators and with other groups to make sure that we can provide for our patients.”

- Cole Riddell of Total Medical (AR)



State Advocacy Initiatives 2025

STATE BILLS INTRODUCED IN PARTNERSHIP WITH STATE ASSOCIATIONS

NY S 1616/A 2520: Rate floor to ensure NY Medicaid MCO plans pay at least 100% of Medicaid FFS rates. Unanimously passed full Senate & Assembly in 2025, Governor vetoed. Worked in partnership with NEMEP.

TX SB 2061/ HB 4667: Addresses prior authorization for the repair of CRT under Medicaid. Introduced in partnership with CRT stakeholders.

FL SB 1182/HB 1465: Provides coverage of CGM as a DME benefit. Introduced in partnership with CGM stakeholders.

SC H3800: Eliminates the requirement that sellers of DME must have a principal place of business in SC to qualify for sales tax exemption. *Enacted.* Worked in partnership with SCMESA.

IL SB1737/HB 2713: Rate floor to ensure Illinois Medicaid MCO plans

pay at least 100% of Medicaid FFS rates. Introduced in partnership with Great Lakes & other stakeholders.

AR HB 1321: Prohibits step therapy or fail first protocols for ventilators. *Enacted.* Worked in partnership with AMEP & other stakeholders.

AR HB 1255: Secured coverage of CGM as a DME benefit. *Enacted.* Worked in partnership with AMEP & other stakeholders.

CT SB 162: Establishes fair reimbursement for DME & CRT. Introduced in partnership with HOMES & other stakeholders.

STATE BUDGET AMENDMENTS

Virginia: Worked to increase rate floor to 100% of Medicaid's fee schedule in partnership with ACMESA & other stakeholders.

Virginia: Worked to mandate CGM coverage under DME benefit in partnership with ACMESA.

Texas: Worked to increase rates for certain CRT equipment in partnership with CRT stakeholders.

New York: Worked to include funding for expanded wheelchair repair reform with NEMEP & other stakeholders.

North Carolina: Worked with NC DHHS to increase select pediatric enteral rates to ensure access to care with ACMESA & other stakeholders.





2025 MAL MIXON LEGISLATIVE ADVOCATE AWARD

Mike Hamilton, ADMEA

On his 50th legislative fly-in to Capitol Hill, Mike Hamilton was honored with the Mal Mixon Legislative Advocate Award this Spring, surrounded by family & Industry colleagues. A trusted national leader, Mike co-founded and served as Executive Director of ADMEA in Alabama & contributed for decades to AAHomecare's State Leaders Council & the DME MAC Region C Council. His tireless work strengthened access

to care, improved industry standards, and inspired generations. Mike passed away at the end of 2025, leaving a remarkable legacy of service & advocacy that will continue to inspire the industry for years to come. [Learn more.](#)

2025 HOMECARE CHAMPION

Rose Schafhauser, MAMES & SWMESA

With more than four decades of leadership roles in the HME community, Rose Schafhauser was the recipient of the 2025 Homecare Champion Award. Her unwavering dedication, expertise, & passion for advancing the Industry have profoundly shaped HME state and federal policy. Through her trusted relationships with policymakers, including Majority Leader Thune, Rose has successfully advocated for solutions to pressing reimbursement challenges, ensuring the needs of the HME community & end users are heard. In addition to serving as Executive Director of MAMES & SWMESA (covering 11 states), Rose is also on Juris A, B, & C Councils, the NSCAC, & former Chair of AAHomecare's State Leaders Council & Executive Committee member. We celebrate Rose for her tireless advocacy, inspiring leadership, & contributions as a true champion for HME.

[Learn more.](#)



221

Federal, state, & payer advocacy meetings with AAHomecare staff in 2025



Washington Legislative Conference

This May, more than 120 HME leaders met with an impressive 225 members of Congress and staff at the Washington Legislative Conference to raise the profile on policy priorities including Medicare reimbursement, proposed changes to NIV coverage, patient access to upgraded wheelchairs, Medicare Advantage, and proposed tariffs.

Attendees held 55 meetings with members of committees of jurisdiction (Energy & Commerce, Ways & Means, Senate Finance) for healthcare finance issues .



Building Momentum for 2026

AAHomecare remains deeply engaged in advancing HME priorities at the federal, state, and payer levels. This work reflects the realities that the HME community faces – from reimbursement pressures & regulatory changes to evolving payer policies that affect patient access & operational sustainability.

None of this happens in isolation. With the continued support of grassroots advocates & champions across the country, AAHomecare is carrying this work forward, protecting access to care & strengthening the HME system that end users & caregivers rely on.

Medicare Rate Relief

AAHomecare worked with Hill champions to introduce HR 2005 & S 2951, which would restore 75/25 rate relief for non-bid, non-rural areas where inadequate reimbursement continues to strain suppliers. Additionally, the Association is partnering with respiratory stakeholders to build support for the Supplemental Oxygen Access Reform (SOAR) Act to address longstanding oxygen reimbursement challenges. Together, these efforts aim to better align Medicare rates with the cost of delivering care in the home.

Fraud & Program Integrity

In partnership with CMS, AAHomecare is evaluating options to strengthen fraud prevention & program integrity, including potential tools like real-time data analytics and the role of e-prescribing. The Association’s focus remains on advancing solutions that improve oversight without disrupting access to care or burdening compliant suppliers.

Competitive Bidding

The Association will continue working closely with leading consumer, clinician, and allied stakeholder groups on advocacy efforts to prevent the next round of Competitive Bidding from including the RID program impacting ostomy, urological, & continuous glucose monitoring supplies.

DME Tariffs

As trade and tariff discussions continue, AAHomecare is engaging the Administration to mitigate the potential impact of tariffs on essential medical products & supplies, protecting end users and suppliers from cost increases that threaten access & supply stability.

Medicare Advantage

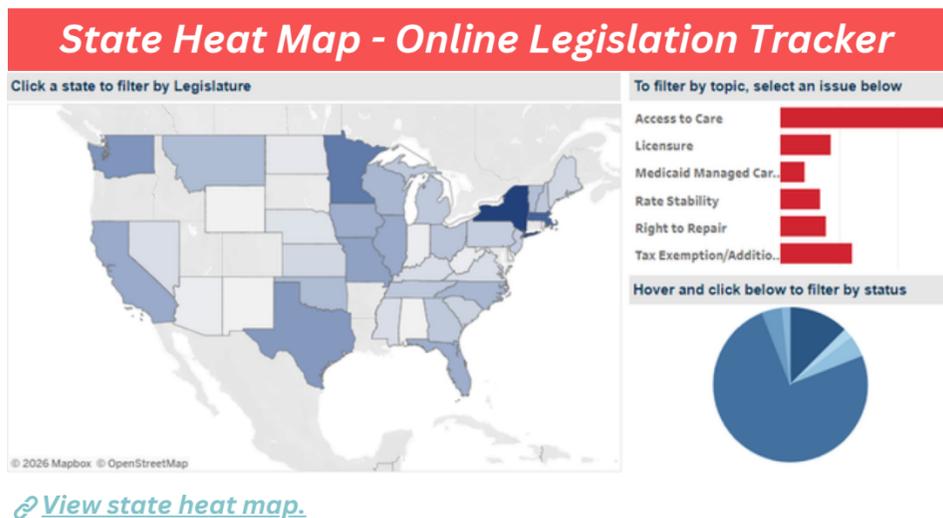
As enrollment continues to grow, AAHomecare is engaging the Administration on transparency & network adequacy standards to help ensure beneficiary access, meaningful supplier inclusion, & clear coverage and authorization requirements.

CRT Upgrades within a Code

AAHomecare spearheaded the introduction of HR 1703 and S 247, legislation to enable Medicare beneficiaries who use CRT to have the option for upgrades within a code for titanium & carbon fiber wheelchairs. This will preserve end user choice & support timely access to appropriate CRT solutions.

Medicaid Rate Protections

AAHomecare is leading a coordinated Industry effort to protect Medicaid reimbursement and access to care as states respond to the impacts of the OBBB legislation. AAHomecare and allied organizations will engage state agencies and policymakers to guard against unintended access barriers.



The Arena Awaits.

“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. **The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly... who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.**” - *President Teddy Roosevelt*

The HME Industry faces extraordinary challenges - Competitive Bidding, payer pressures, reimbursement cuts, & operational strain.

But here we stand, in the arena.

We fight for our businesses. Our communities. The people we serve. We keep families together, enable care at home, help people stay engaged in their communities and workplaces, & provide dignity at every stage of life.

With AAHomecare, you're not alone. Stand shoulder to shoulder in the arena with fellow Industry leaders, & amplify your voice to influence policy, **protect your business**, & defend access to care.

Join the Fight. Join AAHomecare.

aahomecare.org/membership

Empower

Our industry has an incredible story to tell, and AAHomecare is enhancing our industry’s brand awareness and reputation by elevating real-world stories and resources to help HME stakeholders communicate our value to policymakers, payers, and the public.

Mini-Documentary Showcases Power of Homecare

AAHomecare launched a powerful video campaign highlighting the profound impact of HME through the story of Brandon, a young professional and quadriplegic whose journey is a testament to the freedom, independence, and purpose that HME makes possible.

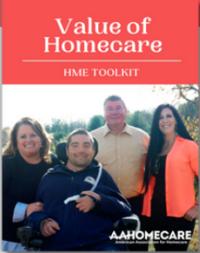
Two Videos. One Mission. A Stronger Industry.

4.5-Minute Mini-Documentary – A compelling, real-world story illustrating how HME transforms lives.

Short Advocacy Video – A focused, policy-driven message designed for payer and legislator meetings.

Value of Homecare Toolkit – A resource-packed guide to share Brandon’s story & the value of home-based care & HME, including the *Value of HME Talking Points* guide, social posts, template guides, & more.

[Check out the videos & suite of resources.](#)

Value of Homecare
HME TOOLKIT

YOUR GUIDE
to effective storytelling




Value of HME Talking Points

Data & Insights
2-Page Value of HME Talking Points



“Home-based care and medical equipment are not luxuries but life saving for so many of us living with a disability. It’s imperative to my quality of life and keeps me in the comfort of my own home. Living with a disability is not a death sentence, but the lack of care can lead to it.” - Shanta F.

Invite folks to share their story about #WhyHomecareMatters.

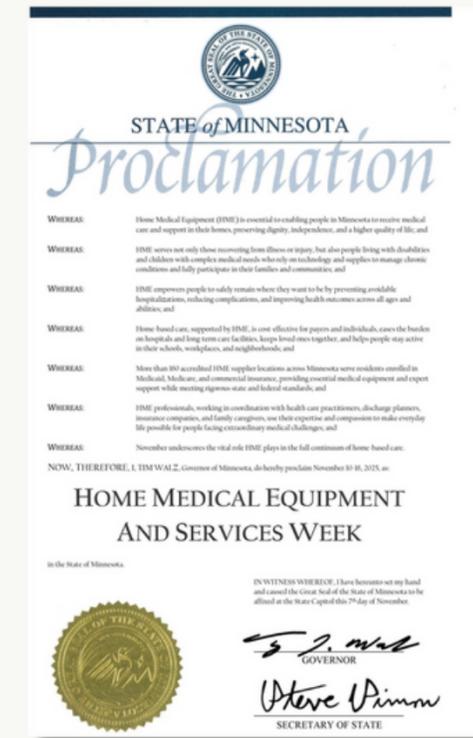
[Learn More](#)

HME Proclamation

For the first time, the essential role of HME in enabling care at home has been formally recognized by a state government as part of November’s Homecare Month. Gov. Tim Walz officially proclaimed the second week of November as **Home Medical Equipment & Services Appreciation Week** in Minnesota underscoring the value of HME professionals, products, and services in making high-quality, home-based care possible.

This proclamation was made possible through a collaboration between AAHomecare and the Midwest Association for Medical Equipment Services & Supplies (MAMES). Launched as a pilot project under the leadership of AAHomecare’s Brand Council to showcase the value of HME, the campaign shines a light on HME stakeholders who enable millions of people to manage their medical needs from the comfort of home.

[Learn more.](#)



“Being part of the AAHomecare ‘HME & Services Appreciation Week’ for MN was truly meaningful for our MAMES members. The official proclamation highlighted the vital impact our industry has on empowering independence & supporting people in their homes. Partnering with AAHomecare to celebrate our profession not only recognizes our commitment but also strengthens our community’s voice in advocating for the needs of those we serve.”

- Rose Schafhauser, MAMES

End User CBP Activation Toolkit

Mobilizing End Users to Protect Access to Care

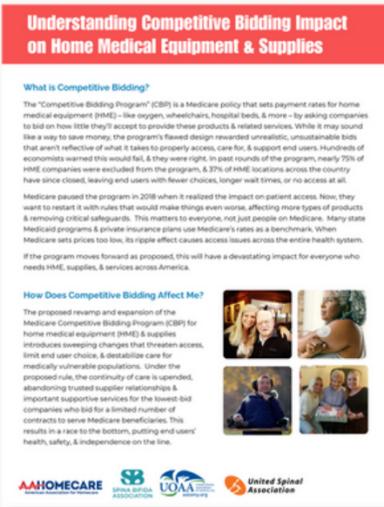
AAHomecare launched the *End User Competitive Bidding Program (CBP) Activation Toolkit* to help the HME community and allied consumer groups mobilize voices of end users and family caregivers in submitting comments on the value of homecare & opposing the restart of the CBP in the DMEPOS Proposed Rule.

Shared widely by national consumer groups and HME stakeholders – and **accessed more than 4,000 times** in the weeks ahead of the 8/29 deadline – the toolkit translated complex regulation into meaningful end-user advocacy.

Toolkit resources included:

- **Comment guide** with clear instructions and talking points
- **Educational resources** that explain what's at stake for end users & one pagers for new products
- **Sample e-mail and social media content** to help spread the word

[Resources here.](#)



“Without the catheters and especially the ones provided to me from [my supplier], I would go into renal failure within 2-3 days. I realize that the Medicare is looking for ways to reduce costs, but the resulting withdrawal of the catheters would lead to kidney dialysis and/or surgery or transplant or ultimately death... My health depends on consistent access to high-quality, individualized supplies, and I’m worried that this proposal will put that and my life at risk.”

– David C. (catheter user)

“I am 75 years old and living in a rural area. I use an insulin pump and a CGM to manage my Type 1 diabetes. I’ve had this disease for 48 years, and with good medical care I expect to live for another 20 years. Your plans to restrict suppliers to the lowest bidders threatens my healthcare and my lifespan... there is more to healthcare than squeezing the lowest price. Please listen to us. Reject your plans.”

– Barbara M. (CGM & insulin pump user)

“Going with the cheapest supplier gets you exactly what you pay for, cheap products, inexperience, and possibly not having the equipment when needed. Providing the equipment isn’t the only thing we get from our provider. They know my husband’s history and can talk us through any concerns that come up. That knowledge and care is priceless to those in need of home medical equipment.”

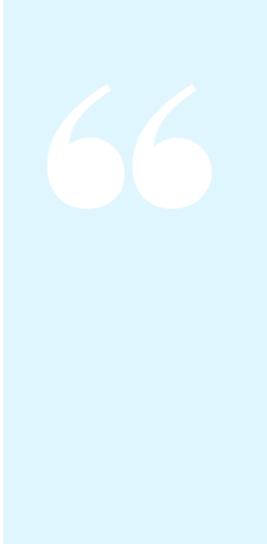
– Anonymous (family caregiver)

“I’m writing as a mother, but also as a witness to someone who sees, every day, what it takes for my sibling to live with an ostomy. It takes strength. It takes resilience. And it takes access to the right medical supplies that are prescribed by a doctor and tailored to their body. Not generic items picked by a government contract... This proposal strips away autonomy, clinical judgment, and access to care. It puts cost over people and turns essential survival tools into commodities... Withdraw the proposal. Listen to the people living this reality and to the families who support them. We need a system that protects life, not one that gambles with it.”

– Carol H. (family caregiver)

“I rely on ostomy supplies because I no longer have large intestines & also do not have 13 inches of my small intestines... I have been an ostomate for 38 years and cannot tell you how many times my needs have changed either due to additional surgery or body and skin changes... I also depend on the specialists at these places to help me because I have a lot of problems with allergic reactions. [My supplier] specialists are trained specifically for the needs of each individual person, and my needs are many... If this were a one-size-fits all situation as would be the case in CBP, I would be suffering until the Lord took me home to Him... I beg you to please consider my concerns that are real and very sincere.”

– Eleanor M. (ostomy user)



Educational Webinars

AAHomecare members received educational webinars as a complimentary benefit of membership. On-demand webinars may be found at aahomecare.org/education-and-training.

●

Consolidated Billing Part 1: HHA & DMEPOS

Struggling with denials due to Home Health “open episodes”? This webinar clarifies Medicare’s Consolidated Billing rules, explains HHA responsibilities, and shares practical tactics to avoid N390 denials and protect revenue for urological, wound, and ostomy supplies.

●

Unlock a Competitive Edge in Contract Negotiations (New Supplier Benefit)

Discover how AAHomecare’s new payer transparency tool can strengthen suppliers’ negotiating power. Access rates from 60+ insurers, compare reimbursement, track trends, and leverage actionable data to win better contracts in a competitive market.

Member exclusive benefit!

●

Navigating the Complexities of Woundcare

Stay ahead of woundcare audits and denials. Our experts break down ePrescribing tips, top documentation and sizing errors, key LCD requirements, and practical strategies to strengthen compliance and streamline ordering.

●

How Compliance Issues Affect a Company’s Valuation

Learn why a strong compliance program is essential to protecting your company’s value. This session covers how compliance prevents legal risks, resolves issues early, and preserves EBITDA so you can secure better sale terms, financing, and long-term stability.

●

Issue Education for WLC Attendees & HME Advocates

Get briefed on key HME policy priorities ahead of the Washington Legislative Conference. Open to all advocates, this session prepares you to reinforce in-person lobbying with effective calls and emails to your legislators.

●

Loan Closets, Employee Liaisons, & Other Arrangements with Referral Sources

Explore the laws governing DME relationships with referral sources. From loan closets to medical director and marketing agreements, learn which arrangements are allowed, how to structure them, and what risks to avoid to stay compliant.

●

Wound Care Reimbursement Clarity: Modifiers, Documentation & Insurance Challenges

Get clear on woundcare reimbursement. This session covers correct modifier use, quantity limits, debridement documentation pitfalls, and commercial payer challenges—plus practical guidance from AAHomecare’s Woundcare Work Group.

●

Navigating the OBBB: Medicaid, Reimbursement, and Advocacy Strategies for DME Providers

Understand how the One Big Beautiful Bill’s cuts to Medicaid will affect DME providers. This session covers key policy changes, reimbursement impacts, state-level implications, and strategies to engage in advocacy and protect your business.

●

Shaping the Future of HME: Preparing for the Return of Competitive Bidding

The Competitive Bidding Program may return with major new product categories. Join us as we break down key Proposed Rule changes, AAHomecare’s response, and give you tools, talking points, and strategies to submit effective comments and mobilize the HME community.

●

The Final Rule: What It Means for HME Providers

Learn how CMS’ Final Rule for new Competitive Bidding categories and accreditation requirements will impact suppliers, end users, and care delivery — plus what HME stakeholders need to know to protect their business and ensure access to care.

Empowering the Industry

White Paper: "Choosing the Right Support - Ventilators or RADs"

This white paper clarifies the critical differences between Home Mechanical Ventilators (HMs) & Respiratory Assist Devices (RADs), reinforcing the importance of selecting life-sustaining ventilation for complex patients. Guiding clinicians & policymakers toward appropriate equipment helps reduce patient risk & support safer, higher-quality care.

[Access the brochure.](#)

Educational Handouts: Benefits of Prescribing CGMs through DME Channel

These tools help diabetes-focused DME suppliers demonstrate the value of prescribing CGM therapy through the DME channel. Each is designed to support conversations with distinct audiences, reinforcing the critical role of DME supplies in improving access, support, & adherence.

[Access for Prescribers](#)
[Access for Certified Diabetes Educators](#)

Breastfeeding Month Toolkit

This August, AAHomecare launched a toolkit designed to amplify the message of breastfeeding support across digital platforms & engage end users, community & stakeholders. The toolkit contains social media graphics, prewritten posts, & key educational resources to promote the importance of breastfeeding & the role DME providers play in supporting nursing families.

[Access the toolkit.](#)

New Payer Data Benefit for Supplier Members

In 2025, AAHomecare expanded its supplier member benefits with **exclusive access to payer transparency data** through a new partnership with Medlyze!

This powerful tool equips members with real-world reimbursement insights, helping them:

- Benchmark rates
- Spot trends across more than 60 insurers
- Negotiate contracts from a position of strength for fair, competitive payment.

[Learn more.](#)



39

AAHomecare staff presented at 39 events & conferences across the country in 2025.



"What sets AAHomecare apart is the fact that it has so many different areas of focus. From an advocacy perspective, it covers your federal, state, & different payers across the US. But it's not just the advocacy piece; there's a lot of education & branding that goes into AAHomecare that's furthering the mission of the HME industry in general."

- Amanda Smithey, McKesson Medical Surgical

A photograph of three people standing together and smiling. On the left is a man in a blue blazer and checkered shirt. In the center is a woman with grey hair, glasses, and a leopard-print scarf, holding a small object. On the right is a man with glasses in a blue blazer and grey t-shirt. The background is a plain wall with a door.

Your Association

ABOUT AAHOMECARE

AAHomecare supports HME stakeholders in navigating reimbursement, payer, and operational challenges by providing resources, a supportive community, and strategic influence for their company's success.

“For us, AAHomecare membership was a no-brainer, seeing what they do in the space in terms of collaboration, advocacy, & fighting for providers like us so we can focus on our patients.”

– Kevin Gearheart, Rehab Medical (IN)



3,000+

Member locations

16 MILLION+

End users served by members

\$3.8 BILLION

in HME relief secured by AAHomecare since 2023

221

Advocacy meetings by our staff with legislators, governmental agencies, and payers on HME priorities

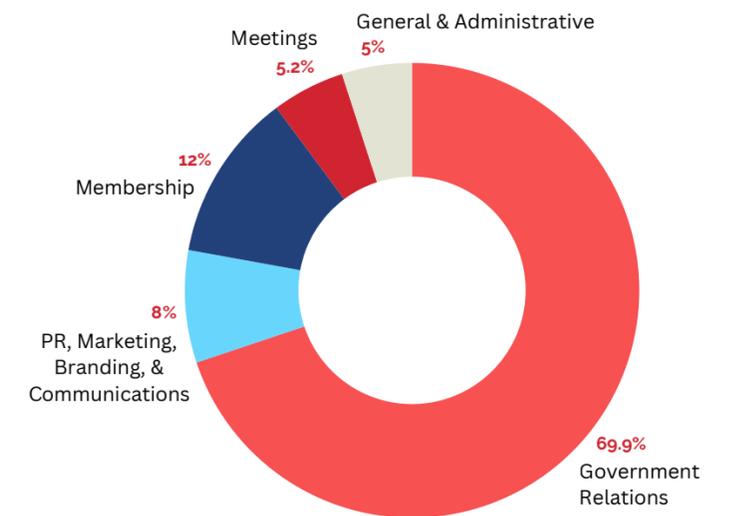
27

Advocacy and operational resources created in 2025 by AAHomecare’s councils & staff

193

Member companies on councils and work groups, providing networking opportunities and strategic collaboration to address key issues impacting your business

2025 Operating Budget



AAHOMECARE'S EXPERT POLICY & LOBBYING CONSULTANTS

We've retained some of the nation's top talent to help advance HME priorities, amplifying our advocacy impact and providing strategic insights.



CAPITOL HILL GOVERNMENT RELATIONS & LOBBYING

Brett Baker, The Nickles Group: AAHomecare contracted with The Nickles Group to assist with strategic priorities including Competitive Bidding and 75/25 relief. Brett leverages over a decade of Capitol Hill experience to navigate complex health care policies. He played a key role in shaping major Medicare legislation, prescription pricing debates, and COVID-19 relief laws. Brett's expertise stems from his work with the Senate Finance and House Ways and Means Committees.

Mitch Vakerics, Veritas Health Policy: AAHomecare contracted with Veritas Health Policy to assist with strategic priorities including Competitive Bidding and 75/25 relief. With over 15 years of experience in Washington, D.C., Mitch is a leading voice in healthcare policy. A former congressional adviser, he specializes in Medicare and FDA policy, helping clients craft effective government affairs strategies. Mitch played pivotal roles in passing bipartisan health laws, including Medicare payment reform and the Drug Quality and Security Act.

Tim Costa, Continental Strategy: AAHomecare contracted with Continental Strategy to provide strategic support on Competitive Bidding, engaging the Administration and Capitol Hill. As partner at Continental Strategy, Tim brings 20+ years of experience in government relations, legislative strategy, & regulatory landscapes, providing guidance that shape outcomes with Congress, the Executive Branch, and state legislatures.



REGULATORY BODIES

Tom Barker, Foley Hoag: AAHomecare contracted with Foley Hoag to assist with Competitive Bidding, Medicare Part C and Part B FFS engagement, Medicaid oversight, and coverage issues on NIV and CGM. Tom specializes in Medicare and Medicaid law, representing providers and payers before CMS, HHS, and Congress. He navigates complex healthcare regulations, focusing on coverage, reimbursement, and compliance to advance client priorities.

Regina DeSantis, Foley Hoag: AAHomecare contracted with Foley Hoag to assist with Medicare Part C and Part B FFS engagement, Medicaid oversight, and coverage issues on NIV and CGM. Regina advises healthcare and biotech clients on regulatory and legislative strategies, focusing on coding, coverage, payment, and compliance with federal and state laws.

Caroline Farrell, Foley Hoag: AAHomecare contracted with Foley Hoag to assist with Medicare Part C and Part B FFS engagement, Medicaid oversight, and coverage issues on NIV and CGM. As a former CMS lead attorney, Caroline brings deep Medicare & Medicaid expertise, advising health care organizations on reimbursement, compliance, program integrity, & regulatory strategy.



STATE INITIATIVES

Tom Griffin, The Griffin Group: AAHomecare contracted with The Griffin Group to assist with HME priorities in Florida. Tom co-founded The Griffin Group after a decade in Florida politics managing statewide political campaigns. He represents clients in sectors including criminal justice, healthcare, cannabis, education, and economic development, providing strategic government affairs support across diverse industries.

John Goetz, Bridge Public Affairs: AAHomecare contracted with Bridge Public Affairs to assist with HME/CRT priorities in Tennessee as well as federal issues. John is senior vice president at Bridge Public Affairs and spends a majority of his time focused on the firm's growing health care practice. In addition to his significant background in the health care business sector, he is an expert on TennCare.

Gregg Knaupe, Knaupe Government Relations: AAHomecare contracted with Knaupe Government Relations to assist with HME priorities in Texas. As an attorney with extensive expertise in policy & government relations, Gregg represents hospitals, government entities, nonprofits, associations, & corporations at the state, federal, & local levels. Prior to founding his consulting firm, he was VP of Public Affairs for the TX Hospital Association.

AAHOMECARE'S LEGAL COUNSEL

AAHomecare retains the legal counsel of **Brown & Fortunato** whose extensive industry experience guides the Association through complex regulatory and legislative initiatives.



Cara Bachenheimer, Head of the Government Affairs Practice of Brown & Fortunato, brings over 35 years of legal and lobbying experience advocating for healthcare providers, shaping federal legislation, and collaborating with CMS and other federal agencies. She is a celebrated industry leader having won multiple national awards including "Top 10 Most Influential People in the Industry".



Jeffrey Baird, Chairman of the Health Care Group of Brown & Fortunato, specializes in regulatory compliance, fraud defense, reimbursement issues, FDA regulations, and audits. With extensive expertise in healthcare law, he guides providers through complex challenges, offering trusted counsel on critical legal and operational matters.

AAHOMECARE TEAM

Behind the Scenes: Meet the People Powering AAHomecare's Work

In an increasingly complex policy & payer environment, our team is committed to standing with the HME community, engaging directly in the challenges that shape access to home-based care.

With deep Industry experience, our staff brings practical insight, collaboration, & resolve to every initiative. In 2025, we strengthened that effort by expanding our payer relations team, adding seasoned Industry expertise to meet growing reimbursement & access challenges head on.

Together with our members, we are advancing solutions that support the HME community and protect the end users & caregivers who rely on care at home.



**Tom Ryan,
President/CEO**

With over 40 years of experience as a HME provider and industry leader, Tom brings unparalleled expertise to AAHomecare. As a former HME company CEO and respiratory therapist, he deeply understands the challenges members face. Since 2013, Tom has led AAHomecare's efforts to shape reimbursement policies across all payers, protect patient access, and strengthen the HME benefit, driving solutions that support member companies and patient care.

LEADERSHIP



**Sue Mairena, Chief
Operating Officer**

A seasoned CPA with over 40 years of financial and operational expertise largely in the non-profit sector, Sue has been pivotal to AAHomecare's success since 2003. She oversees daily operations, including financial strategy, HR, and budgeting, while driving initiatives to enhance the association's structure and revenue growth. With leadership experience in public accounting and tech, Sue ensures AAHomecare delivers exceptional value to members through sound operations and strategic growth.

LEADERSHIP



**Jay Witter, Sr VP
Public Policy**

With 30 years of Hill and legislative expertise, Jay leads AAHomecare's federal legislative advocacy efforts, managing a team of seasoned lobbyists and collaborating with key congressional committees to secure policy wins on reimbursement reform and patient access to critical homecare technologies. He also spearheads advocacy priorities for the Washington Legislative Conference, uniting stakeholders to advance home-based care. Serving AAHomecare since 2009.

FEDERAL ADVOCACY



**Kim Brummett, Sr VP
Regulatory Affairs**

Kim leads AAHomecare's regulatory efforts, engaging with regulatory bodies like CMS, the GAO, & the OIG. With nearly 30 years of experience, including consulting on reimbursement guidelines, operational processes, and accounts receivable management, Kim ensures the Association stays at the forefront of regulatory issues affecting members. An active industry advocate, she serves on key committees and boards, including the Jurisdiction Councils the National Supplier Clearinghouse. Serving AAHomecare since 2013.

FEDERAL ADVOCACY



**Mina Uehara, Sr Director
Regulatory Affairs**

Mina plays a vital role in driving the Association's regulatory initiatives, including tracking and analyzing reimbursement, compliance, and coding regulations that directly affect members. With an eye for detail, she creates impactful educational resources and tracks supplier location closures. With a master's in public policy and a background in political advocacy, she brings deep expertise as she co-leads the Regulatory and Diabetes Councils. Serving AAHomecare since 2014.

FEDERAL ADVOCACY

AAHOMECARE TEAM



Laura Williard, Sr VP Payer Relations

Laura leads AAHomecare's payer relations initiatives, driving reimbursement improvements and strengthening access to care across Medicaid, Medicare Advantage, MCOs, and private insurers. Throughout her 25+ years in the HME Industry, she has built strong relationships with major payers like TRICARE and state Medicaid programs, advocating for fair policies that support patient care. Laura's leadership ensures AAHomecare remains a trusted voice in payer engagement. Serving AAHomecare since 2016.

PAYER RELATIONS



David Chandler, VP Payer Relations

David plays a crucial role in shaping payer and state policies, leading initiatives across the county to protect the HME benefit and expand access. A skillful collaborator, David unites allied organizations to advance Industry priorities and serves on the leadership boards of several state associations. With over 20 years of Industry experience, David was past President of ACMESA and Chair of the Jurisdiction C Advisory Council prior to joining AAHomecare in 2019.

PAYER RELATIONS



Cadie McGonagill, Sr Director Payer Relations

Cadie strengthens payer efforts by providing advanced guidance on payer strategy, contract negotiations, and data-informed revenue growth. She is actively engaged in multiple state payer initiatives and collaborates closely with industry stakeholders to advance sustainable HME policy. With 29 years of experience in the HME industry, Cadie previously led nationwide payer strategy and contracting initiatives for a national HME supplier before joining the AAHomecare team in 2025.

PAYER RELATIONS



Gordon Barnes, Sr Director Communications

Gordon provides clear, actionable communications that amplify advocacy efforts and keep members informed through the biweekly *Insider* newsletter, member alerts, and advocacy messaging. He is instrumental in grassroots activation and coordinates Capitol Hill appointments for our annual Legislative Conference and other lobbying "fly-ins". With a background in public relations and communications for several DC-based organizations, Gordon has worked for AAHomecare since 2007.

COMMUNICATIONS



Tilly Gambill, Sr Director Education, Marketing, & Events

Tilly spearheads AAHomecare's education programs and signature events, ensuring members have the tools and insights needed to address industry challenges. Tilly works with AAHomecare's PR firm to secure media coverage for HME priorities and drives marketing efforts including trade press, social media, and the Association website. Prior to joining the AAHomecare team in 2007, Tilly worked in communications for DC-based Docs for Tots.

COMMUNICATIONS



Ashley Plauché, Sr Director Brand Marketing

A passionate advocate, Ashley brings over 20 years of Industry expertise as she leads Industry branding efforts to elevate the value of homecare/HME while forging key partnerships with allied stakeholders. Ashley drives strategic initiatives for the Association, including brand marketing communications and priority research/analysis projects. Starting her career as a supplier, she also served as Executive Director of ATHOMES before joining AAHomecare in 2015.

COMMUNICATIONS

AAHOMECARE TEAM



**Mike Nicol, Sr Director
Membership Services**

Mike leads AAHomecare’s membership recruitment, retention, and engagement efforts, forming strong relationships with industry stakeholders to understand their needs and provide solutions through member services. With over 30 years in business development, marketing, and relationship building, Mike joined the AAHomecare team in 2015 where he works closely with an internal team to maximize member benefits and bring board new member companies.

MEMBER SERVICES



**Stephanie Legree,
Project Manager**

Stephanie brings a deep understanding of the industry to her role, drawing on 23 years of experience with her family’s regional DME company. She is the staff liaison for five AAHomecare councils and affiliated work groups, where she collaborates with members to advance Industry priorities. She is also the co-leader of the Grassroots Accountability Project to mobilize grassroots. A former chair of the Jurisdiction C Council and vice-chair of Jurisdiction B Council, Stephanie joined AAHomecare in 2023.

MEMBER SERVICES



**Katie Mairena,
Administrative Assistant**

Katie assists with a variety of back-end processes to keep the Association running smoothly. She provides cross-departmental administrative support for specialty projects, accounts receivables processing, and membership database updates. She also assists with onboarding new members, prospecting research/analysis, and preparation for the Associations’ in-person events. Serving AAHomecare since 2019.

MEMBER SERVICES



“ROI on my membership – I couldn't even put a number to it. It's been tremendous. If you're on the sidelines, you've got to get in the game because you can't let this stuff just happen to us. You've got to be able to get in there & affect the change.”

– Bill Fredericks, AllCare Medical Supply (MA)

VOLUNTEER LEADERSHIP TEAM

EXECUTIVE COMMITTEE

CHAIRMAN
Josh Marx, Medical Service Company

VICE CHAIR
Ryan Bullock, AeroFlow Health

SECRETARY
John Cassar, SuperCare Health

TREASURER
Bill Guidetti, Apria Healthcare

Amanda von Leer, ResMed
Gayle Devin, Home Care Delivered
Casey Hoyt, VieMed
Jim Nygren, VGM Group
John Quinlan, Quinlan's Pharmacy
& Medical Equipment
David Siegel, Nationwide Medical

BOARD OF DIRECTORS

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Laura Berry, Soundview Medical Supply
Rob Boeye, Parachute Health
Nick Bush, Direct Supply
Missy Cross, Medical Service Company
Matt Filippis, AdaptHealth
Morten Hansen, Comfort Medical Supply
Seth Johnson, Pride Mobility Products

Nick Knowlton, Brightree
Linda Langiotti, CCS Medical
Mickae Lee, Permobil Inc
Diane Racicot, National Seating & Mobility
James Russell, Pediatric Home Service
Gary Sheehan, AdaptHealth
Bill Shoop, React Health
Amanda Smithey, McKesson Medical-Surgical

Kris Srinivasan, Valere Health
Roxanne Vendard, Ascent Respiratory Care
Steve Wakser, Drive DeVilbiss Healthcare
Cameo Zehnder, Pediatric Home Service





JOSH MARX, MEDICAL SERVICE COMPANY

FROM OUR CHAIRMAN

This past year has reinforced what I already knew to be true: the strength of AAHomecare lies in its members. Through a challenging and often misunderstood environment, you have continued to show up with professionalism, integrity, and an unwavering commitment to patient care.

AAHomecare is more than an association; it's a community that stands for doing the right thing. Even as Washington narratives

occasionally miss the mark, our members continue to operate ethically and responsibly, delivering essential care in the home every day. That work, and the values behind it, deserve recognition and respect.

Advocacy remains central to our mission. Reforming and ultimately ending the broken Competitive Bidding Program has been a major priority and continues to be a core focus. Together, we are pushing for

policies that protect patient access, support fair reimbursement, and recognize the vital role of HME providers.

Your engagement makes this work possible. Through our councils, workgroups, and ongoing collaboration at both the state and federal levels, members continue to strengthen our collective voice.

In 2026, I encourage you to stay involved and stay connected. Thank you for the trust, commitment, and leadership you bring to AAHomecare. I take great pride in the work we are doing and am optimistic about what we will continue to accomplish together.

Sincerely,

Josh Marx
CEO, Medical Service Company
AAHomecare Chairman of the Board

JOIN US AT AAHOMECARE

Get a Seat at the Table

No matter your company size, product focus, or payer mix, there's a seat at the table for you. We're better together, and united, we're changing the game for HME.

Joining AAHomecare isn't just a membership – it's a smart investment that strengthens your company and ability to serve your community. From securing rate relief to addressing burdensome payer policies and beyond, AAHomecare tackles the key issues impacting the HME Industry.

Connect with the Team

Explore membership opportunities and see how AAHomecare can benefit your organization.

[Schedule a meeting with us.](#)

aahomecare.org/membership

