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# HME News

THE BUSINESS NEWSPAPER FOR HOME MEDICAL EQUIPMENT PROVIDERS

DECEMBER 2011

## of the State Industry 2011



### The HME Market By The Numbers

# Size matters

Each year, we publish this State of the Industry Report to give you a snapshot of the industry from year to year. Here are a few things that piqued my interest this year:

## Medium is good

See page 5 for the number of DMEPOS suppliers that bill Medicare in these five categories: less than \$300,000 per year; \$300,000 to \$1 million; \$1 million to \$3 million; \$3 million to \$10 million; and more than \$10 million.

For the most part, in the past few years, the number of providers that bill Medicare less than \$300,000 has represented the biggest decline: 103,227 in 2007 to 95,584 in 2008 to 93,777 in 2009. Again, 2010 is no different with 90,479 providers. That's a decrease of 3.5% in 2010 compared to 2009.

What is a departure from previous years: The providers that bill between \$300,000 and \$10 million have declined only slightly or increased in 2010.

The number of providers that billed Medicare \$300,000 to \$1 million in 2009 was 5,393. In 2010? 5,356. That's only a 0.7% decrease. The number of providers that billed Medicare \$1 million to \$3 million in 2009 was 1,156. In 2010? 1,211. That's a 4.7% increase. The number of providers that billed



Medicare \$3 million to \$10 million in 2009 was 220. In 2010? 228. That's a 3.6% increase.

## Bigger is better

Another piece of data that piqued my interest: See page 10 for the top 100 suppliers of DMEPOS by amount allowed. There hasn't been much movement in the top 10 from last year. Lincare Pharmacy Services moved up to No. 6; DEGC moved down to No. 8; Walgreen moved up to No. 7.

But new to the top 10: Braden Partners, which does business as Pacific Pulmonary Services and is owned by Teijin. We reported this year that Teijin is looking to consolidate smaller providers in existing markets, mostly in the West.

Out of the top 10: Procure Pharmacy, which dropped to No. 11.

The amounts allowed for the top 10 suppliers look on par, if not slightly larger, than last year.

## Specialties are best

Also of note: The number of companies in the top 10 that we would consider specialty providers, those whose bread and butter is specialty pharmacy, supplies, wound care or O&P.

Liberty Medical Supply=diabetic supplies. Accredo Health Group is a Medco company. Medco is a manager of drug benefits. KCI=wound care. Lincare Pharmacy Services=home infusion. Walgreen is largely a pharmacy. DEGC Enterprises is somehow related to CCS Medical, which provides diabetic supplies and other supplies. And Hanger=O&P.

That leaves Lincare, Apria and Braden Partners as the only more traditional HME providers on the list.

– Elizabeth Beaulieu, Editor, HME News



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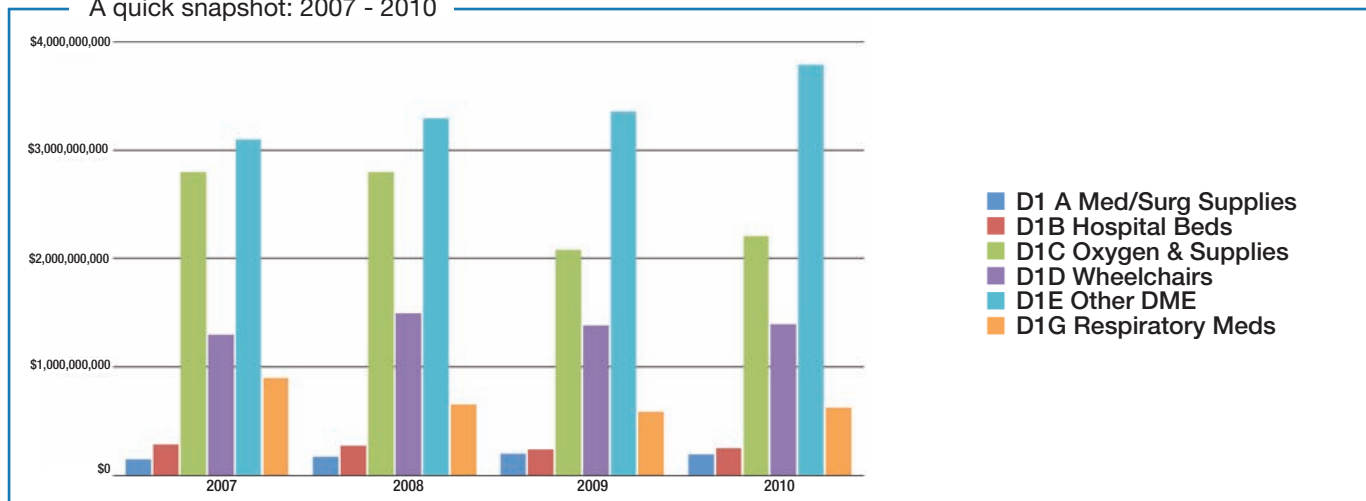


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## Medicare: DME growth by category

A quick snapshot: 2007 - 2010



BETOS	Product	2007	2008	2009	2010
D1A	Med/surg supplies	152M	176M	202M	198M
D1B	Hospital beds	287M	276M	244M	255M
D1C	Oxygen and supplies	2.8B	2.8B	2.0B	2.2B
D1D	Wheelchairs	1.3B	1.5B	1.4B	1.4B
D1E	Other DME	3.1B	3.3B	3.4B	3.8B
D1G	Respiratory meds	900M	657M	588M	629M
	Total	8.5B	8.7B	7.9B	8.5B

Allowed Charges

### What is a BETOS bucket?

**BETOS STANDS FOR BERENSON-EGGERS TYPE OF SERVICE**, and it's the name of a coding system developed to analyze the growth in Medicare expenditures. The coding system covers all HCPCS codes; assigns a HCPCS code to only one BETOS bucket; consists of readily understood clinical categories that permit objective assignment; is stable over time; and is relatively immune to minor changes in technology or practice patterns.

SOURCE: CMS

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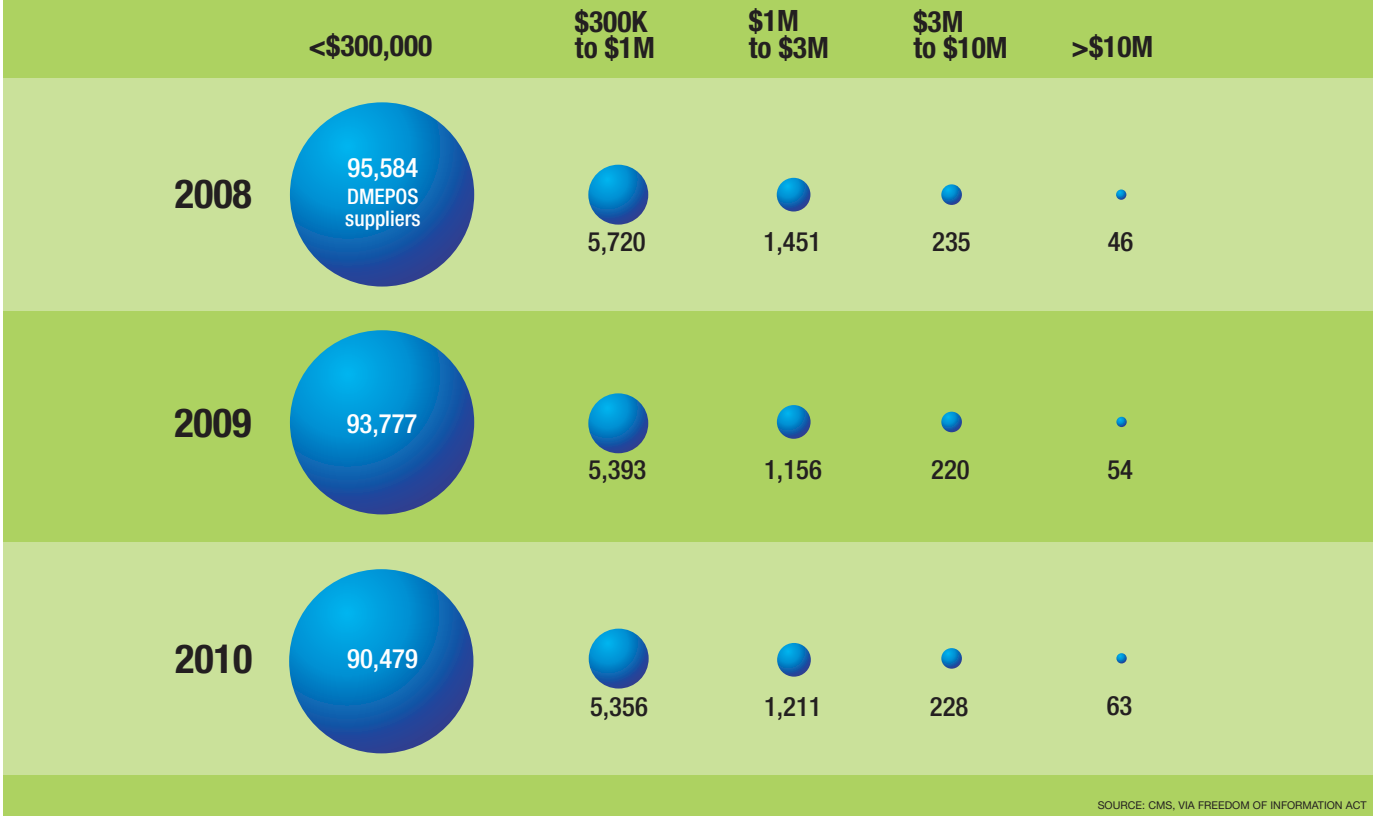



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# Most DMEPOS suppliers bill Medicare less than \$300,000 per year






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## Medicare: Number of beneficiaries, suppliers, 2010

### ✓ E1390 O2 Concentrator

Jurisdiction	Beneficiaries	Suppliers
A	213,230	2,173
B	297,455	2,946
C	627,025	5,859
D	344,557	2,931
Nation*		8,509

### ✓ E0260 Hospital Beds

Jurisdiction	Beneficiaries	Suppliers
A	95,140	2,251
B	85,760	2,472
C	198,326	5,936
D	90,201	2,831
Nation*		10,531

### ✓ K0823 Power Chair

Jurisdiction	Beneficiaries	Suppliers
A	14,928	402
B	25,075	734
C	66,480	2,250
D	34,268	1,170
Nation*		4,078

\*EDITOR'S NOTE: Why doesn't the number of suppliers from each category equal the total number of suppliers in the nation? Some suppliers work in more than one jurisdiction.

### ✓ E0601 CPAP

Jurisdiction	Beneficiaries	Suppliers
A	81,656	1,589
B	120,924	2,349
C	234,730	5,170
D	128,636	2,404
Nation*		8,120

### ✓ A4253 Blood Glucose Strips

Jurisdiction	Beneficiaries	Suppliers
A	756,100	15,049
B	876,557	14,383
C	1,633,943	25,429
D	728,747	13,870
Nation*		51,413

### ✓ K0001 Standard Chair

Jurisdiction	Beneficiaries	Suppliers
A	66,829	2,297
B	65,785	2,584
C	130,890	5,689
D	75,793	2,778
Nation*		10,585

SOURCE: CMS, VIA FREEDOM OF INFORMATION ACT

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## Medicare: Utilization for 2010, top HCPCS

### Diabetes, Infusion & Supplies

Rank	HCPCS	Product	Allowed Charges	Allowed Services	2010 Growth
4	A4253	Blood Glucose Strips	\$1,394,657,438.02	40,827,576	0.82%
33	B4035	Enteral Feed Supp Pump	\$163,743,048.16	14,551,653	-1.19%
35	E2402	Neg Press Wound Therapy Pump	\$156,312,744.73	103,184	10.75%
40	A4259	Lancets Per Box	\$147,838,702.63	13,593,031	1.75%
45	A5500	Diab Shoe Density Insert	\$121,474,348.64	1,826,422	1.67%
52	B4154	Enteral Feeding Unit Special Metabolic	\$109,788,696.03	95,723,784	-2.68%
58	B4150	Enteral Feeding Unit Complet w/Intact Nutrient	\$88,318,009.73	139,744,780	-7.43%
61	A5513	Multi Den Insert Custom Mold	\$84,243,123.09	2,082,962	4.45%
65	A5512	Multi Den Insert Direct Form	\$81,220,931.93	2,993,738	0.44%
76	B4197	Parenteral Sol 74-100 Gm Pro	\$73,734,590.54	244,590	12.04%
80	A4351	Straight Tip Urine Catheter	\$70,695,654.44	40,083,604	45.34%
93	B4152	Enteral Feeding Calorie Dense >/=1.5Kcal	\$61,699,036.80	118,064,480	8.32%
103	A4353	Intermittent Urinary Cath	\$54,057,570.09	7,445,359	3.97%
130	A6021	Collagen Dressing <=16 Sq In	\$40,748,783.65	1,851,082	-6.71%
136	A4221	Maint Drug Infus Cath Per Wk	\$39,228,315.93	1,661,576	10.70%
139	E0784	Ext Amb Infusn Pump Insulin	\$37,258,754.50	104,559	6.13%
141	A4352	Coude Tip Urinary Catheter	\$36,824,630.07	6,024,820	60.39%
142	A4258	Lancet Device Each	\$36,668,694.29	2,237,073	9.47%
149	B4193	Parenteral Sol 52-73 Gm Prot	\$35,410,009.88	143,128	10.48%
157	B4034	Enter Feed Supkit Syr By Day	\$32,400,249.13	5,535,210	2.53%
162	A4222	Infusion Supplies w/Pump	\$31,361,439.03	707,134	5.07%
164	B4199	Parenteral Sol > 100Gm Prote	\$30,622,147.43	88,570	9.74%
165	A6550	Neg Pres Wound Ther Drsg Set	\$30,294,339.31	1,219,992	3.32%
175	A4407	Ext Wear Ost Skn Barr <=4Sq"	\$27,004,138.56	2,953,134	6.02%
176	E0607	Blood Glucose Monitor Home	\$26,860,648.78	439,031	-8.06%
178	B9002	Enteral Infusion Pump w/ Alarm	\$26,284,432.47	230,029	-6.23%
179	A4414	Ost Sknbar w/o Conv <=4 Sq In	\$26,134,958.47	5,079,672	-0.12%
192	E0781	External Ambulatory Infus Pump	\$23,887,997.24	101,990	7.96%

SOURCE: CMS, VIA FREEDOM OF INFORMATION ACT

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## Medicare: Utilization for 2010, top HCPCS

### Respiratory

Rank	HCPCS	Product	Allowed Charges	Allowed Services	2010 Growth
2	E1390	Oxygen Concentrator	\$1,841,580,773.50	10,712,879	3.93%
20	J7626	Budesonide Non-Comp Unit	\$247,471,082.06	45,261,930	-12.13%
26	E0601	Cont Airway Pressure Device	\$218,832,538.96	2,709,708	2.62%
38	E0431	Portable Gaseous O2	\$149,670,037.63	5,203,392	0.91%
48	Q0513	Disp Fee Inhal Drugs/30 Days	\$115,437,141.84	3,498,943	0.46%
50	A7034	Nasal Application Device	\$110,329,121.63	1,040,571	9.32%
55	E0470	Rad w/o Backup Non-Inv Intfc	\$100,357,300.84	539,155	4.50%
56	A7030	CPAP Full Face Mask	\$93,881,611.74	552,355	23.86%
69	E0562	Humidifier Heated Used w/Pap	\$78,833,691.21	832,566	10.36%
74	J7605	Arformoterol Non-Comp Unit	\$75,733,145.56	14,772,299	-5.19%
86	E0439	Stationary Liquid O2	\$67,355,847.76	386,645	-13.65%
91	E0443	Portable O2 Contents, Gas	\$61,944,531.31	801,466	-7.59%
99	E0570	Nebulizer With Compression	\$56,523,966.17	4,007,157	-0.85%
111	A7037	Pos Airway Pressure Tubing	\$49,061,446.20	1,351,023	14.47%
114	E0471	Rad w/Backup Non Inv Intrfc	\$48,199,294.46	107,317	10.90%
122	J7620	Albuterol Ipratrop Non-Comp	\$44,404,063.50	200,713,220	-13.82%
129	A7035	Pos Airway Press Headgear	\$40,787,088.87	1,197,955	11.05%
133	J7606	Formoterol Fumarate, Inh	\$40,067,639.07	8,633,249	22.33%
143	E0463	Press Supp Vent Invasive Int	\$36,164,171.81	24,648	24.47%
152	A7032	Replacement Nasal Cushion	\$34,494,381.39	945,004	31.64%
153	K0738	Portable Gas Oxygen System	\$34,146,372.12	662,113	2.86%
174	J7613	Albuterol Non-Comp Unit	\$27,032,559.98	466,410,495	20.38%

SOURCE: CMS, VIA FREEDOM OF INFORMATION ACT

### Mobility

Rank	HCPCS	Product	Allowed Charges	Allowed Services	2010 Growth
12	K0823	Pwc Gp 2 Std Cap Chair	\$510,240,805.40	146,497	-6.77%
73	K0004	High Strength Ltwt Whichr	\$76,304,368.63	708,218	-1.09%
78	K0001	Standard Wheelchair	\$71,167,331.66	1,580,340	-1.51%
83	K0003	Lightweight Wheelchair	\$68,037,648.71	923,190	1.71%
102	K0822	Pwc Gp 2 Std Seat/Back	\$55,039,383.67	16,833	18.89%
116	E1007	Pwr Seat Combo w/Shear	\$47,231,205.01	6,009	36.41%
120	K0825	Pwc Gp 2 Hd Cap Chair	\$46,094,903.73	11,957	0.46%
126	E2365	U1 Sealed Leadacid Battery	\$41,968,147.13	415,595	3.23%
166	K0861	Pwc Gp3 Std Mult Pow Opt S/B	\$30,187,382.18	5,909	33.92%
182	K0108	W/C Component-Accessory Nos	\$25,678,778.40	185,729	8.94%
196	K0856	Pwc Gp3 Std Sing Pow Opt S/B	\$23,511,249.75	4,663	17.26%

SOURCE: CMS, VIA FREEDOM OF INFORMATION ACT

### Durable Medical Equipment

Rank	HCPCS	Product	Allowed Charges	Allowed Services	2010 Growth
24	E0260	Hosp bed semi-electr w/ matt	\$226,198,026.82	2,124,366	0.07%
62	E0143	Walker folding wheeled w/o s	\$84,243,120.11	825,444	3.15%
68	E0277	Powered pres-redu air mattrs	\$80,314,774.36	152,772	-9.85%
70	G0283	Elec stim other than wound	\$77,939,950.14	6,269,648	7.73%
98	L5673	Socket insert w lock mech	\$57,558,609.43	86,924	2.02%
117	L7900	Male vacuum erection system	\$47,117,890.14	97,594	11.34%
124	E0163	Commode chair with fixed arm	\$43,752,251.03	398,340	-0.69%
144	L8030	Breast prosthes w/o adhesive	\$36,134,909.52	118,988	-0.03%
150	L5700	Replace socket below knee	\$35,371,282.47	12,929	4.11%
151	E0217	Water circ heat pad w pump	\$35,204,700.50	75,396	37.28%
156	E0730	Tens four lead	\$33,556,412.56	229,023	12.48%
180	E0630	Patient lift hydraulic	\$26,132,170.33	305,200	1.59%
198	L8000	Mastectomy bra	\$23,365,869.43	629,531	0.72%

SOURCE: CMS, VIA FREEDOM OF INFORMATION ACT



## Business intelligence

# Dig into data, reap rewards

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BY DENNIS HIGBEE

**H**ome medical equipment companies face tight margins and shrinking reimbursement rates, a situation that's unlikely to change in the wake of 2010's Affordable Care Act, which is heavily focused on reducing the cost of medical care. In this environment, HME companies need every advantage their data can provide, but relevant data is often spread across several sources in a variety of conflicting formats that make getting timely access nearly impossible. That's where business intelligence (BI) comes in.

With an end-to-end BI solution—containing an extract, transform and load (ETL) tool; multidimensional search tools; analytics, data visualization formatting; and reporting tools—an HME company will see benefits throughout their business.

A built-in ETL tool can merge several data sources into a single searchable format. This puts all necessary data at a user's fingertips, and in tandem with built-in analytical tools, lets users dig into the data to find underlying causes for the changes they observe. In addition, users can represent key

data in easy-to-understand formats like charts, tables and dashboards. These visual cues allow users to assess their basic data at a glance.

Such visualizations need to reflect the most recent data available, something that a truly effective BI tool can easily enable. Companies can schedule data extraction and builds at regular intervals, so that users can see updated information as frequently as they need.

BI tools let users see changes from month to month and year to year in sales, gross income, costs and net profit, and track their sources—the percentage of income coming from Medicare and Medicaid reimbursement versus private insurance, for example. Such data be can used to assess potential trends, such as whether there is steady income growth across products within a given year or growth over the previous year's numbers. A shrewd HME company can use these trends to determine the areas to focus on to maximize profit.

In addition, BI analytics help users dig deeper into their data to locate and implement successful products and

CONTINUED ON PAGE 10

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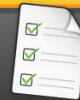
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## Medicare: Top providers in 2010

Rank	Company	Allowed Charges	Rank	Company	Allowed Charges	Rank	Company	Allowed Charges
1	Lincare Inc	\$768,992,664.25	35	Praxair Healthcare Serv Inc	\$32,639,710.85	69	Med-Care Pharmacy	\$16,061,501.33
2	Liberty Medical Supply	\$413,452,040.96	36	Mckesson MedSurg Mdmrt	\$32,179,642.41	70	Resp Home Health Care Inc	\$15,755,309.15
3	Apria Healthcare Inc	\$363,338,898.14	37	Djo LLC	\$30,383,081.74	71	Neighborhood Diabetes Inc	\$15,694,952.30
4	Accredo Health Group Inc	\$297,071,641.75	38	EMPI Inc	\$29,300,427.32	72	Oxford Diabetic Supply Inc	\$15,317,378.87
5	KCI USA, Inc	\$175,169,539.48	39	Bioscrip Pharmacy Inc	\$29,133,091.66	73	Barnes Healthcare Of FI LLC	\$14,943,853.33
6	Lincare Pharmacy Serv Inc	\$173,265,531.59	40	EBI LLC	\$28,796,311.11	74	Home Medical Systems Inc	\$14,786,637.61
7	Walgreen Co	\$162,534,861.98	41	American Homepatient Inc	\$28,698,690.66	75	Diplomat Pharmacy Inc	\$14,746,794.51
8	DEGC Enterprises US Inc	\$159,606,461.96	42	Curascript Inc	\$27,958,110.30	76	Binson's Hospital Supplies	\$14,526,940.35
9	Braden Partners LP	\$101,216,185.32	43	Comp Decubitus Therapy	\$26,261,661.15	77	Senior Resp Solutions Inc	\$14,473,490.71
10	Hanger Pros & Orthotics Inc	\$94,266,353.21	44	US Pharmaceutical Gr LLC	\$26,110,116.70	78	Critical Care Systems Inc	\$14,398,735.87
11	Procure Pharmacy LLC	\$89,758,498.94	45	Med-Care Diab Med Supp	\$25,978,007.98	79	180 Medical Inc	\$14,231,648.79
12	American Homepatient Inc	\$73,396,497.34	46	Advanced Home Care Inc	\$25,974,193.79	80	The Scooter Store Orlando	\$14,131,831.61
13	Gordian Medical Inc	\$71,363,332.37	47	Health Care Sol At Home Inc	\$24,875,687.83	81	Sterling Medical Services LLC	\$13,988,802.25
14	Hoveround Corporation	\$69,525,071.67	48	Zoll Lifecor Corp	\$24,630,555.94	82	Centrad Healthcare LLC	\$13,873,587.62
15	Hanger Prost & Orth East Inc	\$62,062,837.12	49	Int Rehabilitative Sciences	\$23,583,862.33	83	National Seating & Mobility	\$13,844,555.65
16	Med4home Inc	\$59,740,709.36	50	Dynasplint Systems Inc	\$23,048,165.22	84	Minimed Distribution Corp	\$13,717,547.23
17	Diabetes Care Club	\$55,956,719.72	51	Ancillary Mgmt Solutions	\$22,443,510.61	85	Dynavox Systems LLC	\$13,354,138.59
18	Byram Healthcare Ctrs Inc	\$54,783,266.07	52	Hill-Rom Company Inc	\$22,109,330.50	86	Rotech Oxygen & Med Equip	\$13,305,824.66
19	Hanger Prost & Orth West Inc	\$47,584,092.84	53	United Seating & Mobility LLC	\$21,856,843.85	87	Mrb Acquisition Corporation	\$13,248,559.86
20	Orthofix Inc	\$46,657,389.84	54	Jl Medical Inc	\$21,664,005.16	88	Walgreens Mail Service Inc	\$13,195,965.94
21	Doctor Diabetic Supply LLC	\$46,500,548.60	55	Walgreens Home Care Inc	\$21,317,490.37	89	Infusystem Inc	\$13,151,026.33
22	US Medical Supply Inc	\$46,073,806.06	56	Airway Oxygen Inc	\$21,234,323.74	90	Total Emedical Inc	\$13,077,300.96
23	Am Med Direct LLC	\$45,343,161.80	57	Mp Totalcare Services Inc	\$20,282,764.62	91	Scooter Store San Antonio	\$12,077,421.47
24	Wal-Mart Stores East LP	\$45,258,131.62	58	Lifecare Solutions Inc	\$20,059,866.19	92	Wellness Life Systems LLC	\$11,998,791.40
25	Wright & Filippis Inc	\$45,146,315.73	59	Wal-Mart Stores Inc	\$19,568,813.89	93	Thrifty Payless Inc	\$11,969,599.84
26	Pulmo-Dose Inc	\$44,114,799.53	60	Medenvios Healthcare, Inc	\$19,449,370.66	94	MP Totalcare Medical Inc	\$11,921,156.88
27	Option Care Enterprises Inc	\$41,005,103.28	61	Norco Inc	\$19,263,199.66	95	Scooter Store - Dallas Ltd	\$11,893,272.96
28	RGH Enterprises Inc	\$39,874,084.46	62	Landauer Metropolitan Inc	\$18,939,002.38	96	Carelinc Med Equip & Supply	\$11,708,346.84
29	Coram Alt Site Services Inc	\$37,039,296.38	63	Smith & Nephew Inc	\$17,733,090.28	97	Great Lakes Medical Supply	\$11,600,871.37
30	RXSolutions Inc	\$36,074,863.13	64	Arriva Medical LLC	\$17,173,739.35	98	Pos-T-Vac Inc	\$11,431,473.21
31	Liberator Medical Supp Inc	\$35,347,026.52	65	Advanced Respiratory Inc	\$17,043,641.87	99	Founders Healthcare LLC	\$11,254,598.76
32	Medical Services Of Amer Inc	\$33,823,855.92	66	Comm Surg Supp/Toms River	\$16,907,452.13	100	Provider Plus Inc	\$11,230,051.36
33	Amber Enterprises Inc	\$32,767,912.33	67	Revco Disc Drug Centers Inc	\$16,326,011.11			
34	Caremark LLC	\$32,753,954.64	68	Roberts Home Medical Inc	\$16,210,659.89			

SOURCE: CMS, VIA FREEDOM OF INFORMATION ACT

## Business intelligence

CONTINUED FROM PAGE 9

strategies. Users can rate products and families of products by revenue, revenue growth and margin to determine the proper price point to meet both the company's and the payer's needs. This can strengthen their position with their payers—for example, by showing how the company saved money for Medicare or a private insurance company.

Looking at customers also enlightens the BI user. Finding the most and least profitable customers is just the beginning. With an end-to-end BI solution, companies can find out why a given customer is so valuable—whether they have a long-term and loyal relationship to the company, or they are working with the company's most effective salesperson.

With the right BI tool, a business that targets its products to specific demographics can use built-in mapping func-

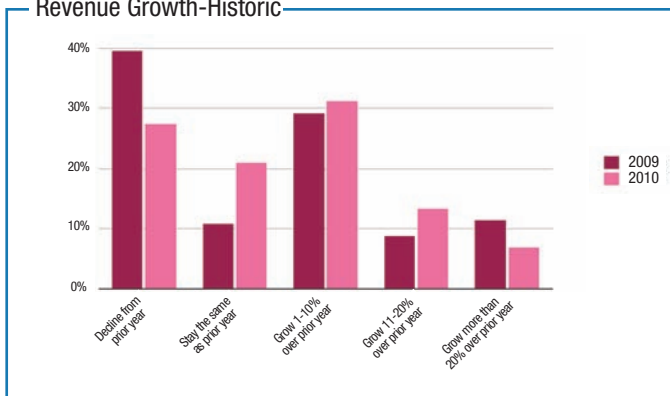
tions to locate the areas where the concentration of their desired demographic is highest. For example, companies who provide lifts for patients who cannot rise from a bed unassisted can locate areas with higher median ages to concentrate most of their resources, including the salespeople with the most experience selling such equipment. Companies can expand on this information to create new sales plans, focusing each member of the sales team on the demographic they are most suited to.

Combined with easy-to-understand, just-in-time data visualizations, these tools not only put information in the hands of the right decision makers, but do so in a timely fashion, allowing them to make the right decision when it is most needed. **HME**

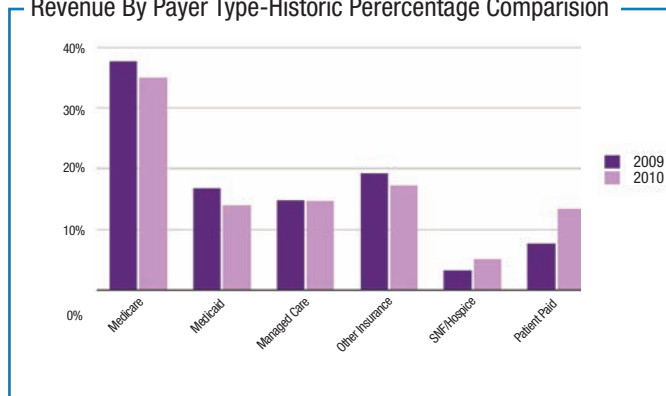
Dennis Higbee is a senior technical writer for Dimensional Insight, a provider of business intelligence for healthcare organizations.

# 2011 HME News Financial Benchmarking Survey

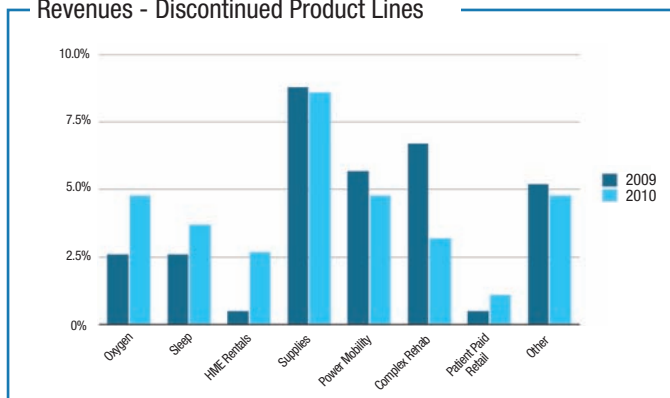
Revenue Growth-Historic



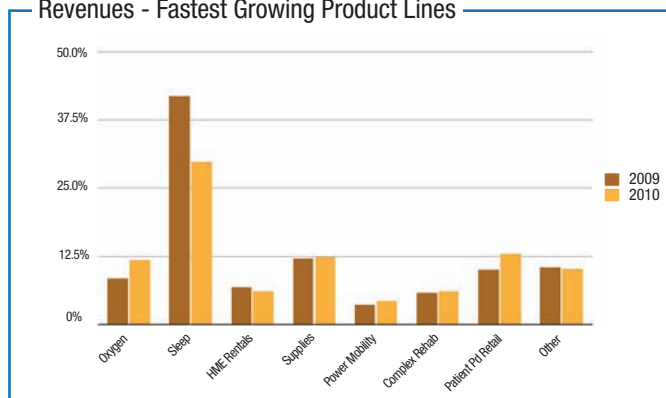
Revenue By Payer Type-Historic Percentage Comparison



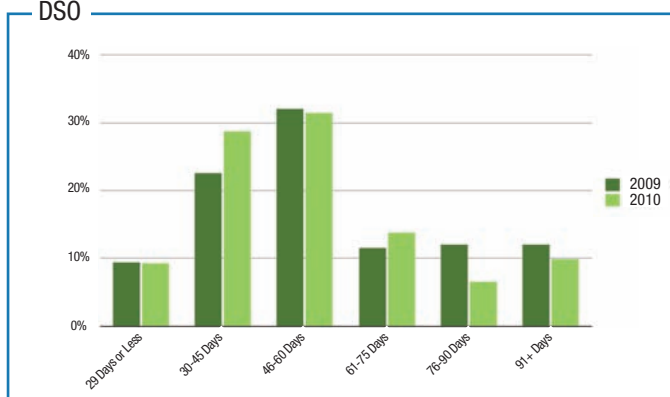
Revenues - Discontinued Product Lines



Revenues - Fastest Growing Product Lines



DSO



**EDITOR'S NOTE:** The 2011 *HME News* Financial Benchmarking Survey includes answers from all respondents who took the survey in the 69-day period from Thursday, May 12, 2011 to Tuesday, July 19, 2011. 187 completed responses were received to the survey during this time.

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