



VGM Roadshow & SWMESA Social Event

Thursday, August 3, 2023



Holiday Inn Hotel & Suites Phoenix Airport
3220 South 48th Street
Phoenix, AZ 85040

Thursday, August 3rd

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| 8:30 - 9:00 am | Registration |
| 9:00 - 9:15 am | Welcome, Mark Farmer SWMESA President |
| 9:15 - 10:30 am | Legislative Update: A Changing Government, John Gallagher, VP, Government Relations, VGM & Associates |
| 10:30 - 10:45 am | Break |
| 10:45 - 12:00 pm | Managed Care Today and Tomorrow: An In-Depth Look, Craig Douglas, VP, Payer Relations, VGM & Associates |
| 12:00 - 1:00 pm | Lunch with SWMESA Vendors |
| 1:00 - 2:15 pm | Authentic Leadership, Mike "Ike" Isaacson, SVP, Operations, VGM & Associates |
| 2:15 - 2:30 pm | Break |
| 2:30 - 3:45 pm | Choice Architecture: Designing Choices for the Best Customer Experience and a Prosperous Business, Eddie Cates, Sales Manager, Texas Medical Distributors, Inc. |
| 3:45 - 4:00 pm | Break |
| 4:00 - 6:00 pm | SWMESA Social – Networking session to learn more about the HME Association Southwest Medical Equipment Suppliers Association (SWMESA). |

***Sessions subject to change.**

The Association was formed in 2002 as the Arizona Medical Equipment Suppliers Association (AZMESA). AZMESA grew on a consistent basis year to year and in August 2016 AZMESA rebranded and reorganized to become SWMESA.

The need to have a stronger voice representing our home medical equipment industry across the southwest prompted this move. Today SWMESA has active members across Arizona, New Mexico, and Texas.

You will also have an opportunity to continue visiting with our amazing vendors! So please plan to join us. SWMESA will provide the refreshments and appetizers!