

DME Licensure Talking Points

Below are talking points for groups which we have identified that can be positively impacted by DME licensure.

Overall message – Health care is local!

DME PROVIDERS

- DME licensure protects your business with minimal requirements
- DME licensure makes it difficult for out of state providers to take your business
- DME licensure promotes credibility and transparency in the HME industry. It shows that DME companies are the good guys.
- DME licensure fights competitive bidding, because it won't let an out of state provider provide DME without following regulations
- DME licensure gives DME a spot at the policy table

LEGISLATORS

- DME licensure ensures that health care is kept local
- DME licensure protects citizens and provides good continuity of care
- DME licensure saves money – If people get the equipment they need, they are able to stay in their homes versus a nursing home or hospital
- DME licensure allows people to live with dignity in their own homes
- DME licensure fights fraud

OPINION LEADERS

- DME licensure provides a local tax base for your community
- DME licensure makes sure seniors and people with disabilities in your community are taken care of
- DME licensure alleviates medical equipment access issues
- DME licensure keeps people who care about the community serving the community. Neighbors are serving neighbors. The same woman who runs her DME business is the same woman who is on the school board.

ADVOCACY GROUPS

- DME licensure will help make sure that medical equipment and services are more readily available to your audiences
- DME licensure makes sure there is a better quality of care in the health care continuum
- DME licensure keeps your people in their homes

SOMETHING TO KEEP IN MIND -- UNDERSTAND THE OPPOSITION

It is important to keep your opposition in mind when putting together your talking points. The same groups that will support your initiatives may oppose your initiatives. Here's why...

PUBLIC

- Equipment is more expensive if you have to buy from local companies.

NATIONAL DME PROVIDERS

- They will have to spend more money on licensure in each state
- Licensure will cut into their bottom line

BIG CITIES – DME licensure will cost more money to manage and implement

SOME DME MEMBERS IN YOUR ASSOCIATION

- More money
- More regulations
- Some groups may have won the bid

LEGISLATORS

- More bureaucracy
- More taxes
- A funding issue
- Influential and big constituents may be against DME licensure