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## BIOGRAPHICAL SKETCH

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NAME Stanley, Rita	POSITION TITLE Sole Proprietor Health Care Policy Consultant		
EDUCATION/TRAINING			
INSTITUTION AND LOCATION	DEGREE	YEAR(s)	FIELD OF STUDY
University of North Carolina, Greensboro	Candidate B.A.	1974-78	Political Science and Psychology
Northwestern University, Kellogg Business School		1988	Increasing Productivity
Wharton Business School		1989	Perspectives in Management

### A. Personal Statement

Ms. Stanley served as Vice President of Government Relations for Sunrise Medical, a global manufacturer of complex rehabilitation technology (CRT) for approximately 38 years. She also served as founding Chair of the Regulatory Committee of the National Coalition for Assistive and Rehab Technology (NCART). Ms. Stanley currently serves on the Rehabilitative Engineering and Assistive Technology Society of North America (RESNA) board of directors and is Secretary of the Executive Committee. She also serves as the chair of the RESNA government affairs committee (GAC). In addition, Ms. Stanley serves as the RESNA liaison on the NCART board. In all roles, Ms. Stanley is involved in efforts to ensure ongoing access to CRT. This requires in-depth knowledge of regulatory processes related to coding, coverage, and payment for durable medical equipment (DME) for which CRT is included. Ms. Stanley has worked closely with CMS and its contractors since 1993 starting with the durable medical equipment regional carriers (DMERC). Ms. Stanley was actively involved in providing education to DMERC Medical Directors and staff regarding manual and power mobility as well as wheelchair seating. She formed the first complex rehab workgroup to serve as advisors to Dr. Tallon, Medical Director Region C when he developed his proposal “Medical Review Incentive Proposal, A Wheelchair Pilot” in December 1993. Ms. Stanley was a member of the team that obtained coverage of Speech Generating Devices by Medicare in 2000. She also was nominated and served two terms on the Program Advisory and Oversight Committee (PAOC) mandated by Congress to assist CMS in the development and implementation of National Competitive Bidding for DME. Ms. Stanley served 2 consecutive terms as President of NCART and a member of its executive committee and board. As chair of NCART’s regulatory committee, she has been involved in efforts to obtain exemptions for CRT from competitive bidding; she has led numerous coding efforts related to CRT. She has chaired groups focused on modifying pricing methodologies, the HCPCS coding process, and coverage of CRT items. She was invited to attend a HCPCS public meeting to present a power wheelchair coding proposal developed by the industry. Ms. Stanley has served as guest faculty to provide training related to CRT to auditors and investigators at the Medicaid level. Ms. Stanley is a NRRTS Fellow recognized by the

assistive technology community for her regulatory expertise, contributions to the field of CRT and efforts to ensure appropriate access to technology for people with disabilities.

### ***Positions and Employment***

<b>Private Consulting- Sole Proprietor</b>	<b>(2020- Present)</b>
Sunrise Medical US, LLC	(1982-2020)
<u>Vice President, Government Relations,</u> Home Healthcare Group	(1993-2020)
<u>Vice President of Sales, Eastern U.S.,</u> Home Healthcare Group	(1997-1999)
Responsibilities included government relations and reimbursement issues.	
<u>Southern Region Area Vice President,</u> Quickie Designs	
Responsibilities included government relations and reimbursement issues.	(1995-1997)
<u>Southern Regional Sales Director,</u> Quickie Designs, Fresno, CA	(1992-1995)
Responsibilities included government relations and reimbursement issues.	
<u>Southern Regional Sales Manager,</u> Quickie Designs	(1987-1992)
Guardian Products, Inc./Sunrise Medical	(1982-1987)
Sales Associate for North and South Carolina	

### ***Professional Affiliations***

*1993-present*

- RESNA Board of Directors- Currently
- RESNA Executive Committee Secretary- Currently
- RESNA- Government Affairs Committee- 2014- present
- National Coalition for Assistive and Rehab Technology Technical (NCART) -Member, Steering Committee to obtain separate benefit category for CRT- 2009- present
- NCART- Member, Medicaid Committee- 2008-present
- NCART- Chair of HCPCS Coding Workgroups (Manual wheelchairs, wheelchair accessories, wheelchair seating, alternative seating, power wheelchair accessories) 2004-2020
- NCART- Chair of the Medicare Regulatory Committee- 2004-2020
- NCART- Executive Committee and Board Member 2004- 2020
- NCART-Founding President, -2004-2008
- NCART Liaison to the Board for RESNA- 2020- present
- Alliance for HCPCS Coding Reform 2010-present
- American Association for Homecare (AAH) Rehab and Assistive Technology Council (RATC) Chair 2002-2004
- AAH- Chair, Wheelchair Coding Workgroup 2002-2004
- National Association for Medical Equipment Suppliers (NAMES) Rehab Section Board Member- 1995
- AdvaMed, Home Care Section- Chair, Manual Wheelchair Coding Committee (1994-95)

### ***Journal Article***

Stanley, Rita J., Medicare and Complex Rehabilitation Technology: A 20-Year Review

*The Impact of Medicare Legislation and Regulation on Complex Rehabilitation Technology Access and Innovation- Topics in Geriatric Rehabilitation Volume 31, Number 1, 74 - 87 (2015)*

### ***Selected Industry Articles***

Stanley, R., Access to Complex Rehabilitation Technology-*Can we still improve people's lives?* Mobility Management- February 2015

Stanley, R., How Important Is It to Provide Complex Rehab Technology That Improves People's Lives? Directions (NRRTS) 2015

Hostak, R., *Funding and Complex Rehab Technology- Will they ever work together to serve people with disabilities?* 2011- Directions (NRRTS)

Hostak, R., *The Vision for Complex Rehab-* Wisconsin State Association News 2011

McCausland, D., Hostak, R. *Price Really Right- Understanding Medicare's Gapfilling Methodology-* Mobility Management- January 2005

Hostak, R., New Power Wheelchair Codes, Why Risk It? -New Directions 2004

### ***Selected Conference Presentations***

1. Edwards, Doran and Hostak, Rita, (2012, July 1) "*How Science Influences Policy*" Presentation at RESNA 2012 Conference, State of the Science. Baltimore, MD.
2. Hostak, R (2011, September) "*Complex Rehab Technology- A New Medicare Benefit*" Presentation at Wisconsin Association of Medical Equipment Suppliers (WAMES) Annual Conference. Middleton, WI.
3. Dickerson, G., Bachenheimer, C., Cohen, L., Hostak, R., "*Policy and Funding for Mobility Assistive Equipment in the United States*" (2011, March) Presentation at 2011 International Seating Symposium.
4. Learson, L., Hostak, R., (2009). "*Utilizing Public and Private Partnerships*" Presentation at Assistive Technology Industry Association (ATIA) 2009 Annual Conference. Orlando, FL.
5. Hostak, R., (2009, May) "*Changing the Future for Complex Rehab Technology*" Presentation at the Pacific Association of Medical Equipment Suppliers (PAMES) 2009 Annual Conference. Seattle, WA.
6. Hostak, R. (2007, March) "*Implementing Change*", Presentation at the International Seating Symposium 2007 Annual Conference.
7. Hostak, R. (2008, October) "*Durable Medical Equipment- Its Role and Function in Home Care*", A presentation for Community Health Care Service Foundation.
8. Hostak, R. (August 2004) "*Leadership, Professionalism, Competence- Critical Issues Impacting Rehab and Assistive Technology*", Presentation for the National Registry of Rehab Technology Suppliers.
9. Hostak, R. (2003, May) "*Critical Issues Impacting Access to Complex Rehab Technology*", Presentation at 2003 RESNA Annual Conference.

10. Hostak, R., (2003, March) “*Legislative and Regulatory Influences on Clinical Practice*”  
Presentation for Connecticut Rehab Expo.

### ***Industry Awards and Recognition***

VGM- Woman of the Year Finalist 2017

National Registry of Rehabilitation Technology Suppliers- (NRRTS) Honorary Fellow 2010

HomeCare- HomeCaring Award 2005- for Commitment and Distinguished Service to the Home Medical Equipment Community

NRRTS- Leadership Award- 2005

RESNA- Certificate of Appreciation- for dedication and work in support of consumer access to Assistive Technology- 2003

New York Medical Equipment Providers (NYMEP) Vendor of the Year 2003

New England Medical Equipment Dealers Association- NEMED Vendor of the Year -2002 for grass roots lobbying and advocacy

### ***Select Testimony and initiatives***

CMS- 1998-2000- obtain coverage for speech generating devices

CMS- 2000-2001- remove limitation to coverage related to “in the home” use of DME

CMS- 2002-2003- work with CMS and Medicaid programs to cross-walk local codes to HCPCS codes and implementation of HIPPA

CMS-2002-2004- obtain adequate coding for CRT items

CMS- 2004-2005- clarification of coding and testing requirements for wheelchair seating

CMS- 2005-2006- clarification of coverage and conditions for coverage of power mobility devices

CMS- 2006-present- HCPCS coding reform recommendations

CMS- 2008- CRT supplier quality standards recommendations

CMS- 2010- research design staff with Dr. Sprigle to review research design and methodologies for the Sam Schmidt Study regarding the CRT process

CMS- 2011-Program Integrity Group-discuss needs to increase and clarify quality standards for CRT suppliers

CMS- 2011- Removal of CRT items from competitive bidding

CMS-2012- Current Effort to obtain separate Medicare benefit category for CRT

CMS- 2014/2018- Effort to eliminate cuts to CRT reimbursement based on pricing obtain through the Medicare Competitive Bidding Program (CBP)