



IAMERS Newsletter

Editor – Diana Upton

Technical Editor – Wayne Webster

September 23, 2011

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Letter from the President

Dear Members,

We are back from our summer break from the Newsletter; and back from what I believe is the most successful meeting we've ever had. The attendance at the Munich meeting was great, and so were the presentations. The social events were terrific as well.

For me, two talks stand out as being the most valuable – Hiren Desai's presentation on India, and Rob Kerwin and Christian Frandsen's talk on INCO terms. The reason for calling them the most valuable is this: In the case of India, I believe this is an untapped market that most members are either afraid to explore or simply don't understand. India has a huge population and a growing middle class.

My second noteworthy presentation was on INCO terms. So many of us sign contracts without the real knowledge of what these terms mean. Rob and Christian's presentation was fun and informative. They even gave out prizes for right answers. I believe this presentation was so valuable that we are going to try to repeat it at the annual meeting in Washington next April.

As with all meetings, we ask the participants to fill out a survey telling us what they liked and what we could improve. As well, this year, by majority vote, the attendees picked the next destination for the Euro meeting – Florence.

So what was the audience's favorite speaker/presentation? It was a tie between Michael Friebe (Evolution of Imaging) and Hiren Desai (India).

What do you think are important topics for our annual meetings? We want to hear your ideas.

Cheers,



2012 Euro Meeting: Florence, Italy

IAMERS Annual European Meeting Capsule

Wayne Webster

The annual IAMERS European meeting was held September 7-9 in Munich, Germany. I was very well attended by European and US members. As usual the hotel was perfectly placed in the City making it easy to reach nearby attractions like viewing the Glockenspiel at City Hall.

There were tours of Bavarian attractions prior to the meeting and although I didn't partake, those who did say they had a wonderful time. The meeting commenced on Wednesday evening with the welcome cocktail meet and greet. As always the food, drink and conversation were excellent, a great way to begin any meeting.

On Thursday and Friday there were presentations that ran the gambit from technical to business. Michael Friebe gave the lead off talk focusing on the evolution of imaging and what we should be considering as the next act for medical imaging devices.

After Dr. Friebe, Phil Jacobus of DOTMed, as if he needed an introduction, talked about WEB trends and the increased buyer activity in the medical space. He had a lot to say about his data development from the DOTMed site and predicted continuing changes in the buying habits of users of medical equipment as they expand their social networking savvy. Dr. Friebe introduced us to Dr. Traub from the Technical University. He has developed a unique gamma probe and GPS combination for assisting surgeons as they determine if they've removed all of the tumor tissue. We saw the device in action at the University Hospital in the afternoon.

Hiren Desai, Soma Technology, spoke to us on developing new markets with a focus on India. He detailed the growth in the Indian market and how the Indian government is investing to improve health care delivery for the less fortunate in their society. In addition to an excellent and informative talk, Hiren accepted a seat on the IAMERS Board of Directors. He will be a valuable addition.

The last presentation on Thursday was by Anders Jensen, Agito Medical. Anders discussed, country by country the prospects and potential for profitable 3rd party service across the EU. I can tell you as an American it was an eye opening presentation.

After lunch we were treated to a visit at the Technische Universität München thanks to Dr. Friebe. There we visited the first PET/MRI hybrid scanner. It was purchased and installed for about \$6.5 million and is being studied and characterized by the staff there. While there, we met with other people involved with all sorts of medical imaging and 3D devices, neat stuff. Everything they were developing was being done in concert with the surgeons who would be using it. A very practical approach to reaching a need and satisfying it. I think some call this applied research and development.

Friday's program was equally strong. I presented in the morning on the Post Great Recession New Economy and the Effects on Medical Device sales. The talk focused on the myriad changes evolving in the marketplace throughout the Western World as a result of the recent Great Recession and how consumers' attitudes are changed and the need for companies to adapt.

Rolf Kaiser, the CEO of X-Alliance gave an interesting talk about his company and the market for converting analog X-ray systems to digital. It wasn't a sales pitch. Rolf let us know all that has to happen before a hospital changes to digital and the advantages and disadvantages of making the move. Rolf is a real expert in this area.

John Weinfurter, President of KSCW gave us a quick but complete overview of various Washington D.C. initiative and the latest legislative activities that could affect health care and sale of medical devices. He also reviewed the lobbying initiatives he is involved with on behalf of IAMERS members and those that are underway for the near future in the US and in EU.

The last presentation was by Rob Kerwin, of Tarlow, Breed, Hart and Rodgers, IAMERS council and Christian Frandsen, of Agito Medical. They gave a very interesting and fast moving discussion on INCO Terms and Global Logistics. This talk focused on how a seller can leave profit behind if unaware of the many changes in terminology and logistics planning. I thought this was going to be a dry discussion but was I wrong! With each new term and explanation we were all learning new ways to add expertise, avoid losses due to logistics and to better communicate with our customers.

The general consensus from my informal poll was this was the strongest two days of presentations and the best attended European IAMERS meeting. Next year the meeting will be in Florence, Italy so start saving those Euros and mark the calendar because your significant other won't want to miss this great destination and you won't want to miss out on the networking and learning experience.

IAMERS Welcomes 8 New Members

Altima Diagnostic Imaging Solutions
Larry Knight
3328 Sailmaker Lane
Plano, TX 75023
Phone: 469-285-9768
Fax: 480-393-4888
Email: larryknight@altimadis.com
Website: www.altimadis.com

MRI/CT Installation and Service

Inmed Medizintechnik
Erik Rehn
Heinrich-Krumm Str. 5
63073 Offenbach am Main , GERMANY
Phone: +0049 6986 007900
Fax: +0049 6986 007901
Email: info@in-med.eu
Website: www.in-med.eu

Service & installation of MRI and CT systems

Medisys GmbH & Co leG
Guenter Braun
Becksberg 78
66693 Mettlach, GERMANY
Phone: +49 6864 7600
Fax: +49 6864 2200
Email: info@medisys-imaging.com
Website: www.medisys-imaging.com

3rd party maintenance & used equipment

Siemed Tibbi Sist Ltd. Sti
Cengiz Dogru
Prof. Dr. Muammer Aksoy Cd No 28/1 Bahcelievler
Ankara 06500 TURKEY
Phone: +90 312 222 2311
Fax: +90 312 215 3668
Email: cengiz.dogru@siemed.com.tr
Website: www.siemed.com.tr

Technical Service

Block Imaging International
Jason Crawford
3475 Belle Chase Way
Lansing, MI 48911
Phone: 517-668-8800
Fax: 517-668-8899
Email: Jason.crawford@blockimaging.com
Website: www.blockimaging.com

Sales and service of pre-owned imaging equip.

Kosmic Medical Inc.
Rick Stockton
9357 Richmond Place #103
Rancho Cucamonga, CA 91730
Phone: 951-218-8834
Fax: 347-823-2571
Email: socats9@earthlink.net

Medical imaging USA/Asia

Siaron Medical Ltd.
Mark Wilkinson
3202-1211 Melville Street
Vancouver, BC V6E 0A7 CANADA
Phone: 604-345-2727
Fax: 604-564-0226
Email: info@siaronmedical.com
Website: www.siaronmedical.com

Medical diagnostic imaging solutions

X-Alliance GmbH
Rolf Kaiser
Suhrenkamp 59
22335 Hamburg GERMANY
Phone: +49 171 554 4253
Fax: +49 40 6008844-44
Email: rolf.kaiser@x-alliance.com
Website: www.x-alliance.com

X-Ray systems integration and components

IAMERS Membership Drive

In an effort to boost our revenue – and thus continue our efforts with the FDA, IAMERS sent a letter to members on December 2nd explaining the new membership drive. If you help us recruit qualified members, you'll be rewarded for your efforts.

If you bring three (3) new members to IAMERS within a 12-month period – any 12-month period, and they stay members for at least 13 months (in other words, they renew their membership), your dues will be free during the following year.

Please make sure the applying company lists you as their sponsor. A copy of the application to join IAMERS can be found on the website.

2011 European Meeting in Munich (Well, Actually a Few Days Before)

Prior to the Euro meeting in Germany, some of us decided to stop at, what must be, the cutest little town anyone could image – Rottenburg ob der Tauber. To make it even more interesting, they were having an annual festival, complete with period clothing.



Don Bogutski, Rob & Janice Kerwin, Liz Fall, Wanda & Ed Sloan, Bob & Mary Ellen Weiland, Diana Upton





Left:
IAMERS members enjoying Tuesday's tour of Ludwig's Castles. A long, but enjoyable day with beautiful weather. The city tour of Munich on Monday (see center left) rendered us soaked to the bone.

The two remaining pictures are from Thursday night's dinner at the Spatenhaus – the quintessential Bavarian dinner.

Janice Kerwin, Carmen Arata, Liz Fall, Wanda Sloan, Rob Kerwin, Rick Stockton, John & Larissa Vartanian, Don Bogutski, Bob & Mary Ellen Weiland, Nick & Heather Giallanzo, Pam Barick, Richard Moss-Solomon, David Barick.



Heather & Nick Giallanzo



Liz Fall, Carmen Arata, Wanda Sloan, Larissa Vartanian

Dachau

Just a short distance from Munich is the former concentration camp, Dachau. 28 IAMERS members, and family, went on the tour.

Some of the group looks a bit sad. Some cried during the visit. It was a very somber place.

Credit is certainly due to the tour guides at Dachau for their expert handling of the subject and the tour.





56 members and guests attended the business sessions at the IAMERS meeting in Munich. This was the largest ever European attendance. Of the non-members who came to the meeting, 3 have already joined IAMERS.

Speakers Recap Their Presentations

Phil Jacobus used DOTmed traffic statistics to support his feeling that while the Internet has made it harder for brokers, it has made it easier for dealers who stock equipment and parts and provide value added service. He suggested that every company should have an Internet strategy to promote their activities on-line.

Wayne Webster – Whether you believe the Great Recession is over, still lingering or about to make a return visit, the effect on consumers across the world is evident in dramatically changed buying habits. The “Spend Shift”, that is a direct result of the Great Recession, has changed consumer attitudes about buying and their expectations for themselves and the companies from which they purchase. Understanding this substantive and permanent change in consumerism is important, but being able to respond to it is vital. The talk addressed the many ways a company can adapt and respond to the new consumer attitudes and demands. Adapting the selling cycle and expanding it to a transparent buying experience of which selling is a part along with the required tools and new skills were discussed.

Christian Frandsen – Incoterms and Global Logistics: Understanding and using the incoterms correctly in cooperation between buyer and seller is essential to maintain business worldwide and avoid misunderstandings on tasks, risks and cost. The importance in knowing your customers needs not only on equipment, but also on logistics, customs, government regulations, local obstacles etc., is becoming more important to give the customer the service needed for more future sales. The need for understanding worldwide logistics and going “the extra mile” is becoming more and more important in maintaining a good reputation and expanding business.

Michael Friebe – Will radiology / imaging innovation continue to increase field strength and raise the number of slices. Probably not! The next generation of systems will focus on patient handling, data manipulation, reduced doses (CT), and will probably bring a significant cost reduction. Systems will be used in combinations (Hybrid Systems) to provide detailed morphological and molecular information on a patient specific level (personalized medicine) that is then directly used for therapy applications. The role of the radiologist and radiology as a profession will change with the changing use of the systems.

Rolf Kaiser – X-Alliance can turn your analog RAD system into digital with customized solutions. X-Alliance’s core competency is systems integration. They are the official successor of Philips’ OEM component business.

Hiren Desai Joins IAMERS Board of Directors

We are happy to announce that Hiren Desai is joining the IAMERS Board of Directors. Hiren will be in charge of New Market Development – specifically the Asian market. We welcome Hiren to the board and look forward to his contribution.



Hiren is a partner in Soma Technology Inc and Soma Tech Pvt Ltd in India. He has 20 years experience in medical equipment industry. He started his business in India in 1992 in pathology and laboratory equipment. He moved to USA as consultant in 2002. Mr. Desai is a physicist by education.

Soma Technology is in business since 1992 providing complete medical equipment solutions - a one-stop shop. They provide installation, in-service, maintenance contracts, and parts. Soma is an ISO certified company.

Soma specializes in setting up OR centers including pain management. They entered the imaging business with CT, CATH and MRI about 2 years ago. Soma is headquartered in Bloomfield, CT with 50,000 square feet of operational space, and over 75 employees. They have a similar facility (also with 50,000 square feet) in Western India – Vadodara City, with 29 employees; and one office in Kolkata (Eastern India). In the past two years Soma has installed 17 CT's, three MRI's and three Cathlabs in India. The Soma team is capable of handling installation and service of 64-slice CT scanners and Digital Cathlabs.

Thanks to the 2011 Annual Meeting Sponsors

Agito Medical

Diagnostix Plus

Metropolis International

Nationwide Imaging

Platinum Medical Imaging

IAMERS is grateful for the generous support of its sponsors.

Sponsors enable IAMERS to keep the costs of meeting attendance down.

Important Dates & IAMERS Events

October 2011						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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31						

November 2011						
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28	29	30				

December 2011						
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January 2012						
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30	31					

February 2012						
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March 2012						
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April 2012						
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30						

May 2012						
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Religious/US/world holidays

♣ Member tickets are allocated based on company size in case of RSNA & ECR. Companies with 15 employees or less receive 2 tickets. 15+ employees receive 4 tickets. All members are allocated 2 tickets for the IRIA.

EANM • 15 – 19 October 2011
Birmingham, UK

MD Expo • 20 – 23 October 2011
Hilton in Walt Disney World Resort
Orlando, FL

RSNA • 27 November – 1 December 2011
Booth # 2905

IAMERS Member Meeting • Sunday 27 Nov 2011

5:30 – 6:30 pm • InterContinental Hotel

IAMERS Annual RSNA Reception ♣

Monday, 28 November 2011

6:30 pm • InterContinental Hotel
MEMBERS & THEIR GUESTS ONLY

Arab Health • 23 – 26 January 2012
Dubai

IRIA • 28 – 31 January 2012

Hyderabad, India

IAMERS Reception ♣ • Sunday 29 January 2012

7:30 pm • Taj Krishna Hotel

ECR • 1 – 5 March 2012

Vienna, AT

IAMERS Reception ♣ • Saturday 3 March 2012

7 pm • Grand Hotel Vienna

MD Expo Spring Meeting • 11 – 13 April 2012

Fort Lauderdale, FL

Marriott Harbor Beach

IAMERS 19th Annual Meeting • 25 – 27 April 2012

Washington, D.C.

Washington Marriott

RSNA 2011

Have you made your plans for the RSNA? It will be here before you know it. Please remember to register for the IAMERS reception on Monday 28 November. Your ticket allocation is based on size as noted above. Everyone must be pre-registered.

Questions? Call or email Bob Feldman

508.559.9441

iamersmembers@aol.com

IAMERS News & Information

- Under separate cover, you will shortly receive a copy of the IAMERS White Paper regarding UDI. We would like to have your comments before we send it on to the FDA.
- Please remember to register for the IAMERS RSNA reception on Monday night. While members can attend at no charge (ticket allocation is based on company size), they must pay if they don't pre-register. Each person paying at the door will be charged \$300.
- Please visit the IAMERS website. We want you to be satisfied with your listing; and we welcome any ideas of suggestions that you might have.
- Please tell us if you can help on a committee. There's plenty to do in areas such as marketing. The more members that can help, the more we can accomplish. If there is something specific you would like to do for the association, let us know.
- Let us know what you think about our articles and our direction. If you don't communicate with us, we'll never know how best to improve. This is your trade association.
- Tell us what's important to you. What do you need from IAMERS on behalf of your business? If you don't tell us, we may not know.
- Is there something you would like to put in the Newsletter? Some news about your company? Let us know. We're happy to include it.
- IAMERS is grateful for the contributions of its sponsors – for all events.

Comments and opinions are welcome.

Diana Upton
201•357•5400

2011/2012 IAMERS Board of Directors

President – Diana Upton • dupton@optonline.net
Vice President – Jeff Fall • jfall@platinummi.com
Secretary – Catherine Moss-Solomon • katie@expertmedicalsystinc.com
Treasurer – Jim Goldner • firstsourceimage@aol.com
Founding President – Dave Band • info@dbicorp.com
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Events & Fundraising Chairman – Bob Feldman • IAMERSMEMBERS@aol.com
Marketing Chairman – Rob Manetta • rob@nationwideimaging.com
New Market Development – Hiren Desai • hiren@somatechnology.com
Technical Advisor – Wayne Webster ♦ • wayne@diagplus.com
Chairman Standards Committee – Wayne Webster
Medical Advisor – Steen Lindequist, M.D. ♦ • sl@agitomedical.com

IAMERS General Counsel

Robert Kerwin, Esq. ♦ • rkerwin@tbhr-law.com

♦ Advisor – Non-voting board members

Contact IAMERS @ 877•304•2637 or 201•833•1157

ISO Education for Members

We want to continue holding ISO education seminars for the members. In order to not lose money for the association, we need to have a minimum of 10 participants @ \$300 pp. The price includes lunch and runs about four (4) hours. The meeting location will be Washington, DC.

If you would like to attend a future ISO education seminar, please let us know. We regard this as an important benchmark for IAMERS members.