



# IAMERS Newsletter

Editor – Diana Upton

Technical Editor – Wayne Webster

December 15, 2011

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## Letter from the President

Dear Members,

I continue to be amazed at the size of the IAMERS reception at the RSNA. Every year it seems to grow – 350 this year. I had a wonderful time seeing old friends and meeting new ones. Additionally, we received three new members, and we anticipate a few more.

IAMERS is currently having a growth spurt. Our membership is growing despite the economy. IAMERS has really become an international organization. We now have members in Australia, Canada, Denmark, France, Germany, India, Israel, the Netherlands, Switzerland, Turkey, the UK and the US.

As you probably know, you can be a part of IAMERS' growth by sponsoring new members. Three new members in any 12-month period, that you sponsor and that renew their membership, will mean your next dues payment is free. So helping IAMERS will help you.

Growing the membership has two added benefits: It helps us maintain the current dues level, and it gives members exposure to the international market place of pre-owned equipment.

Please let me know your feedback regarding the RSNA, and any ideas you may have regarding the growth of IAMERS.

I want to wish you and your family a Merry Christmas, a Happy Hanukkah, a Beautiful Kwanzaa, or just a restful time off at the end of the year. And to all, we wish a Prosperous New Year.

Cheers,



*Happy Holidays*

# Indian Radiology Congress (IRIA)

28 – 31 January 2012

IAMERS will host a reception at this year's IRIA in Hyderabad, India. Each member company is allowed two employees. Due to space limitations, we cannot allow more than two per member. Everyone who plans to attend must be pre-registered by 6<sup>th</sup> of January. If you are not pre-registered by then, we will assume that you are not planning to attend. Details regarding the IAMERS reception at IRIA are:

Sunday, 29<sup>th</sup> January 2012  
Taj Krishna Hotel  
7:30 – 11 pm  
Drinks and buffet dinner

You can register by sending an email to me at [dupton@optonline.net](mailto:dupton@optonline.net). You will receive a confirmation email.



## IAMERS Welcomes 3 New Members

Engineer Exchange LTD  
Harry Khabra, Managing Director  
Holst Studios Lane  
Terrace Gardens  
London SW13 0LF  
UK  
Phone: +44 796 832 4292  
Email: [harry@engineerexchange.net](mailto:harry@engineerexchange.net)

Service of pre-owned diagnostic imaging equipment

Eltec Eng. Medical Systems Ltd  
Reno Itzhaki, General Manager  
20 Arlozorov Street  
Kiriya At, Israel 28087  
Phone: +972 54 670 6880/1  
Fax: + 972 54 845 6549  
Website: [www.eltec-eng.com](http://www.eltec-eng.com)  
Email: [reno.itzhaki@eltec-eng.com](mailto:reno.itzhaki@eltec-eng.com)

Imaging systems and parts

American Radiology Resource, LLC  
David Pac, President  
22 West Padonia Rd, Suite B-325  
Timonium, MD 21093  
Phone: 410-252-4919  
Fax: 410-252-4921  
Website: [www.ameri-rad.com](http://www.ameri-rad.com)  
Email: [dpac@ameri-rad.com](mailto:dpac@ameri-rad.com)

Equipment broker, mobile rentals and consulting

## Global Harmonization Update: UDI

A new addition of the Global Harmonization Task Force paper on UDI has been released. The salient portions state:

### Manufacturer

*Manufacturer means any natural or legal person with responsibility for design and/or manufacture of a medical device with the intention of making the medical device available for use, under his name; whether or not such a medical device is designed and/or manufactured by that person himself or on his behalf by another person(s). [GHTF SG1/N055] This includes Reprocessors and Remanufacturers that take responsibility for the device and reintroduce it into commercial distribution.*

*Reprocessors, remanufacturers, Own Brand/Private Labelers should create their own, new UDI for the reprocessed, remanufactured, or relabeled medical device, which will replace the OEM's UDI where it exists.*

Brokers, servicers, and refurbishers should not be effected by this update.

If anyone wants a complete copy of this revised position paper, please let me know.

## RSNA 2011 Wayne Webster

After two years away I went to RSNA this year and found dramatic change. I don't think I remember an RSNA like it. I never once said, "Man is it cold outside!" It didn't snow and the bus drivers knew where they were going this year. What a difference!

The meeting on the other hand was more of the same, big companies with really big booths and lots of equipment to demonstrate. I walked by each of the major OEM booths and without a doubt no matter when I passed, there were more exhibitor badges than attendees.

The exhibit area was bigger than ever. Both the North and South Halls were filled and Lakeside too. I was there three full days and didn't see everything. I did notice that all three halls had companies from China exhibiting everything from X-ray to PET/CT. None of them seemed very busy. But I suspect we haven't seen the last of these entries and I'm certain more will be encouraged to attend. This may prove to be an opportunity for IAMERS members for none of them seemed to have a handle on service or sales. As I recall from earlier days this is the way the Japanese companies entered the market.

Anecdotally judging from the badges and the accents this year's RSNA was heavily attended by people from outside the U.S. Maybe this is a better meeting than those held near them or possibly with the weak dollar travel here is more affordable. I didn't hear a count of attendees or of the number from outside the U.S. but there was quite a crowd.

I was a bit surprised that the IAMERS booth was busy during the show. Not that there's anything wrong with the booth but at such a large show a 20-foot inline booth doesn't always draw the crowds. Although I have to say for the 10<sup>th</sup> year running the IAMERS pens were a big hit. I saw radiologists taking handfuls as they passed. I guess the reimbursement cuts were worse than I thought. Doctors can't afford pens!

Getting a message to people who attend the RSNA is difficult in my opinion. IAMERS has the unenviable position of having to present three separate messages to passers by:

1. What is IAMERS?
2. Why should you join IAMERS?
3. Why should you buy from an IAMERS member?

In the IAMERS handout this year a new ad was featured. The ad made it easier to discuss IAMERS with sellers and buyers.

The IAMERS reception was a blowout as always. Good food, drink and friends, as usual it was standing room only. I think there were over 350 attendees. It's a great way to meet and greet old and new friends.

What struck me about the RSNA this year was the lack of breakthrough technology. There were many companies touting "Cloud Computing". We all know it's just another place to stick your digital records but for some companies it seemed to become a mantra. This strategy will prove to be a mistake, just as I believe the Molecular Imaging mantra was a mistake in 2004. No one ever really understood what it meant then or today.

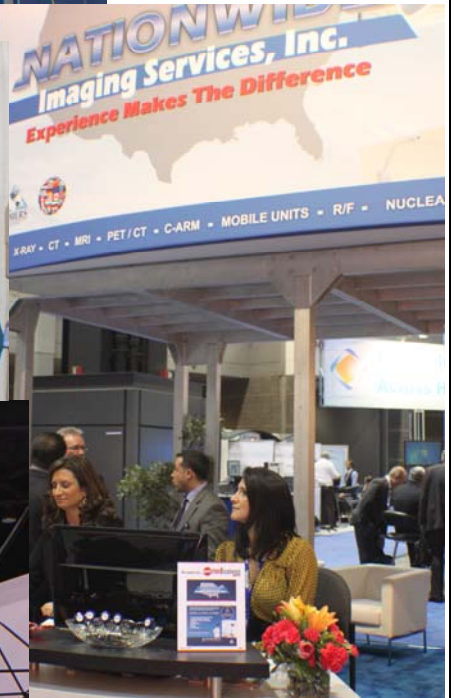


Lincoln Park Zoo in Chicago

What was evident at the meeting is buyers and sellers alike are looking for direction and answers. I suspect like most things in life you have to forge your own path and find your way. Waiting for the Government or some bureaucrat to establish a sensible regulation is a fool's errand. If the talking heads (at times I am one) are right, we are on our own. The RSNA demonstrated the chaos that exists in health care today. Undoubtedly this chaos and confusion will continue. Those who see it for the opportunity it is will prosper.

# IAMERS Members on Display @ RSNA

We endeavored to take pictures of all of our members' booths at the RSNA this year. Please forgive us if you don't see your booth, as all of the pictures didn't turn out.



## Accession Numbers

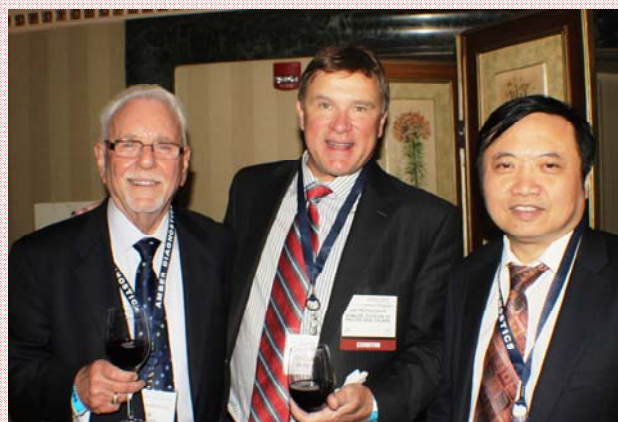
At the Munich meeting several of our European members asked about Accession Numbers. Accession numbers are unique FDA identifiers for electronic product reports found in the U.S. Food and Drug Administration's database of radiation emitting electronic products. The FDA Center for Drugs and Radiological Health assigns these numbers and they are used to facilitate communications with the manufacturers. When shipping medical equipment to the United States, foreign exporters will want to have the Accession numbers to confirm that the foreign manufacturer has complied with FDA regulations. It is important to have the Accession Numbers in order to ensure that you have an automated "may proceed" process underway when the device is being shipped. Accordingly to knowledgeable logistics personnel, entry review may be delayed under the FDA Predict program if you do not have Accession numbers.



## Thanks to the RSNA Sponsors

Adam Medical Parts  
Adam Imaging Sales  
Advantage Medical Electronics  
Agito Medical  
Amber Diagnostics  
Avatar Relocation of NY  
Bay Shore Medical  
Compass Medical  
Diana Upton  
DOTmed.com  
Dunlee  
East Coast Medical Systems  
Ed Sloan & Associates  
First Call Parts  
International X-Ray Brokers  
Logical Solutions  
Marquis Medical  
Medical Imaging Resources  
Metropolis International  
MRN Resources  
Nakomis Medical  
Nationwide Imaging  
Okon Metals  
Oxford Instruments  
Platinum Medical  
Radon Medical  
Remetronix  
RSTI  
Shared Imaging  
Soma Technology  
Transtate Equipment  
Ultra Solutions  
Universal Med. Resources  
Viable Medical Services

## IAMERS Reception at RSNA 2011



## Important Dates & IAMERS Events

December 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	24	25
26	27	28	29	30	31	

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

February 2012						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

March 2012						
Mo	Tu	We	Th	Fr	Sa	Su
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19	20	21	22	23	24	25
26	27	28	29	30	31	

April 2012						
Mo	Tu	We	Th	Fr	Sa	Su
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May 2012						
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	24	25	26	27
28	29	30	31			

June 2012						
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	24
25	26	27	28	29	30	

July 2012						
Mo	Tu	We	Th	Fr	Sa	Su
						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**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 19<sup>th</sup> Annual Meeting • 25 – 27 April 2012**  
Washington, D.C.  
Washington Marriott

**AAMI • 2 – 4 June 2012**  
Charlotte, NC  
Charlotte Convention Center  
IAMERS Booth # 913

**8<sup>th</sup> Annual Euro Meeting • 5 – 7 September 2012**  
Florence, IT  
Four Seasons Hotel

**RSNA • 25 – 29 November 2012**  
Booth & other details TBD

### 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 to the IRIA.

Questions regarding any IAMERS reception?  
Contact Bob Feldman at  
iamersmembers@aol.com

Founding (and continuous) Members of IAMERS were honored at this year's RSNA. L to R are Don Bogutski, Phil Jacobus, Rob Manetta, Jeff Fall, Ed Sloan, and Ed Gibbs. Seated are Bob Feldman and Dave Band.

Not present, but honored founders none the less, are Barry Weinstein, Tony Bodenheimer and Steve Walsh.



## 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 if you are planning to attend the IRIA in Hyderabad, India. Two people from each member company are allowed. Due to space limitations, we cannot allow more than two people per member.
- 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.
- In the next Newsletter we will post a status report on the membership drive. Remember, sponsor 3 new members in any 12-month period, when they renew; your dues for the following year is free
- IAMERS is grateful for the contributions of its sponsors – for all events.

Comments and opinions are welcome.

Diana Upton  
201•357•5400



**Happy Hanukkah**

### 2011/2012 IAMERS Board of Directors

President – Diana Upton • [dupton@optonline.net](mailto:dupton@optonline.net)  
Vice President – Jeff Fall • [jfall@platinummi.com](mailto:jfall@platinummi.com)  
Secretary – Catherine Moss-Solomon • [katie@expertmedicalsystinc.com](mailto:katie@expertmedicalsystinc.com)  
Treasurer – Jim Goldner • [firstsourceimage@aol.com](mailto:firstsourceimage@aol.com)  
Founding President – Dave Band • [info@dbicorp.com](mailto:info@dbicorp.com)  
Legislative Affairs Chairman – Jim Goldner  
Ethics Chairman – Tom Freund • [thomas.freund@oxinst.com](mailto:thomas.freund@oxinst.com)  
International Chairman – Anders Jensen • [afj@agitomedical.com](mailto:afj@agitomedical.com)  
Membership Chair – Rick Stockton • [socatsq@earthlink.net](mailto:socatsq@earthlink.net)  
Events & Fundraising Chairman – Bob Feldman • [IAMERSMEMBERS@aol.com](mailto:IAMERSMEMBERS@aol.com)  
Marketing Chairman – Rob Manetta • [rob@nationwideimaging.com](mailto:rob@nationwideimaging.com)  
New Market Development – Hiren Desai • [hiren@somatechnology.com](mailto:hiren@somatechnology.com)  
Technical Advisor – Wayne Webster ♦ • [wayne@diagplus.com](mailto:wayne@diagplus.com)  
Chairman Standards Committee – Wayne Webster  
Medical Advisor – Steen Lindequist, M.D. ♦ • [sl@agitomedical.com](mailto:sl@agitomedical.com)

#### IAMERS General Counsel

Robert Kerwin, Esq. ♦ • [rkerwin@tbhr-law.com](mailto: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.