



IAMERS Newsletter

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Letter from the President

Dear Members,

Since our last Newsletter it seems we've there's been a great deal of talk about ethics. So, please don't think I'm losing my mind by reprinting page 2 from the previous Newsletter. I'm not reprinting this article with the intention of saying "that's it, take it or leave it". The hope is that members will suggest changes, where they think changes need to be made.

IAMERS is a not-for-profit trade association. As such, we have printed by-laws and a formal code of ethics which we are mandated to follow. During our two annual meetings changes can be made to the by-laws and our code of ethics. BUT you need to be at those meetings to be part of those changes. Come to Washington and let us know what you think; and what your ideas for improvement are.

IAMERS is an all volunteer organization. None of us get paid. ; There are so many things that could be done at IAMERS if more people would get involved. Just imagine how much better this Newsletter would be with the perspective of a few more writers. Can any of our members spare the time to write an on-going column for the Newsletter? We publish 8 – 9 issues of the Newsletter per year.

IAMERS also needs more people to join onto the Legislative Committee. There are so many aspects to government and how it affects our members that one, or even two, persons can't do it all.

This is your trade association. Get involved so that IAMERS can continue to improve and be a better source of information for the whole of the membership.

I look forward to seeing you in Washington.

Cheers,



WHEN IS DISPUTE AN ETHICAL VIOLATION OF THE IAMERS ETHICS CODE AND WHEN IS IT A COMMERCIAL ISSUE IN WHICH THE ETHICS COMMITTEE SHOULD NOT BE INVOLVED?

Jeffrey Fall, IAMERS Ethics Chair and
Robert Kerwin, IAMERS General Counsel

(Preliminary Note: the content of this article represents the thoughts and expressions of Messrs. Fall and Kerwin and is not representative of official IAMERS Policy or the views of the IAMERS Board.

For over 15 years the IAMERS Ethics Committee has functioned successfully for its members and the secondary market. IAMERS has been touted by many to be a unique trade association in its ability to help self-police for inappropriate conduct amongst IAMERS members. Recently a representative of the FDA has mentioned that the IAMERS Ethics Code may be one of the reasons why the secondary market's reputation has improved. Still, there is from time to time a sense of confusion relative to when a particular issue is deemed to be a "violation of the IAMERS Ethics Code" and when a particular issue is deemed to be purely a legitimately disputed activity for which the IAMERS Ethics Committee ought not to take jurisdiction.

The IAMERS Ethics Code provides in essence that a complainant (whether they be a member or a nonmember) may bring hearing requested for a violation of the IAMERS Ethics Code, if the act complained of against an IAMERS is an "unethical act". New members pledge to conduct their business so as to avoid unethical conduct with members or clients. The Ethics Code provides in applicable part:

(A) To follow rules through and complete any agreement made verbally or otherwise to any IAMERS member, prospect, or client. (B) Conclude the transaction once the member has agreed to either sell, acquire, or lease equipment. (C) Honor any offer that has been accepted by a member and or any client as expeditiously as possible after acceptance and always upon the terms of the contract. (D) Utilize only one name in any transaction with a prospective client or member. It is considered extremely unethical to negotiate or bid utilizing different or separate business, corporate or company names under one control, without full disclosure. (E) Not to disparage other members by statements or innuendo to other members or clients. (F) To respond to any complaint or violation filed with the ethics committee and participate in all processes and procedures of committee with respect to that complaint.

No definition has existed for an "unethical act". However, IAMERS is receiving more and more complaints which may, upon investigation, be more properly categorized as matters of "commercial" dispute rather than actual IAMERS "ethics" violations. Given the above, we will be having a continued dialogue in the next few months as to what ought to be the appropriate standard by which the IAMERS Ethics Committee takes jurisdiction of a complaint and what ought to be a matter for the courts. The original IAMERS Bylaws and the IAMERS Ethics Code contemplated the formation of a Professional Standards Committee to address concerns this type. Though contemplated and much discussed the Committee was not formed and no formal standard was promulgated:

Section 15. Mandate of the Professional Standards Committee, of the IAMERS Ethics Code states (A) The professional standards committee is charged with the ongoing process of establishing ethical standards for the IAMERS members. This does not preclude the ethics committee from continuing to establish procedural policies and standards. (B) The ethics committee is encouraged to advise the professional standards committee of particular areas in which the ethics committee believes that substantive policy positions relating to ethical standards should be established, broadened or modified.

IAMERS does not wish to devalue the IAMERS Ethics Code into a collection agency. At the same time one does not wish for actual violations of the Ethics Code to go unaddressed. During the next few months in accordance with the Professional Standards mandates, we welcome your thoughts concerning what is an Ethical Violation and what is a commercial dispute.

*Jeffrey Fall is the President of Platinum Medical and Chair of the IAMERS Ethics Committee.
Robert J. Kerwin is General Counsel to IAMERS and a Shareholder in the Boston firm of Tarlow, Breed, Hart & Rodgers, P.C.
Comments concerning this article may be respectively sent to JFsage@aol.com and rkerwin@tbhr-law.com.*

The Changing Fortunes of CT Imaging

Wayne Webster

In the past year several significant institutions from California to Alabama reported over dosing patients when performing CT Brain Perfusion studies. These radiation doses were unfortunate for the patient and resulted in negative outcomes. The effect these failures may have on the future use of CT is unknown but could be far reaching when combined with health care reform and the slow economy.

This release of information comes on the heels of several articles about the effects of X-ray radiation from CT scanning and how it may add new cancer cases into our population. In a recent volume of the *Archives of Internal Medicine* it was reported that since 1980 we've gone from 3 million CT scans annually to 70 million in 2007. The same authors are projecting tens of thousands of new cancer cases will be a direct effect of the increased use of CT scanning in the general population. Why has the dose increased and why have we increased the usage of CT scanning?

Upon analysis I find the answer to be straight forward. Productivity entered the diagnostic imaging lexicon about two decades ago. And when it did there was great interest in shortening the scan time. Most understand that shortened scan time comes as a result of increasing the dose. In nuclear medicine we give more millicuries. In MRI we use a higher magnetic field and in CT we increase the power of the X-ray generator.

As the annual number of scans being performed increased there was a need for more CT scanners. The increased number of CT scanners made it possible to scan more patients. Simultaneously with the increase in patient scans reimbursement was decreasing. To counter the lower reimbursement the owners of CT scanners had to see more patients each day of scanning, thus the need for faster throughput. Faster throughput required more powerful CTs. Are you starting to see a pattern develop?

Now here we are in 2010 with concerns about the dose we're administering to patients, the number of patients being scanned and how we may be adding to the cancer problem as we try to fight it. On top of everything those offering CT scanning are also focused on profitability. It's a real dilemma.

Logic says do fewer scans and reduce the radiation dose to the population and concurrently reduce the contribution to the cost of health care. But if you've invested in equipment, have declining reimbursement and need to pay bills can you really recommend that a person not have a CT scan? The number of CT articles on Aunt Minnie over the past year, almost 900, suggests there is a trend toward more CT scanning rather than less.

I think we'd all agree CT is a valuable diagnostic tool. But with the knowledge that its use may also contribute to the number of cancer cases, with reduced reimbursement and a desire to restructure our Health Care System by the Government, maybe this could be a good time to rethink CTs application in diagnostic medicine.

CT and its high utility within our population will certainly make it visible to regulators. I think we're already seeing the effect of these many concerns as centers delay the purchase of new CT scanners and extend the life of those in place. In such a market how does a seller cope?

The economy and concern about reimbursement has many end users seeking new and more novel service proposals from the OEMs and ISOs in their geographic area. When they need to add or replace a CT they are focused on price. In the world of refurbished equipment they can usually get price and performance. It's a difficult pill to swallow for those with strong ties to their OEM vendors but the bonds are breaking as annual budget reductions become reality.

Where this all ends up is anyone's guess. I suspect that five years from now the medical imaging landscape will have changed dramatically. The question for most vendors of service and new or used product is not whether there will be a medical imaging market but whether any particular vendor can adjust his business model in order to continue participating in the marketplace.

Are You Planning on Attending the IAMERS Reception at the ECR?

If you haven't already let me know, please call or email right away.

+1.201.415.6807 • diana-upton@att.net

Email preferred

IAMERS Welcomes 2 New Members

OXFORD INSTRUMENTS SERVICE LLC
Thomas Freund, General Manager
600 Milik Street
Careret, NJ 07008
Phone: 732-850-9353
Fax: 732-234-4138
Email: thomas.freund@oxinst.com
Website: www.oxford-instruments.com/mr

MRI magnet service

ED SLOAN & ASSOCIATES

Ed Sloan, President
508 Kasper Way
Goodlettsville, TN 37072
Phone: 615-448-6095
Cell: 615-584-4738
Fax: 615-448-6099
Email: ed@ed-sloanassociates.com

Buys and sells pre-owned diagnostic imaging equipment

Highlights of the Annual Meeting in Washington, D.C.



Congressman Ron Kind from Wisconsin will be our keynote speaker. Congressman Kind's specialty is Transatlantic Trade. IAMERS members can benefit from Mr. Kind's expertise in this global marketplace.

Representatives from the Small Business Administration, as well as congressional staff familiar with the needs of small businesses, will take part in a panel discussion. Sen. Mary Landreau is our invited guest.

Jeff Fall and Robert Kerwin will go over the Code of Ethics. We will discuss recent rulings (where the involved parties permit). IAMERS members can suggest changes to the Code. Members concerned about this, should attend this presentation, and Friday's business meeting, where member voting takes place.

As always, there will be a presentation by the FDA regarding legislation and proposed legislation that applies to the sales and service of pre-owned diagnostic imaging.

The complete agenda for the Washington meeting can be found on Page 6 of this Newsletter. Information has been sent to members. Your package includes some great tour options for your free time in DC. As always, we encourage members to bring their spouses. Complete information can also be found on the IAMERS website: www.iamers.org.

IAMERS Needs Help with

- ISO approvals. Is this something that would benefit our members? What is the process for getting approved; and does it apply to all segments of our membership? If you have expertise regarding ISO approvals, we could use your help on this project.
- Marketing demographics on end-users. What magazines and information sources are being read by end-users? If you are able to complete this market research project, please let us know. This needs to entail an actual survey to hospitals and imaging centers.
- Additional columns for this Newsletter. We are looking for columns that are theme-specific. For example, an on-going column on financing equipment; or servicing equipment.
- As always, IAMERS wants to grow the membership. Please help us do that by sponsoring a qualified company to become a member of IAMERS.

If anyone can help us with these projects, please get in touch with me, or the specific committee chairman. The more members who contribute, the more IAMERS can better serve you as a trade association.

Ed Gibbs is the Legislative Chairman and Rob Manetta is the Marketing Chairman.

Important Dates & IAMERS Events

February 2010

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

April 2010

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

June 2010

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28	29	30				

August 2010

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23	24	25	26	27	28	29
30	31					

March 2010

Mo	Tu	We	Th	Fr	Sa	Su
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22	23	24	25	26	27	28
29	30	31				

May 2010

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

July 2010

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	30	31	

September 2010

Mo	Tu	We	Th	Fr	Sa	Su
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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			

Religious/world holidays

♦ No planned IAMERS Events

IAMERS ECR Reception in Vienna

Sunday 7 March 2010
Grand Hotel Vienna • Kärntner Ring 9

Members and their guests

2 tickets for members with less than 15 employees
4 tickets for members with 15 + employees
Additional tickets at €250 pp

Non-members – €450 pp

Pre-registration is a must

Members who register at the door will be charged
€250 pp

Contact Diana to register

ECR – Vienna, AT • 4 – 8 Mar 2010

IAMERS ECR Reception • 7 Mar 2010
Grand Hotel Vienna • 7 PM –

AIUM♦ – San Diego, CA • 24 – 27 Mar 2010

MD Expo Spring Mtg – Scottsdale, AZ • 24 – 28 Mar 10

ICR♦ – Shanghai, CN • 9 – 12 Apr 2010
(Int'l Congress of Radiology) – held every 4 yrs

IAMERS Annual Meeting • 28 Apr – 1 May 2010
Washington Marriott • Washington, D.C.

SNM♦ – Salt Lake City, UT • 5 – 9 Jun 2010

AAMI – Tampa, FL • 26 – 28 Jun 2010
IAMERS booth # TBD

AHRA – Washington, D.C. • 22 – 26 Aug 2010
IAMERS booth # TBD

IAMERS European Meeting – Paris, FR • 8 – 10 Sept 10
Location TBD

WFNMB♦ – Cape Town, ZA • 18 – 23 Sept 2010
(World Federation of Nuclear Medicine & Biology) – held every 4 yrs

IAMERS Top Agenda Items

(in no particular order)

Keep members informed of changing regulations at FDA, and other government rules, that affect our industry

Increase membership

Advance the cause of small business members

Lobby to make sure all members can reasonably compete within our industry

Gain compliance of the CFR 21 regulations, so that passcodes and software are always available

Provide the best, most informative, most relevant meetings to our members

Continue IAMERS high standards of ethical behavior

Update members on technical and industry updates that affect their business

Attend meetings that are relevant to the member – meetings that will increase IAMERS exposure with clinicians – AND will bring new members to the association

Continue to be the best networking forum for those who sell, service, or work in the pre-owned diagnostic imaging industry

Annual Meeting Agenda Washington, D.C.

Wednesday April 28

6:30 PM Welcome Reception

Thursday April 29

7:30 am Breakfast

8:30 **Transatlantic Trade**
- Congressman Ron Kind

9:45 **Review of Global Markets**
- Joe Shrawder, General Manager
GE Healthcare Systems Services

10:30 Break

10:45 **Taking Advantage of Government Initiatives
for Small Businesses – A Panel Discussion**
- John Weinfurter, KSCW
- Sen. Mary Landrieu, invited guest

11:45 **Opening New Markets – Brazil**

12:30 PM Meeting adjourns

6:30 Dinner Reception

Friday April 30th

8:15 am Breakfast

9:00 **Predicting the Economics of Healthcare**
- Wayne Webster, Moderator
- NEMA, invited guests

9:45 **When is a Dispute Unethical?**
- Jeff Fall, Platinum Medical
IAMERS Ethics Chairman

10:30 Break

10:45 **FDA Update**
- Casper Uldriks, Esq.

11:45 **IAMERS Business Meeting**

12:30 PM Meeting adjourns

IAMERS News & Information

- Invoices for the 2010 dues have been sent out. Please pay your dues as soon as possible. If you have questions about your dues, call us.
- IAMERS will issue the next "Who's Who" magazine in February. Your dues must be paid in order to be listed in the "Who's Who".
- Please visit the IAMERS website to look at your particular listing. If not correct, let us know.
- If you are the first sponsor of 6 new members (that means they list your company first on the application), you will get a \$500 reduction in your next dues payment, or free admission to our Annual or our European meeting. You are entitled to the above reward of your choice as soon as you sponsor 6 companies. If you can bring in 6 new members by April, you'd be entitled to attend Washington at no charge; or Paris in September.
- 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.
- Should we be doing something that's not listed at left? Tell us.

Comments and opinions are welcome.

Diana Upton
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2009 IAMERS Board of Directors

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Membership Chair – Bob Feldman • IAMERSMEMBERS@aol.com
Events Chairman – Bob Feldman
Marketing Chairman – Rob Manetta • rob@nationwideimaging.com

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