



# IAMERS Newsletter

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April 7, 2010

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## Letter from the President

Dear Members,

We are putting the finishing touches on the Annual Meeting scheduled for the end of the month in Washington. We will focus our efforts on regulatory issues as they affect your business.

From speaking with many of you, we realize there are several specific areas that many are concerned about – from UDI's, to COCIR, and OEM compliance with CFR 21 regulations.

At the same time, we want to help you enhance your business. We believe that educating our members to accomplish ISO certification is one way to set our members apart. We will also expose members to new market opportunities that can help them broaden their business and deepen their income.

Another important part of the IAMERS Annual Meeting is, as always, the business session on Friday. During the business session the membership votes on board proposals. This is your time to tell us what you want from the association; and to help the board steer it in the right direction.

IAMERS can only become a better organization when more members actively participate. Even if you cannot actively participate, we encourage you to come to the meetings so that your vote can be counted. It's the best way to have your voice be heard.

I look forward to seeing you in Washington.

Cheers,



## **Fish and Silence**

**Debbie van der Touw**

In my great Aunt's kitchen there hung a plaque that read "Even a fish wouldn't get into trouble if he kept his mouth shut". It occurred to me that in doing so, he would also not eat. Here begins my parallel with the fish, to open my mouth for this my first column for the newsletter or to keep it shut and suffer indifference. Rock the boat, baby.

I have sometimes wondered why I'm a member of IAMERS. What exactly do I get out of this association and what do I contribute to it? The second part of that question for me personally is easier to answer than the first. I pay in dues money. Period. Well, ok, last RSNA; I contributed a small amount to the reception. Over the years, if I was asked to help in some way and I was able, I did.

What I get out of IAMERS is perhaps a more difficult question to answer when I move past the fabulous receptions at the various conferences where I can gather together with colleagues and friends to exchange not only stories about business deals but also stories about our lives. I've been almost 20 years in this industry and have matured with it. That is to say, both the industry and I have matured. Now, my daughter works with me. I see many other fresh, young, energetic faces that have eagerly joined our ranks. They will be the next group of leaders. I hope we will teach them well. What will they gain from IAMERS?

When I think of IAMERS, three things come to mind. Ethics, FDA and Networking. Ethical behavior is self imposed. One must value it for it to be of value. It's good that IAMERS has a Code of Ethics, but what could we do better with it? Am I better or worse off today as a result of IAMERS' work with the FDA? I suppose we would really only know the answer to that question if a catastrophic event took place in our industry and we were individually or collectively unable to derail or redirect it.

Do I get better prices from a loyal network of business partners as a member of IAMERS? Maybe. I asked Ed Sloan why he joined IAMERS. He said "networking". I silently wondered "Who could Ed possibly network with that he doesn't already know?" He's right though. It's a networking resource and at every gathering, I meet someone new. The more important question is what do you get out of IAMERS? I want to know why you are a member. Please email me your answer to [Debbie@radiologyonesource.com](mailto:Debbie@radiologyonesource.com). Let me know what you get from your membership, and what you actively (not financially) contribute to it. Do you find value in your membership and if not, what would you change in it?

I ask many questions and I ponder. I decipher. I'm interested in solutions and innovation. I enjoy hearing others perspective. I want to know if we can have an ethics committee that is focused on helping companies resolve problems. Why shouldn't they? I'm less concerned about the purely legal aspect (no offense, council) when it comes to ethical issues. I care about the heart of the problem and how it can be resolved. In my humble opinion, if a problem is brought to the committee, they should be able to review, summarize and put it out to the membership for input to aid in resolution. The knowledge base of the mass is greater than that of the few. If the courtrooms of our judicial system are primarily open to the public, why should our ethics disputes not be open to the membership? It's a two-fold value. First, they should be able to weigh in and help out. A fresh perspective can be healing. I believe each of us have our "go to" people when we need a sounding board who will give us honest feedback. There's no guarantee it will be good advice or even what one was looking for but at the very least, it's food for thought. If insight was desired, it will be gained. Second, they become aware of potential problems in dealing with certain companies.

This is one of many topics we as an association could and should discuss. So I ask you again, what aren't you getting out of your membership that you want? Would a standardized buy and sell agreement be helpful? Do we need an annual meeting in Europe? Do we spend too much on receptions? Did you know the books are open for your review at the annual meeting in the USA? Does Miss Mud make you laugh as much as she does me? Admittedly, I read her first with the arrival of every newsletter. She and John Redmond are two of my favorite columnists. They speak the simple truth.

And, you? Are you going to be the fish that keeps his mouth shut, stays out of trouble and eventually dies of starvation or will you live, eat and speak up? Yes, it's a risk. Your voice could be heard and you may ignite action, thought and/or discussion. Fantastic! Break the silence.

IAMERS can be an educational resource. Like the opportunity to network at receptions and meetings, one needs only to show up. Feed the fish, folks. Feed the fish.

The annual meeting is coming up at the end of April. Will you be there? Disclaimer: The contents of this column reflect my personal opinions, ideas and questions.

*Debbie van der Touw is the President of Radiology OneSource*

## IAMERS ECR 2010 Reception

Record has it that this year's ECR attendance was the largest ever. As always, IAMERS had its member's reception on Sunday night. The IAMERS reception in Vienna is paid for by sponsors. We are grateful to the sponsors and would like to acknowledge them for their contribution to this event.



Left to right are Klaus Muhle, Michael Friebe, Dave Band, Bastian Berkel and Wolfgang Zeller

Agito Medical  
Nationwide  
Imaging  
Platinum Medical



Christos Salvanos, Franz Zeller & Jennifer Foskett

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### How Are You Managing Your Time? 4 Tips for Better Time Management

Do you spend your days putting out fires, and micromanaging minor tasks? At times we must respond to a fire in our midst, however, being reactive all the time eats away at our time and creates additional stress. If you feel that you never get things done that need to be done, and are always reacting to mini-crises that happen throughout the day, try refocusing your life by managing your energy, not your time. Focus on projects that move your business to the next level. Set aside blocks of uninterrupted time.

Time is our most precious resource. Yet, we find ourselves battling the clock all day and burning the midnight oil far too often. Since you can't do everything, it's essential to make good choices.

Here are four tips to help you better manage your time:

1. **Stop media intrusions**
  - turn off email pings, hide your Blackberry and switch on voicemail; check for messages and email three times a day
2. **Focus and complete what you start**
  - work on the day's two or three top projects and a few quicker tasks
  - put everything else on a master list and then calendar those tasks for a future date
3. **Prioritize and schedule**
  - break large projects into small, manageable pieces to prevent yourself from becoming overwhelmed
  - work on your most important project during your "high-energy" portion of the day
  - use your most productive time for projects with the biggest payoff
4. **Delegate, delegate, delegate**
  - as business owners we need to lead the company strategically and tactically
  - delegate lesser tasks to your direct reports – it will challenge them and help them grow and; you will increase employee morale

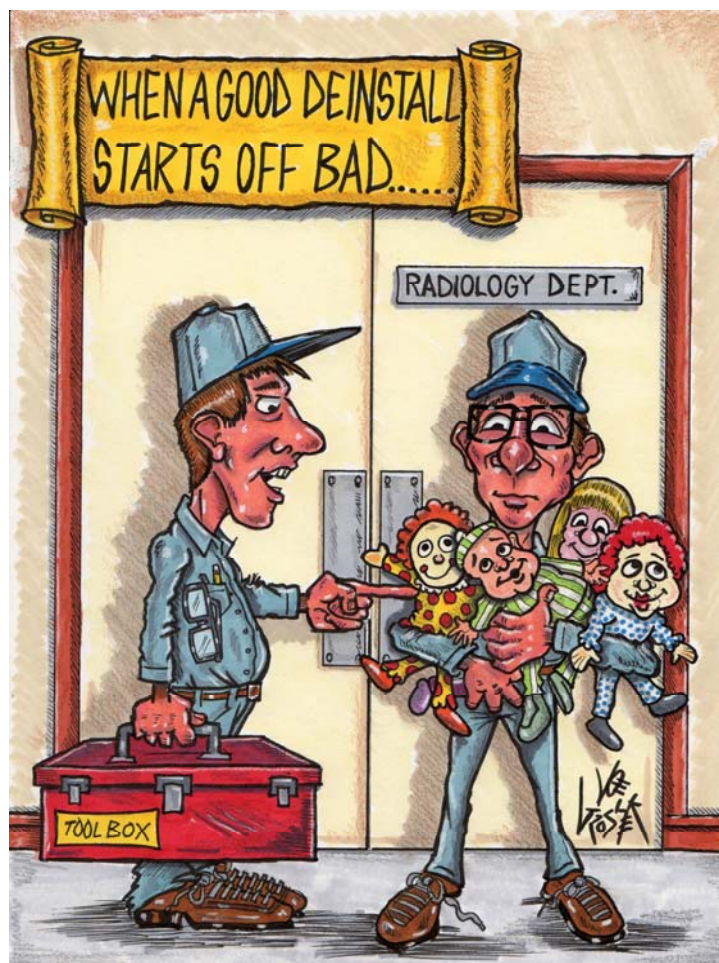
Source: *New York Enterprise Report* – April 2010

## Fun Stuff in Washington

Thurs 10 am	Spouses Tour – National Gallery of Art Transportation included to NGA No charge
Thurs 2 PM	Newseum Transportation included to the Newseum \$35 pp
Fri 2 PM	Capitol Visitors Center & Capitol Transportation included to the Capitol \$35 pp
Sat 10 am	Grand Tour of Washington Includes all transportation & light lunch – 4 hours \$95 pp

We have limited seats on the bus for the Saturday tour. As 4/7/10, we only have eight seats left.

The deadline for registering for any of the other tours is Friday, April 16<sup>th</sup>.



## 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](http://www.iamers.org).

## Important Dates & IAMERS Events

### April 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	29	30		

### May 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
26	27	28	29	30	31	

### June 2010

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	7
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 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	29	30	31	

### August 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	29
30	31					

### September 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	29	30			

### October 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	29	30	31

### November 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
29	30					

**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

**EANM♦ – Vienna, AT • 9 – 13 Oct 2010**

**RSNA – Chicago, IL • 28 Nov – 2 Dec 2010**  
IAMERS booth # TBD

**IAMERS member meeting • Sunday 28 Nov 2010**  
InterContinental Hotel on Michigan Ave @ 5 PM  
**IAMERS RSNA Reception • Monday 29 Nov 2010**  
InterContinental Hotel on Michigan Ave

**Religious/US/world holidays ♦ No planned IAMERS Events**

## IAMERS Top Initiatives

(in no particular order)

**Educate members on ISO certification, FDA regulations, 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 30<sup>th</sup>

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*

11:45 *IAMERS Business Meeting*

12:30 PM Meeting adjourns

Questions About Your Listing on the  
IAMERS website?  
Want to change your listing?

Let us know

+1.201.833.1157

OR

[maryellen@iamers.org](mailto:maryellen@iamers.org)

## IAMERS News & Information

- IAMERS will issue the next “Who’s Who” magazine in April.
- Please visit the IAMERS website to look at your particular listing. If not correct, let us know.
- If you are planning on attending the Annual Meeting in Washington, please let us know ASAP. DC is a very difficult place to get rooms. We also need to know if you are participating in any of the tours.
- 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. Must be within a 2-year period.
- 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 in IAMERS “Top Initiatives”? Tell us.

Comments and opinions are welcome.

Diana Upton  
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## 2009 IAMERS Board of Directors

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