



# IAMERS Newsletter

Editor – Diana Upton

Technical Editor – Wayne Webster

September 2, 2008

## Letter from the President

Welcome back from summer vacation.

We need your input on the issues discussed in this Newsletter. Of particular importance are the potential changes to refurbishment practices; and additional labeling requirements the FDA are contemplating. Please read and consider page 4 of this issue.

We make best efforts to keep you up to date on the changes within our industry; and not all changes are bad. The more opinion and feedback we get, the better able we are to go forward in a way that benefits the members.

We have a lot of initiatives going right now. A lot of time is invested in the FDA, the shows that we attend, and the events and meetings which we hold. They're always better with contributions from the membership.

I would like to take this opportunity to thank Rob Kerwin, our great attorney, for all the time he's spent recently on proposed FDA requirements; and the legal ramifications of other changes within our industry. Rob works for peanuts for IAMERS. We owe him a big THANK YOU. This is important stuff. It affects our industry and your business.

I hope to see many of you in Amsterdam later this month.

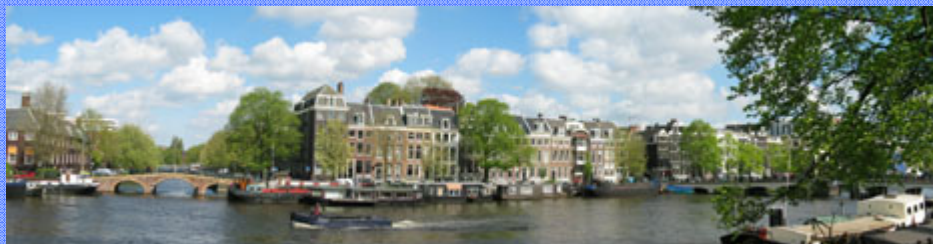
Cheers,

*Diana*

### INSIDE THIS ISSUE

- 1 Letter from the President
- 2 IAMERS Welcomes New Member
- 2 What is COCIR?
- 2 IAMERS 3<sup>rd</sup> European Meeting  
17 – 19 September in Amsterdam
- 3 IAMERS 1<sup>st</sup> Arab Health Congress  
– January 2009 in Dubai
- 4 Sea Change for Refurbished Imaging  
Equipment? – Robert Kerwin & Diana Upton
- 5 Goals of a Trade Association in Year 15
- 5 IAMERS Business Meeting at RSNA
- 6 What's a Phill?
- 7 IAMERS New & Information
- 8 Advice from Miss Mud

Amsterdam



17<sup>th</sup> – 19<sup>th</sup>  
September

## IAMERS Welcomes New Member

AMBER DIAGNOSTICS  
Bobby Serros, President  
2180 Premier Row  
Orlando, FL 32809  
Phone: 407-438-7847  
Fax: 772-407-856-5456  
Email: [bobbys@amberusa.com](mailto:bobbys@amberusa.com)  
Website: [www.amberusa.com](http://www.amberusa.com)

Sales and refurbishment of pre-owned diagnostic imaging equipment.

## What is COCIR?

COCIR (European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry) is a trade association in Europe which started in 1959. They have recently put out a position paper, "*Green Paper on Good Refurbishment Practice*". Contributing authors to this position paper were Joe Shrawder of GE, Markus Braun of Siemens and Jeroen Gruben of Philips. You can review this Green Paper and learn more about COCIR at [www.cocir.org](http://www.cocir.org). The Green Paper is on their home page, at the bottom of the page.

As this position paper may have an effect on your business, please take the time to read it. As noted below, Nicole Denjoy, Secretary General, of COCIR will be a speaker at the upcoming IAMERS meeting in Amsterdam.

## Global Opportunities

Medical Imaging in 2008 & Beyond



Hotel de l'Europe • Amsterdam  
17 – 19 September 2008

## Highlights

IAMERS 3<sup>rd</sup> European Meeting  
17<sup>th</sup> – 19<sup>th</sup> September • Amsterdam

***Medical Imaging in 2008 – Technology Impact & Business Opportunity*** will address world markets for pre-owned diagnostic imaging equipment. Wayne Webster will discuss the impact that technology is having on the pre-owned medical imaging equipment market. He will discuss the major imaging markets (MRI, CT, X-ray, Ultrasound, and Nuclear Medicine) past and present, as well as today's OEM offerings.

***Can You Safely Do Business with Americans?*** Many Europeans are afraid to do business with Americans. They've had bad experiences, and they don't want to take a chance. Many Europeans do not trust US companies. Given the value of the Dollar versus the Euro, now is the time to buy from the US. IAMERS has some suggestions that can help Europeans safely trade with the US. We can give you an added measure of security when doing business with US companies.

***COCIR's Green Paper on Good Refurbishment Practice.*** Nicole Denjoy from COCIR will discuss this position paper. How does this effect your business?

***Imaging & Nuclear Medicine in Serbia*** – Dr. Jasna Mihailovic, M.D., Ph.D. will discuss the state of public and private medicine in Serbia; where she is a practicing physician and a university professor.

***Market Updates – China, SE Asia, India & the Middle East*** – What changes are impacting your business? What are the opportunities for pre-owned imaging equipment in these emerging markets?

***And More...***

For more details, or to register by phone,  
Contact IAMERS – 201.833.1157

## IAMERS 1<sup>st</sup> Arab Health Congress Dubai, UAE • 26<sup>th</sup> – 29<sup>th</sup> January 2009



Arab Health is one of the fastest growing conventions in the world. Within one month of the meeting in January 2008, 99% of the booth space was sold out. IAMERS acquired booth space through the American Pavilion because of a cancellation.

The Arab Health Congress is multi-disciplinary meeting, similar to MEDICA in Dusseldorf, Germany. The 2008 Arab Health covered 60,000 sqm. The convention site is the largest of its kind in the Middle East.

The meeting will be held at the Dubai International Convention and Exhibition Centre. During the Arab Health Congress, IAMERS will host a cocktail and buffet reception at the Fairmont Hotel across from the convention center, on Tuesday night, January 27<sup>th</sup> 2009 from 6:30 – 9:30 PM. All members are invited.

We invite attending members to sponsor the IAMERS reception in Dubai.

Additional details regarding the IAMERS reception will follow as we get closer to Arab Health.

If you are planning on going, take sometime to explore the city. Dubai is a dynamic place with modern buildings springing up everywhere. Dubai is soul food for modern architectural aficionados.



The Abra (water taxi) is a favorite transport for saving money, and for tourists, in Dubai. It is 20 times cheaper to cross from Bur Dubai to Deira by abra boat than by taxi. And almost the same times faster in the peak hours (which, often in the last 5-6 years, lasts from early morning to late in the evening). The abra ride gives you a spectacular view of the city.

In 2009 IAMERS will try out a totally new concept: We will share a booth among six IAMERS member companies at the Arab Health Congress in Dubai this coming January.

It's a 20' x 20' (36 sqm) booth. It will be an open space with each of the six companies having artwork that showcases their company advertisement. In fact, each company will have two advertising spaces which will come pre-made with the booth. Of course, all six will be sharing the spotlight with IAMERS.

This is IAMERS' first try at a shared booth effort. We hope this will be a successful arrangement for future meetings and conventions. We will be in the American Pavilion – C139.

### Participating IAMERS Members

Agito Medical  
Alborg, Denmark  
Straussborg, France  
Contact: Anders Jensen  
[afj@agitomedical.com](mailto:afj@agitomedical.com)  
Phone: + 33. 686.687.079

Bay Shore Medical  
Ronkonkoma, NY  
Contacts: John Kollegger  
Yeliz Yueksel  
[johnk@bayshore-medical.com](mailto:johnk@bayshore-medical.com)  
[yelizy@bayshore-medical.com](mailto:yelizy@bayshore-medical.com)  
Phone: 1.631.467.5555

Diagnostix Plus  
Rockville Centre, NY  
Contacts: Don Bogutski  
Wayne Webster  
[don@diagplus.com](mailto:don@diagplus.com)  
[wayne@diagplus.com](mailto:wayne@diagplus.com)  
Phone: 1.516.536.2671

Lundy Healthcare, Ltd.  
Crowthorne, Berkshire, UK  
Contact: Harry Khabra  
[harry.khabra@lundy.co.uk](mailto:harry.khabra@lundy.co.uk)  
Phone: + 44.796.832.4292

Metropolis International  
Long Island City, NY  
Contact: Leon Gugel  
[info@metropolismedical.com](mailto:info@metropolismedical.com)  
Phone: 1.718.371.6026

RSTI  
Solon, OH  
Contact: Terry Speth  
[tspeth@rsti-training.com](mailto:tspeth@rsti-training.com)  
Phone: 1.440.349.4700

## Sea Change for Refurbished Imaging Equipment?

Diana Upton @ Robert Kerwin, Esq.

We need your input.

Over the past year, a number of legislative and trade initiatives have focused upon refurbished and remarketed equipment. The 2007 Amendments to the Food and Drug Administration (“FDA”) Act now provide that the FDA is to create regulations for enhanced labeling of medical devices. Among the requirements will be a “unique device identification” (“UDI”) which must be affixed to every piece of medical equipment.

As you will recall from the IAMERS Annual Meeting in Charleston in May, we encourage all members – whether they have refurbished the equipment or are selling it, *As Is, Where Is*, to label their equipment. Details of our suggested program can be found in the May 15<sup>th</sup> 2008 IAMERS Newsletter.

As a further step, the FDA may also promulgate regulations pertaining to post-market surveillance. Over the next several months, we will be interfacing with the FDA and our representatives to obtain clarification as to the requirements and to offer our input as to the best practices in this regard.

Both in the U.S. and abroad, initiatives are being created to re-examine the quality assurance programs for refurbished equipment. While many of our members already undertake these activities, we are concerned that the regulations, if promulgated, do not impose unfair and unwieldy burdens upon our members.

In Europe, COCIR (see pg 2), a respected trade association involved in medical equipment, has issued a Position Paper by which it calls for a quality assurance, quality control program and encourages participating countries to adopt the “*Green Paper on Good Refurbishment Practice*”. Though we do not embrace all of the categories (or the conclusion that there has been recent dumping of second-hand goods on the medical equipment market), we are delighted that Nicole Denjoy of COCIR will be participating in the Amsterdam meeting this month; and that we will be able to exchange ideas relative to the paper. Members fortunate enough to attend the Amsterdam meeting are encouraged to offer their input directly to Nicole.

In the U.S., a group from across the industry is examining whether a new standard should be embraced in connection with medical equipment. ANZI is leading the program and will be shortly providing a proposed format. We will be interested in your suggestions and anyone interested in keeping more closely in touch on any of the above matters should email us and we will include you in the Group List to obtain comments.

Currently, ANZI is looking to finance an initiative similar to COCIR’s Green Paper. Personnel from ANZI and COCIR already have a working relationship.

At present, COCIR is expanding their efforts in China. By way of history, China is the country where much of the “dumping” allegedly took place. We believe that there is little, if any, evidence to suggest that such practices have occurred in recent years. Certainly, IAMERS has heard the same stories pertaining to China, but they go back well over 10 years. COCIR’s sphere of influence encompasses other areas of the medical industry, beyond diagnostic imaging equipment. We do not believe that recent “dumping” of pre-owned diagnostic imaging equipment has happened in China. However, we welcome COCIR’s input, as well as that of our members.

We encourage you to go to COCIR’s website ([www.cocir.org](http://www.cocir.org)) and read the “*Green Paper on Good Refurbishment Practice*”. You will find it at the bottom of their home page. For those member companies who refurbish their equipment, this paper may have great influence on your business. Do you have a program in place similar to that suggested in COCIR’s Green Paper?

We do not believe the OEMs are looking to be the gatekeeper for all pre-owned equipment; or that anything sold would need their seal of approval.

In closing, we must acknowledge that there is a trend towards greater regulation of our industry given the efforts, domestic and abroad, on the part of trade associations and the passage by the Congress of amendments to the FDA Act. IAMERS is a trade association committed to ethics. As such, we all want satisfied customers – that deliver quality services to their patients. We must be vigilant in order to insure our own safe practices continue; and that these initiatives are soundly based and do not result in a sea change in the industry.

Please let us know what you think. Comments can be sent to [dupton@optonline.net](mailto:dupton@optonline.net).



## Goals of a Trade Association in Year 15

In its 15<sup>th</sup> year, IAMERS is different from the IAMERS that started out in 1993. Some of our goals remain the same; but many reflect the evolution of the industry.

In 1993, when IAMERS was formed, the universe of pre-owned diagnostic imaging equipment was largely centered in the US. Europe was a relatively new comer as a seller of pre-owned imaging equipment. Moreover, Europe was not really a buyer. As the US agent for a German company, I earned my living selling pre-owned CT and MRI scanners from Europe into the States. The US was our/my German employers' target market.

The market in Europe is much smaller than the US, although growing. I believe this is the result of socialized medicine. While most of the world has some form of socialized medicine, Europeans, particularly Western Europeans, simply don't buy pre-owned medical imaging equipment for hospitals and other caregivers within the socialized system. The sales of pre-owned imaging equipment in Western Europe are largely to private doctors or clinics.

There are many variations of socialized medicine, even within Western Europe. Costs and quality vary. The point herein is not to focus on Europe. It's just my example from years of personal experience. Countries such as China have banned pre-owned equipment. Countries in South America vary as well, with many being quite friendly to pre-owned equipment. Brazil seems to be more open to pre-owned as of recent, while Vietnam is becoming more restrictive.

IAMERS first goal for its membership is to help them understand where to buy; and where to sell their equipment – AND when. In another personal example, I would be starving in 2008, were I trying bring equipment from Germany to the US. The Dollar to Euro difference alone prevents most opportunities for sales into the US.

IAMERS second goal for our members is to keep them informed of legislative changes that affect their business. We have begun a labeling program in conjunction with the FDA. We maintain a relationship with the US Department of Commerce, to keep members up to date on trade opportunities and restrictions. We plan an exchange of ideas with COCIR, and similar groups in the US; in order to help shape standards that define good pre-owned equipment standards for refurbishment.

IAMERS has, and will continue to work with lobbyists in Washington DC to ensure fair market access within the industry.

Other IAMERS goals for members include business and technical education, as well as networking.

We also have a goal of ethics and professionalism in the buy and sell cycle of pre-owned medical imaging equipment. Our goal is to inform end-users that through the IAMERS' Ethics Process, they will have a greater level of security, if they deal with IAMERS members. The goal of the industry and IAMERS is the same: We strive to deliver safe and effective pre-owned diagnostic imaging equipment at a fair value, worldwide.



### IAMERS Business Meeting at RSNA

During the 2007 RSNA, IAMERS had its first member's business meeting. Since the majority of the membership attends the RSNA, it's a good time to update you on the current agenda of the association. We plan to do the same at this upcoming RSNA.

As we did last year, we will hold the meeting at 5 PM on Sunday afternoon at the InterContinental Hotel on Michigan Avenue. We anticipate the meeting to last 1 – 1.5 hours, depending on audience participation. We will get back to you with the exact meeting location within the hotel. All members are invited. There is no charge to attend the meeting and no limit on the number of employees that members can bring. All we ask is that you RSVP with the number of people who will attend. Since it is a busy time for all hotels in Chicago, we need to give them plenty of advance notice so that they can provide the right space.

If there are motions to be presented to the membership for voting, we will give you enough notice to consider the motion. We will also let you know of any specific agenda items to be discussed.

Please let us know, if you have any questions regarding this short meeting at the RSNA.

## What's a Phill?

Later this year, I'll be in search of a new car. I'm not much of a car person. Guys are interested in cars. Most women are not. I wouldn't spend the money on a fancy car like a BMW or Mercedes. I'd rather spend the money seeing the world.

More important than the car itself, I'd like to have something that's environmentally friendly. Between the commercials from T. Boone Pickens, the election, and our real need to become "energy independent", I'm considering a car that runs on natural gas. According to Mr. Pickens, we've got lots of natural gas.

So, what cars are available that run on natural gas? It's not a big list. My research found one – the Honda Civic GX.

Car decisions aside, you now have to install a PHILL. It's kind of like your own gas station. The installation of the Phill is done by an electrician and a plumber. They run a line to the Phill just like the line to your gas stove.

The Phill comes in two sizes. The smaller one costs about \$4200, and the larger about \$9000. The Honda's tank holds the equivalent of about eight gallons and gets about 38mpg. It goes approximately 240–260 miles on one fill.

It all sounds easy doesn't it? And consider the benefits – cheaper fuel prices, better on the planet, and if I lived in California, I could travel in the High Occupancy Vehicle Lanes without high occupancy. Also, in California I could park for free in certain cases. But I don't live in California. I live in New Jersey, where there's no HOV considerations. I called Mayor Bloomberg's office and they said I would not have access to any free parking in New York City.

As a practical matter, my Phill, assuming I spend the \$9000 for the bigger unit, will take approximately 8 hours (1 gallon per hour) to fill my tank. Should I be frugal and choose the smaller Phill, it will take about 18 hours (.42 gallons per hour) to fill. That seems like a long time. It's hard to imagine spending the weekend filling the car - a real problem for those in search of instant gratification.

Secondly, you really can't be too far from your garage. No weekend trips to Washington DC. Your garage is your fill site, and probably your only fill site – unless you live in California. I found a website with a map of locations where you can get natural gas. In New Jersey, they are all private.

Lastly, the compressor on your Phill must be serviced or exchanged after 4000 – 6000 hours of use.

Reduced benefits aside, it's still better for the environment; and that's where I started in this tale. But is it practical to buy such a vehicle – even if I want to be a good stewardess of the planet? Maybe not. While we know the benefit, and it's big, let's summarize the issues that need to be addressed.

1. The Honda Civic GX is a lot more money than a Honda Civic. The base price is \$25,000 before you add in all those extras that everyone puts in cars.
2. The logical size Phill is \$9000 and must be installed and plumbed and located in a garage.
3. One must have adequate garage space in order fit the car. In my case, I have to displace a lot of stuff.
4. No road trips – inadequate places along the way for refilling. Besides, if you found one, they'd be closed by the time your tank was full.



This exercise may prove one of Attorney Kerwin's famous axioms – No good deed goes unpunished.



## IAMERS News & Information

- There is still space for the 2008 Amsterdam meeting in September. Please call me for details.
- Please remember to register for the RSNA IAMERS reception. You will be receiving registration details from Bob Feldman. Everyone must be pre-registered.
- As you can see in "Important Dates in 2008" to the right, IAMERS has lots of planned events this year. As you know your schedule, and what you plan to attend, let us know. It helps us in the planning process.
- If you are planning on exhibiting at any of the shows noted at right, let us know. We will put your booth number in the Newsletter, at the appropriate time.
- Please let 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 you would like to do for the association, please let us know.

Comments and opinions are welcome.

Diana Upton  
201•357•5400



**RSNA 2008**  
Nov 30<sup>th</sup> – Dec 4<sup>th</sup>

**IAMERS Booth #4612**

**IAMERS RSNA Reception**  
Monday, Dec 1<sup>st</sup>  
InterContinental Hotel

**6:30 PM – 10:30 PM**

**Non-members – \$500 pp**

### 2007/2008 IAMERS Board of Directors

President – Diana Upton • [dupton@optonline.net](mailto:dupton@optonline.net)  
Vice President – Rick Stockton • [rstockton@atlasmedtec.com](mailto:rstockton@atlasmedtec.com)  
Secretary – Catherine Moss-Solomon • [moss-solomon@comcast.net](mailto:moss-solomon@comcast.net)  
Treasurer – Jim Goldner • [firstsourceimage@aol.com](mailto:firstsourceimage@aol.com)  
Founding President – Dave Band • [info@dbicorp.com](mailto:info@dbicorp.com)  
Legislative Affairs Chairman – Ed Gibbs • [ncmegibbs@cs.com](mailto:ncmegibbs@cs.com)  
Ethics Chairman – Jeff Fall • [jfsage@aol.com](mailto:jfsage@aol.com)  
International Chairman – Rick Stockton  
Marketing Chairman – Rob Manetta • [rob@nationwideimaging.com](mailto:rob@nationwideimaging.com)  
Membership Chair – Bob Feldman • [IAMERSMEMBERS@aol.com](mailto:IAMERSMEMBERS@aol.com)  
Events Chairman – Bob Feldman  
Development Chairman – Anders Jensen • [afj@agitomedical.com](mailto:afj@agitomedical.com)

IAMERS General Counsel  
Robert Kerwin, Esq. • [rkerwin@tbhr-law.com](mailto:rkerwin@tbhr-law.com)

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

### Important Dates & IAMERS Events October 2008 – 2009

EANM – Munich, DE • 11 – 13 Oct 2008

MD Expo – Orlando, FL • 23 – 26 Oct 2008  
Hilton at Walt Disney World  
IAMERS booth # L01

RSNA – Chicago, IL • 30 Nov – 4 Dec 2008  
IAMERS booth # 4612  
IAMERS RSNA Reception • Monday 1 Dec 2008  
InterContinental Hotel – 500 N. Michigan Ave.  
6:30 – 10:30 PM

Arab Health – Dubai, UAE • 26 – 29 Jan 2009  
Dubai International Convention Center  
IAMERS booth # 1C39  
IAMERS Dubai Reception • Tuesday 27 Jan 2008  
Fairmont Hotel – Sheikh Zayed Road  
6:30 – 9:30 PM

ECR – Vienna, AT • 6 – 10 Mar 2009  
IAMERS ECR Reception • Sunday 9 Mar 2009  
Grand Hotel Wien – Kärntner Ring 9

IAMERS 16<sup>th</sup> Annual Meeting  
San Juan, PR • 30 Apr – 2 May 2009  
InterContinental Hotel – 5961 Isla Verde Ave.

AAMI – Baltimore, MD • 6 – 8 Jun 2009  
Baltimore Convention Center  
IAMERS booth # 812

SNM – Toronto, CA • 13 – 17 Jun 2009  
IAMERS booth # TBA

AHRA – Las Vegas, NV • 9 – 13 Aug 2009  
Mandalay Bay Hotel  
IAMERS booth # TBD

IAMERS European Meeting • 10 – 12 Sept 2009\*  
Rome, IT – Location TBD

EANM – Barcelona, ES • 10 – 14 Oct 2009

MD Expo – Nashville, TN • 23 – 26 Sept 2009  
Marriott Renaissance Downtown

RSNA 2009 – Chicago, IL • 29 Nov – 3 Dec 2009  
IAMERS booth and receptions details TBD

**\*Please note:**  
10-12 Sept 09 is the target date, but not confirmed as of this printing.