RSNA 2007

Annual Meeting Preview
Equipment/Parts
Off-hours: What To See & Do
Visit DOTmed at Booth 8101

- Mobile Service Providers
- Radiographic Sales & Repair
- MRI Coil Repair/ Sales
- Leasing and Finance
The best people. The best tools. The best ultrasound service in the country.

Axess Ultrasound’s service engineers have always been the most experienced in the industry. Now, a strategic alliance with Sonora Medical enables even faster diagnosis through world-class ultrasound diagnostic tools and services. This powerful combination gives healthcare providers a better alternative to expensive OEM ultrasound service contracts. Our team approach provides more after-market service, testing, training, and support capabilities than anyone in the industry.

1-800-248-4153

Come see us at RSNA in Booth 3392 (South Building - Hall A)
table of contents

NOVEMBER 2007

Visit DOTmed at Booth 8101 at the RSNA Annual Meeting

4 Hospital & Health News
8 What’s New
12 RSNA
45 People & Companies
46 Old into Gold
47 Marketplace & Classifieds
48 Blue Book Price Guide

INDUSTRY SECTOR REPORTS
22 Mobile Imaging Rental
28 Radiology
34 MRI Coils
38 Leasing and Financial
letter from
the editor

The Mother Begets the Son

Imagine, a new editor’s first spin at the helm of a magazine and the subject of the maiden letter is a website.

But DOTmed.com isn’t just a website. In fact, it was the launch platform for the magazine DOTmed Business News. Traditionally, magazines have spawned their own websites as an extension of the brand. In DMBN’s situation, however, the website has been serving the medical equipment industry since 1999 whereas the magazine you hold in your hands first saw light this March.

DOTmed.com, perhaps more accurately described as a community of individuals who deal in new and used medical equipment, is a marketplace, an auction site, a forum in which participants exchange valuable information. It’s even, through DOTmed Certified and its ethics component, a place where users can establish the veracity and good business practices of potential commercial partners they don’t already know.

These buyers, sellers and renters come from every corner of the globe. And they’re arriving in droves. Hands down, DOTmed.com attracts more eyeballs from more individuals in medical equipment than any other website in this business.

The website’s also chock-a-block with a variety of new and always evolving features like Rental Central, Parts Hunter, Hospital Health, all areas designed to stimulate business in an excruciatingly fair and equitable manner.

All in all, that’s a heady list of contributions from DOTmed.com to the parts and equipment business.

And it’s that kind of guidance that fuels the magazine’s continued growth. Together, the magazine and website are working hand-in-hand, with dedication and a sense of pride. Sometimes a withered old soul might complain that buying and selling medical equipment is not much different than working on a used car lot. But we beg to differ, and do so strenuously.

Go to the website. Read the magazine. Visit us at Booth 8101 at RSNA. You’ll soon see what we mean.

Colby Coates
Editor-in-Chief
DOTmed Business News
Ultrasound Probe Broken?

We specialize in ultrasound probe repair. Free loaners, free evaluations, lowest repair pricing, fastest turnaround, most repair capability and highest repair quality in the industry – guaranteed!

Call or email to ask about our probe repair guarantee.

www.echoserve.com • sales@echoserve.com • 1.877.386.3246 (ECHO)
Cost Containment Prompts Hospitals to Seek Savings: Refurbished Equipment An Attractive Alternative

Although nearly 14% of an average hospital’s workforce is unionized, the United Autoworkers landmark labor settlement with General Motors isn’t expected to have any immediate spillover effect on future labor negotiations.

“Workers everywhere and not just hospitals are very concerned about rising healthcare costs,” says Rick Gundling of the Healthcare Financial Management Association, Washington, DC. But for now, HFMA doesn’t see a direct correlation between the autoworkers accord and how hospitals negotiate.

Nor does the American Hospital Association see any potential pitfalls. Still, AHA membership, 5,756 public and private community hospitals, billed some $506 billion in patient revenue in 2006, meaning ongoing changes to employee healthcare benefits will eventually affect hospitals.

Even though the labor issue seems to be off the radar, that doesn’t mean the 35,000 or so members of HFMA don’t have plenty to ponder.

Chief among the issues confronting hospital CFOs, controllers, purchasing officers and accountants: the ongoing debate about Medicare/Medicaid, who pays for illegal immigrants’ healthcare and finally, what to do about the spiraling capital costs of equipment, clinical systems and information technology.

One obvious solution, according to Wayne Webster, president, Proactics Consulting, Melrose, MA, is for hospitals to take advantage of the burgeoning market in used and refurbished medical equipment. A company like Proactics, which advises hospitals and free standing imaging clinics about the acquisition of medical imaging diagnostic equipment, can help hospitals net significant savings.

A radiology department, for example, is budgeting for one or several pieces of imaging equipment. Most of the time, the first step is to call new equipment vendors and the evaluation usually stops there. But, says Webster, “when hospitals really take the time to prepare a requirement for their imaging needs, they’ll frequently find that an older, pre-owned model proves more than suitable and cost effective.”

If purchased from a reputable dealer, a pre-owned device looks new upon arrival, will be installed professionally, and frequently the new owner can reduce the capital outlay further by contracting service from the local pre-owned equipment dealer.

“When we evaluate purchasing plans for hospitals and clinics, we almost always find a 10% savings in capital outlay by opting for quality pre-owned devices with no degradation in the capability,” Webster says. “Finding $500,000 in a $5,000,000 budget is commonplace.”

Companies like Proactics usually provide this service for a fee or a percentage of the savings. In return, these companies support the hospital’s planning and negotiate the purchase of the new and pre-owned equipment to ensure that the best prices are being offered for the devices required.

● [DM 4871]
Microsoft Scores in Race to Provide Internet based Personal Health Info

Leaving it to Microsoft to raise the ante in the high stakes game of providing free personal health records on the internet.

Microsoft’s system, called HealthVault, was recently announced in Washington with much fanfare and after several years development. The company’s track record has attracted some high profile partners to HealthVault’s debut including New York Presbyterian Hospital, the Mayo Clinic, the American Heart Association, LifeScan, Johnson & Johnson and MedStar Health.

In a nutshell, an individual’s health information is stored in an encrypted database with the consumer determining what information goes there and who gets to see it. Microsoft’s theory is that hospitals and doctors will post all information about a patient—history, prescriptions, for example—which then becomes available to other healthcare providers over the internet. Such a system would be particularly helpful for patients who fall ill traveling, move to a new area or find themselves in an emergency situation.

A number of others have been pursuing similar storage systems including Google, Cisco and Dossia, a joint venture led by Intel. But Microsoft, as is their wont, has enlisted true heavyweight partners and raised the bar.

MagnaServ, Amerinet Reach Long Term Accord

MagnaServ Enterprises, Inc., Stuart, FL, has been awarded a three-year group purchasing agreement with Amerinet, whereby “Amerinet’s health care members will have the opportunity to utilize competitively priced, customized field service solutions from MagnaServ for their installed base of MRI & CT,” said Bernie Bartoszek, EVP, MagnaServ.

that MagnaServ has a reputation for service excellence and commitment to quality.

MagnaServ was formed in 2000 and within seven years has become the largest independent service organization (ISO) focused on MRI and CT in the US. Meanwhile, Amerinet strategically partners with health care providers to improve operating margins by creating efficiencies, reducing costs and identifying new revenue streams. The company serves more than 22,000 acute and non-acute health care providers nationwide.

Capping MRIs an Issue for Public Health Authorities in British Columbia

Funding healthcare, specifically capping the number of monthly MRIs allowed in public facilities, has become something of a cause celebre in Vancouver Island, British Columbia.

The Vancouver Island Health Authority is apparently limiting the number of monthly MRI scans in public hospitals because it doesn’t have enough money to meet the demand. Although the Health Authority’s budget has risen 3 1/2 % annually since 2002, it’s not, say local critics, nearly enough to keep pace with inflation and population growth.

Local health associations, meanwhile, have chimed in, suggesting the VIHA’s rationing approach raises two key issues: delays in scheduling an MRI inevitably add to long term costs because patients’ conditions worsen as they wait. Furthermore, the situation just encourages the expansion of two-tier health care since those who can afford it simply schedule the MRI at a private facility.
British Columbia’s two main health authorities, Fraser and Vancouver Coastal, have already acknowledged that they do not have enough funds to handle the demands of the population they serve. So there’s little prospect of relief save for the tried and true: government looks to the citizenry and raises taxes.

Local health advocates back such a solution. What’s more, it seems as if provincial residents, according to local polling, are prepared to absorb a tax hike provided the government actually delivers improved healthcare. And that includes a patient getting an MRI when needed and not waiting for the check to clear.

[DM 4872]
Sage Point is one of the largest and most experienced medical trailer carriers in the nation.

Our drivers are fully-trained to transport MRIs, and all imaging equipment. We provide comprehensive transport, maintenance and storage. Our aim is to provide safe, worry-free delivery every time.

Call 888-466-SAGE (7243)
Robotic Surgery Tested to the Extreme

Researchers from SRI International and the University of Cincinnati plan the first ever robotic surgery in simulated gravity aboard a NASA C-9 “weightless wonder” aircraft as it flies 35,000 feet above the earth. The test is expected to compare the speed and precision with which both human and robot surgeons cut and stitch an incision. The theory is that SRI software will help the robot compensate for the movement that occurs while a plane is flying through space, over a battlefield or medivacing an accident victim.

SRI’s software allows robot surgery to be controlled from virtually anywhere. Using remote telesurgery a physician controls a multi-armed robot located at a patient’s bedside via a telecommunications network. When perfected, the robot surgery system should provide emergency medical and surgical care to individuals living in remote locations on earth or even in space. The system has already passed an underwater test at the Aquarius Underwater Lab, 60 feet beneath the ocean near Key Largo, FL.

Death Rates From Cancer on the Decline

Death rates from cancer continue to fall in the United States, dropping more than 2 percent per year from 2002 through 2004. There have been significant declines in deaths from lung, prostate and colorectal cancers in men, as well as in breast and colon cancer among women. While lung cancer deaths were still on the rise among women the increase has nonetheless slowed.

“The significant decline in cancer death rates demonstrates important progress in the fight against cancer that has been achieved through effective tobacco control, screening, early detection, and appropriate treatment,” U.S. Centers for Disease Control and Prevention Director Dr. Julie Gerberding said in a statement.

“The evidence is unmistakable: we are truly turning the tide in the cancer battle,” said John Seffrin, executive officer of the American Cancer Society. “The gains could be even greater if everyone in the U.S. had access to essential health care, including primary care and prevention services.”

IMV Ranks Philips Top Ultrasound System Manufacturer

Results from the annual IMV ServiceTrak survey of ultrasound system users rank Philips Medical Systems No. 1 for overall manufacturer satisfaction. “It is a testament to our dedicated service professionals to be recognized for top service performance for a 15th consecutive year,” said Tom Kirkland, senior vice president, customer service, North America, Philips Medical Systems.

IMV Limited asked a random database of US hospitals and imaging centers to rate ultrasound system manufacturers on a broad range of factors across the product ownership lifecycle. Philips received top marks for 20 factors, including those of service engineer performance, satisfaction with service and manufacturer, help desk telephone support and remote dial-in diagnostic support.

Lung Scan Best for Finding Pulmonary Embolism

Young women at risk of having a pulmonary embolism—a potential life-threatening blockage in a lung artery—should first undergo a ventilation/perfusion lung scan (V/Q scan) rather than a CT (computed tomography) angiogram, researchers conclude. A noninvasive V/Q scan involves two tests using radioactive material to measure breathing (ventilation) and circulation (perfusion) in all areas of the lungs. V/Q scans reduce the radiation to the breast by about 70 times on average compared to higher-radiation procedures such as computed tomography pulmonary angiography (CTA).
Going to Beijing for 2008 Olympics? Then Leave Your Butts Behind

“No Smoking” signs are being hoisted all over Beijing as part of China’s preparations to host what’s billed as the first “Green Olympics” in 2008. The Games have been mostly smoke-free since Barcelona, 1992. But going to “green” raises the bar several notches, and makes a symbolic—and literal—statement. The Beijing Olympics are the first since the international Framework Convention on Tobacco Control went into effect in 2005, so, in effect, the eyes of the world’s health care community will be watching.

So far, smoking is banned in schools, restaurants, government offices, taxicabs, and, wonder of wonders, hospitals. During the games, cigarette sales are forbidden in all the city’s venues, training and living facilities. Already getting caught smoking in Beijing’s taxis (driver or passenger) earns a fine of from 100 to 200 yuan or $15-25 US.

Although worldwide momentum clearly favors the anti-tobacco side of the equation, recent projections from the International Agency for Research on Cancer estimates that cancer deaths will still more than double to 17 million annually by 2030. They don’t call ‘em coffin nails for nothing.

[DM 4787]

Philips Seeks to Reduce Time From Heart Attack to Treatment

At the recent European Society of Cardiology’s (ESC) annual congress, Royal Philips Electronics (NYSE: PHG; AEX: PHI) demonstrated its HeartStart MRx Monitor/Defibrillator, which enables paramedics to transmit patient data from the ambulance to the hospital’s emergency department. Upon reception of the data at the hospital, clinicians can use the ECG data to begin assessing what treatment the incoming patient will need. By allowing a hospital to begin organizing its resources before the patient arrives, the MRx can help reduce the time to treatment.

[DM 4670]

New MRI Finding Sheds Light on Multiple Sclerosis Disease Progression

Using magnetic resonance (MR) images of the brain, researchers have identified a new abnormality related to disease progression and disability in patients with multiple sclerosis (MS).

“Based on these findings, physicians may be able to diagnose multiple sclerosis more accurately and identify patients at risk for developing progressive disease,” said researcher Rohit Bakshi, M.D., associate professor of neurology.
and radiology at Harvard Medical School and director of clinical MS-MRI at Brigham and Women’s Hospital and Partners MS Center in Boston.

Variety of Factors Provide Impetus for Nuclear Medicine

Reich Consulting Services (RCS), Plantation, FL, which builds and installs nuclear medicine and PET/CT hot labs across the country, recently wrapped up installation of their 50th nuclear medicine laboratory. And company executives, pointing to ever changing imaging technologies, federal regulation and the history of the physical plant of hospitals, say the outlook for continued growth appears robust.

“What’s happening is that most hospitals were built either after World War II or in the late 1960s and 1970s, so they are old and concentrated in urban areas,” said RCS President Gary Reich. “Trends today demand more private rooms for infection control and HIPPA privacy issues so hospitals are adding new patient towers while expanding their emergency rooms. So there is a ripple effect throughout institutions that are spending millions to renovate support departments like radiology units and laboratories.”

Reich also noted that federal regulations governing nuclear medicine have resulted in tighter controls on nuclear pharmacies and labs in terms of dose preparation and handling. “Because of construction, consolidation, and regulation there is a greater need for design construction services like ours,” he said. He also says that due in part to government reimbursement changes, PET/CT labs are waning somewhat.

Siemens, Kameda Healthinformatics Form Joint Venture in Japan

Siemens Medical Solutions and Kameda Healthinformatics Institute Inc. have established a joint venture company which will be named Siemens Kameda Healthcare IT Systems K.K. The partnership strengthens Siemens’ position in the rapidly growing Japanese healthcare IT market, which, according to YANO Research, is currently the second largest healthcare information system market. The move is expected to advance the availability of innovative information technology (IT) solutions and clinical systems in the country.

Concern About Electromagnetic Fields Threatens MRI Scans in Europe


The Directive aims to minimize workers’ exposure to EMFs, suggesting that anyone standing within about one meter of an MRI scanner would breach the exposure limits spelled out in the directive. Currently 8 million MRI exams are performed per year in Europe, says Professor Dag Rune Olsen, Norwegian Radiation Hospital, Oslo. He’s also chairman of the physics committee of the European Society for Therapeutic Radiology and Oncology (ESTRO).

Operator exposure has also been studied by Professor Stuart Crozier, Brisbane University, Australia. He claims anyone standing within one meter of an MRI scanner in use would breach the exposure limits laid down in the directive. A European Commission has accepted these and other findings and is expected to render an official position shortly. In its present form, the directive poses particular problems to healthcare staff that cares for patients, especially children and the elderly, or those who have been anesthetized — that need help and a certain amount of comfort during scans. Using MRI for interventional and surgical procedures and cutting edge research is also imperiled.

EU citizens apparently agree with the bureaucrats. Recent polls suggest they think they are inadequately protected by authorities against the risks posed by exposure to electromagnetic fields.

The largest buyers and sellers of used medical equipment in the world.

Over 50+ years of combined experience.

BUY — The highest quality pre-owned systems at the most competitive prices.
SELL — Your older systems through our global network for the highest value.
ACCESS — Our services partners for disinstallation within your time-frame.
SIMPLIFY — Through our bundled, turnkey solutions and attractive financing.
CONTACT — Bay Shore today and see how we can best meet your diagnostic imaging equipment needs.

1-800-471-1189 • www.bayshore-medical.com

BAY SHORE MEDICAL
Simply the BEST... Mobile Imaging

"Medical Imaging Resources' customer service is outstanding and they were responsive to all of our needs. They made the transition easy from start to finish."

Mike Vickery
Director, Imaging Service
Firelands Regional Medical Center

Personal Service - Professional Setting - Patient Comfort

Call us today for a solution to your imaging needs.

medical imaging resources, inc.
120 Enterprise Drive, Ann Arbor, MI 48103  888.323.1316
www.mobileleasing.com www.medimagingsales.com
With nearly 800 exhibitors and 70,000 total attendees bound for Chicago, the 93rd Scientific Assembly and Annual Meeting of the Radiological Society of North America promises to be cutting-edge, solutions driven and a serious opportunity for vendors and suppliers to conduct business at the most important event in radiology.

Set for McCormick Place, Nov. 25-30, RSNA 2007 will register nearly 30,000 physicians and healthcare professionals from over 100 countries. As for exhibitors, the 92nd edition of RSNA attracted 758 companies and nearly 28,000 individuals associated with manufacturers, suppliers and developers of imaging technology and information. Expect those ranks to swell this time around.

For many attendees, seeing innovative new products are the highlight of RSNA. For others, particularly those involved in selling and servicing refurbished medical equipment, it’s a bonanza of opportunity.

Says Shared Imaging, Streamwood, IL, president Ray Stachowiak, “RSNA is very important to everyone in the business because we’re all there under one roof.” He also says the conference is an opportunity to view firsthand all the new technological developments from manufacturers.

For thousands of attendees, meanwhile, an extensive array of scientific sessions, refresher courses, and case based reviews and special focus sessions are the Holy Grail.

This year, for example, sessions on pediatric, gastrointestinal and musculoskeletal radiology are expected to draw intense interest while Cardio case reviews are always an important topic. Radiation oncology and diagnostic radiology are one of the featured subjects with an interventional oncology series running for five days. In addition, there will be a four-day session on bolstering oncoradiologic and oncoradiotherapeutic skills. Coming on the heels of October being national breast cancer awareness month, such sessions are particularly relevant and resonate with attendees.

Still, as much as RSNA 2007 is about exchanging information, ideas and research about radiology’s pivotal role in national healthcare, it is, nonetheless, a meeting in which business—the buying, selling and leasing of equipment—is an important component, especially for the 800 or so exhibitors. Even more so, in fact, for those companies specializing in refurbished product or maintenance and repair.

Maggie O’Mahoney, marketing/sales manager, Mobile X-Ray Solutions, Augusta, GA says, “having a presence at such a huge show lends credibility to your company. It says you are serious,” which, she says, is particularly important for companies dealing in refurbished equipment.

Bruce Smith, vp, multi vendor service, Sonora Medical Systems, Longmont, CO, agrees wholeheartedly about the importance of “being there,” though that’s only part of his motivation for attending.

“It’s a way to stay on top of the OEMs, to see exactly what they are doing,” he says. For Smith, RSNA is also extremely productive in that by attracting such a strong overseas contingent of visitors it puts potential customers from countries the world over in one place, at one time. And Smith says business transactions—the buying and selling of good and services—indeed takes place. It’s not just a parade of attendees strolling the aisles and coming by to kick the tires. “We develop a number of leads that we follow up on later,” he says, “but we also walk away with direct business as well.”

For Mike Mercer, general manager, Barrington Medical Imaging, RSNA allows his company the chance “to talk about our state of the art refurbishing capabilities,” not to mention, “establishing new relationships or reestablishing old ones.” Bottom line for Mercer, “from our customers to vendors to business partners to potential business partners, attending RSNA is well worth the expense.”

As important as RSNA is for the domestic market, it’s equally crucial for the international sector. According to Tomovation, GmbH, Castrop-Rauxel, Germany, CEO Dr. Michael Friebe, “I’m able to meet more researchers and industry staff from Central Europe than at any other meeting, even those ones in Europe.” With all the US and top Asian players there too, Dr. Friebe concludes, “if you do not go to RSNA then you are not going to be properly informed.”
Radiology’s most important annual event has something for everyone: seminars, formal events, opportunities to exchange views and theories, debate the latest proposals in healthcare legislation.

It’s also a time to see old friends, business and research partners, and it’s an opportunity to make new ones.

But for thousands of attendees, the nexus of the conference is the exhibition halls. With another year of research and development under their belt, the medical equipment community has plenty to showcase.

Whether cutting edge new products, upgrades of existing technology or old solutions applied in new ways, McCormick place will be brimming with the very latest in technology for MRI, CT and X-Ray, plus the software to make every single system more accurate for the patient and cost efficient for the operator.

Here’s a sampling of what’s in store.

**Toshiba**

Toshiba is unveiling a host of new products, as well as previewing several in development. The company will demonstrate its Aquilion CT line platform design that allows customers to benefit from Toshiba’s Quantum Advantage, delivering, the company says, the thinnest slice thickness. In addition a variety of cardio applications will be on display including, PhaseXact, Sure Subtraction software and Sure Plaque software.

On the X-Ray front, Toshiba showcases its DR system offerings, including the T Rad-Plus Digital and Kalare systems. Both provide the flexibility to obtain images from virtually any position without moving the patient. Toshiba also introduces its low contrast imaging feature soon to be available on all of the company’s Infinix line of products, as well as its biplane, X-Ray system, the Infinix VF-i/BP.

In ultrasound, Toshiba introduces its 4D volume imaging applications that enable better transvaginal/OB, small parts and abdomen imaging procedures.

Also on display, the Xario XG featuring a 19 inch monitor and a bundled software package including Advanced Dynamic Flow, ApliPure, Quick Scan and Trapezoid.

**Visage Imaging**

Visage Imaging, a subsidiary of Mercury Computer Systems, Inc., brings a comprehensive portfolio of life sciences prod-
ucts and services to RSNA. The company’s main thrust is its Visage PACS/CS, a scalable PACS solution based on web and thin client technology with fully integrated clinical applications.

Of particular interest is the release of Visage Cardiac Analysis, a comprehensive cardiac application based on thin client technology. This new version includes a rich set of tools such as calcium scoring, myrocard segmentation, wall thickening computation and efficient manual editing.

Meanwhile Visage PACS/CS features new and optimized tools for radiology, cardiology, neurology, oncology, surgery as well as a host of other subspecialties.

**Carestream**

Carestream Health Inc. is bringing new products and upgrades to data storage and archiving, digital X-Ray, molecular, oncology and women’s imaging.

Among its portfolio of digital mammography solutions: KODAK DIRECTVIEW CR, adding mammography applications to its CR platforms; CONFIRMA CADSTREAM software for breast MRI exams; mammography modules for CARESTREAM PACS and CARESTREAM RIS and CARESTREAM information management solutions.

For oncology imaging, Carestream is demonstrating its KODAK 2000RT CR Plus System and KODAK Radiation Oncology Beam Dosimetry package.

Carestream Health’s newest CARESTREAM PACS platform supports workflow GRID computing, facilitating storage and retrieval of information throughout an enterprise. And KODAK CARESTREAM PACS software offers a virtual desktop environment that allows any application to be delivered to any desktop. And Carestream debuts two new computed radiography systems: KODAK DIRECTVIEW Classic and Elite CR systems. Compact, floor standing, these single cassette systems help improve workflow, productivity and patient throughput. The company is also showing its newest DR platform, the KODAKDIRECTVIEW DR 9500.

**GE Healthcare**

Besides an extensive array of product in Nuclear Medicine, Ultrasound, MR, CT and X-Ray, GE Healthcare plans a major emphasis for its fleet of technological solutions addressing women’s health issues.

For example, GE is showcasing the Senographe Mobile Essential, the latest GEHC digital mammography product to receive FDA approval. Developed to improve access to breast cancer screening for millions of women around the world, the mobile Senographe Essential is built on the company’s Senographe Essential platform, the next-generation of GE’s proven Senographe Full Field digital mammography systems.

The newest version of GE’s Seno Advantage Review Workstation is designed to maximize the power and performance of the Senographe Essential and the Senographe DS digital mammography systems while the Seno Advantage 2.1 Review Workstation puts imaging power in the technician’s hands.

GE focuses on MR with its Signa HDx 3.0T unit. Signa HDx 3.0T represents GE’s leadership in 3.0T MR technology development with ultra-fast reconstructions. GE continues to improve the company’s HD MR technology and also highlights other additions to the HD line.

In addition, GEHC features a broad range of technology for breast imaging, including VIBRANT, for bilateral imaging with no compromises, BREASE, for breast spectroscopy and 8-Channel Breast Array.

Voluson E8, meanwhile, an advanced ultrasound technology platform, delivers new imaging tools and technology while opening the door for innovations to come.

And in X-Ray, GE’s Definium 8000 and Definium 5000 equipment is featured, as is the Definium AX, the company’s top-of-the-line digital X-ray system.

In nuclear medicine, GE is providing exclusive technologies on its Discovery Dimension – high definition PET image
processing, patient motion management and clinical productivity features that together address motion, which is one of the most significant factors in lesion characterization that degrade today’s PET/CT image quality.

**Philips Medical Systems**

MR, CT and a fleet of customer service applications highlight Philips Medical Systems’ plans for RSNA.

Philips will demonstrate its Achieva 1.5T, Achieva 3.0T X-series and Achieva XR cylindrical scanners and its Panorama high field open scanners.

To help customers simplify workflow in MR, Philips has expanded SmartExam, a Philips exclusive, to encompass new anatomy, enabling automated planning, scanning and processing with a single mouse-click.

Attendees interested in new advances for faster imaging will see the new 1.5T system platform with high channel count. The company’s 16 channel Achieva 1.5T, in concert with optimal SENSE performance and dedicated coils, enables better coverage, higher resolution, fewer artifacts, and faster scan times.

Philips also has several offerings to help build radiology businesses. Those highlighted at RSNA include the Achieva XR, a unique scanner that is installed at 1.5T, but can be “ramped up” to 3.0T without replacing the magnet for growth.

On the CT side, Philips debuts innovations in three key areas of CT technology – tube, detector and reconstruction on the Brilliance CT 64-channel scanner, which may dramatically improve the speed and power of the system.

Sensitive to the impact that legislation and reimbursement issues are having on the industry and recognizing that customers need more options, the company will showcase offerings of new ‘value’ configurations in 6, 16 and 64 slice scanners.

Philips also builds on its unique approach to workflow, Brilliance Everywhere. Brilliance Everywhere is a thin-client solution that delivers the full power of advanced applications such as those used in cardiac, vascular, stroke, colon and lung imaging to “any chair of your choice” such as an iSite PACS workstation, EBW CT workstation or even a connected PC at home.

Finally, Philips Customer Service will showcase the Philips Service Information tool. Designed to meet the needs of diagnostic imaging systems administrators, it enables the tracking of current service data for entitled equipment through a customized Web portal on a computer or a wireless PDA.

**Siemens**

Siemens will continue to highlight the SOMATOM Definition™ Dual-Source Computed Tomography (CT) scanner. The system continues to set the bar for cardiac imaging, where its high temporal resolution enables it to conduct cardiac scans of the most challenging patients without beta blockers and regardless of heart rate, and without the need to employ multi-segment reconstruction.

Taking the Definition one step further, at last year’s RSNA Siemens introduced the first six syngo® Dual-Energy applications. These applications showed how users can generate more relevant clinical information by leveraging the Definition’s innovative dual-source design. Scanning with two X-ray tubes operating at two different voltages simultaneously can produce CT images that were never before possible.

**Hitachi**

Hitachi’s 1.5 T MRI called the Echelon is a linchpin of the company’s display and incorporates a processing engine called Vertex. Software that takes advantage of the current architecture is blended with new features that enhances the company’s radial imaging capacity. New features include time...
resolved MRA and RADAR, radial imaging capability. Also on display, the Altaire High Performance Open MR that includes single shot EPI. In keeping with the company’s open architecture, Hitachi’s Airis Elite Advanced Mid Field Open MR incorporates multichannel active shimming, a scalable DualQuad RF receiver and other advanced capabilities.

**Varian**
Known for its cancer treatment technologies and X-Ray products, Varian has a number of new and upgraded PaxScan digital X-Ray imaging technologies on display. These include the PaxScan 1313, the PaxScan 2520V for cardiac and C-arms and the PaxScan 4030CB, which includes the company’s second generation command processor. It is used for cone beam CT, acquiring high resolution fluoroscopic images at up to 30 frames per second and radiographic images at up to 7.5 frames per second. PaxScan flat-panels are available in a variety of sizes and configurations and have been incorporated into systems for orthopedic, gastrointestinal, dental, veterinary, radiographic, fluoroscopic, and cone-beam CT (volumetric) imaging.

**Medrad**
In CT, the company plans to talk about enhancements to its Stellant D CT injection system. The technology will automatically prescribe injection protocols by factoring in such specifics as a patient’s body weight, contrast concentration and scan duration. Called SmartFlow, the system offers a host of other options, all designed to improve results and efficiency. For MRI, Medrad’s 3T Prostate eCoil is matched with GE’s Signa3T MR scanners and is designed to produce accurate images of the prostate, leading the way to efficiently targeted radiation therapy. Generally, the anticipated results are a narrowly specific view, high spatial resolution and sensitivity.

**C&G Technologies**
Looking for an economical solution for your CT Scanner needs? If so, C&G Technologies should be your next call. Come see us at RSNA where we will be showcasing our refurbished GE Lightspeed and Toshiba Aquilion 16 slice scanners.

**Metropolis International**
Metropolis International LLC is a company that spans the globe in providing vendors, dealers and end users with quality pre-owned diagnostic imaging equipment. From C-arms to CT, Mammography and X-ray, Metropolis delivers the best equipment to buyers, treating dealers and hospitals with pride and respect that is second to none! Customers are accustomed to the expertise and products we provide.

**NovaRad**
NovaRad’s NovaPACS V6.5 is available now and will be a focus of the company’s exhibition. Enhancements include administration console tool features to allow for better reporting, information gathering and analysis. In addition, NovaRad will highlight the latest version of NovaScan, with the ability to create scanning profiles for multiple scanners. NovaScan supports film and double sided paper scanning from the same workstation.

**Blue Ridge Medical Imaging**
Whatever the customized solution a hospital, clinic or other health care facility requires, Blue Ridge Medical Imaging is among those companies with the expertise and ability to deal with

---

Rebuilding 3080 & 3085 Steris Surgical Tables

These tables can now be rebuilt very quickly and at less cost than before with our proprietary techniques. If your table has become loose or wobbly, call us to discuss your solutions.

H&S MEDICAL

Cost – $5,000 - $7,000*

with a 1-year warranty.

We pay shipping one way and you get our discount.

Continental USA service:

H&S Medical
800-508-7865
www.handsmedical.com

*In most cases
As most everyone knows, there’s no shortage of exciting places to go and amusing things to do in Chicago, the Mecca of the Midwest. Want culture? Try the Art Institute of Chicago, among the nation’s top galleries. The Field Museum is a must see too as is Shedd Aquarium, another nationally recognized example of its kind. Don’t miss the Navy Pier, an amalgam of shops, restaurants and amusements on a pier jutting out in Lake Michigan. Pleasant weather, if available, would be particularly appropriate for this adventure.

Among Chicago’s most revered activities—besides rooting for the beloved Cubs and da Bears—is dining out. Whether it’s deep-dish pizza or a unique “Chicago” hot dog, the array of options is overwhelming. So is the number of restaurants, helmed by some of the most celebrated chefs in America, where food is an art form, dining’s a sensory experience and waiters require resuscitation if they drop a fork or mix up entrees. Zagat’s 2007 rates these five as Chicago’s best: Charlie Trotter’s (American). Tru (French), Frontera Grill (Mexican), Wildfire (American) and Morton’s (steakhouse).

As one of the most passionate sports towns in America, it’s not surprising that Chicago is home to the eponymous named Mike Ditka’s and Harry Carey’s, top notch establishments filled with sports memorabilia and solid, top-shelf mainly American comfort food. If you’re in the mood for a late night trip back in time, try Ed Debevic’s, a rollicking, bawdy diner where the staff looks like they stepped out of a scene from “Happy Days.”

In that vein, Chicago’s reputation as a town that’s nurtured American Blues is well deserved. Buddy Guy’s lounge and the House of Blues are the marquee names, but there’s a laundry list of joints offering up cold beer and hot music. To learn more: www.centerstage.net, www.chicagoreader.com, www.metromix.com.

Michigan Avenue’s Magnificent Mile is home to many of America’s great retail names, Tiffany’s and Cartier, for example. To stroll on the Avenue some sunny afternoon is reason enough to steal a couple of hours away from the conference. And as long as you’re in the neighborhood, head to Water Tower Place, home to more than 100 of America’s top shelf retailers.

A final word about taxicabs: Chicago’s got plenty of them. As for fares, you can expect to pay about $8-9 for a trip of two miles for two people. There’s an initial drop charge, a per-mile rate and an additional charge for extra passengers.

For RSNA Attendees, Chicago’s Just What the Doctor Ordered

“I give you Chicago. It is not London and Harvard. It is not Paris and buttermilk. It is American in every chitling and sparerib. It is alive from snout to tail.”

H. L. Mencken

Among Chicago’s most revered activities—besides rooting for the beloved Cubs and da Bears—is dining out. Whether it’s deep-dish pizza or a unique “Chicago” hot dog, the array of options is overwhelming. So is the number of restaurants, helmed by some of the most celebrated chefs in America, where food is an art form, dining’s a sensory experience and waiters require resuscitation if they drop a fork or mix up entrees.

Toddlin’ Around Town
Visitors to Chicago can’t help but notice the Sears Tower, America’s tallest building (to date), boasting its “sky high” view. The Navy Pier is another worthwhile edifice and the entire city boasts some true architectural wonders. Neighborhoods worth touring include Old Towne, Lincoln Park, Lakeview and the corner of Rush and Division, where many bars cater to both residents and tourists in search of laughs and camaraderie.

In that vein, Chicago’s reputation as a town that’s nurtured American Blues is well deserved. Buddy Guy’s lounge and the House of Blues are the marquee names, but there’s a laundry list of joints offering up cold beer and hot music. To learn more: www.centerstage.net, www.chicagoreader.com, www.metromix.com.

Michigan Avenue’s Magnificent Mile is home to many of America’s great retail names, Tiffany’s and Cartier, for example. To stroll on the Avenue some sunny afternoon is reason enough to steal a couple of hours away from the conference. And as long as you’re in the neighborhood, head to Water Tower Place, home to more than 100 of America’s top shelf retailers.

A final word about taxicabs: Chicago’s got plenty of them. As for fares, you can expect to pay about $8-9 for a trip of two miles for two people. There’s an initial drop charge, a per-mile rate and an additional charge for extra passengers.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Location</th>
<th>Booth #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Imaging Technologies</td>
<td>South Building - Hall A</td>
<td>2179</td>
</tr>
<tr>
<td>Advanced Instrument Development, Inc</td>
<td>South Building - Hall A</td>
<td>1608</td>
</tr>
<tr>
<td>AFC Industries, Inc</td>
<td>South Building - Hall A</td>
<td>1704</td>
</tr>
<tr>
<td>AFP Imaging Corp</td>
<td>North Building - Hall B</td>
<td>6562</td>
</tr>
<tr>
<td>Agfa HealthCare, Agfa Corp</td>
<td>South Building - Hall A</td>
<td>4106</td>
</tr>
<tr>
<td>Aloka Ultrasound</td>
<td>North Building - Hall B</td>
<td>6454</td>
</tr>
<tr>
<td>Alpha Medical Group</td>
<td>South Building - Hall A</td>
<td>3950</td>
</tr>
<tr>
<td>American Medical Sales, Inc</td>
<td>South Building - Hall A</td>
<td>2503</td>
</tr>
<tr>
<td>AMICAS, Inc</td>
<td>South Building - Hall A</td>
<td>5411</td>
</tr>
<tr>
<td>Ampronix, Inc</td>
<td>South Building - Hall B</td>
<td>6374</td>
</tr>
<tr>
<td>Analogic Corp</td>
<td>South Building - Hall A</td>
<td>2579</td>
</tr>
<tr>
<td>ART Advanced Research Technologies Inc</td>
<td>South Building - Hall A</td>
<td>4074</td>
</tr>
<tr>
<td>Art Research Institute</td>
<td>South Building - Hall A</td>
<td>4204</td>
</tr>
<tr>
<td>Ashva Technologies Limited</td>
<td>North Building - Hall B</td>
<td>6359</td>
</tr>
<tr>
<td>Atlantis Worldwide, LLC</td>
<td>South Building - Hall A</td>
<td>2309</td>
</tr>
<tr>
<td>Axess Ultrasound (TriMedX)</td>
<td>South Building - Hall A</td>
<td>3592</td>
</tr>
<tr>
<td>Barco, Inc</td>
<td>South Building - Hall B</td>
<td>4714</td>
</tr>
<tr>
<td>Bard Biopsy Systems</td>
<td>North Building - Hall B</td>
<td>7908</td>
</tr>
<tr>
<td>Barrington Medical Imaging</td>
<td>South Building - Hall A</td>
<td>5337</td>
</tr>
<tr>
<td>Bayer HealthCare</td>
<td>South Building - Hall A</td>
<td>3342</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>South Building - Hall A</td>
<td>3342</td>
</tr>
<tr>
<td>Bracco</td>
<td>South Building - Hall A</td>
<td>2729</td>
</tr>
<tr>
<td>BrainLAB AG</td>
<td>South Building - Hall A</td>
<td>3392</td>
</tr>
<tr>
<td>BRTI Systems</td>
<td>South Building - Hall A</td>
<td>3503</td>
</tr>
<tr>
<td>Broadcast Corp</td>
<td>South Building - Hall A</td>
<td>3129</td>
</tr>
<tr>
<td>C &amp; G Technologies, Inc</td>
<td>North Building - Hall B</td>
<td>6762</td>
</tr>
<tr>
<td>CAD Sciences</td>
<td>South Building - Hall A</td>
<td>2991</td>
</tr>
<tr>
<td>CareFirst Healthcare Finance Group</td>
<td>South Building - Hall A</td>
<td>3972</td>
</tr>
<tr>
<td>Caltech Mobile Solutions, Inc</td>
<td>North Building - Hall B</td>
<td>8914</td>
</tr>
<tr>
<td>Capintec, Inc</td>
<td>South Building - Hall A</td>
<td>3117</td>
</tr>
<tr>
<td>Cardinal Health</td>
<td>South Building - Hall A</td>
<td>5719</td>
</tr>
<tr>
<td>Carestream Health, Inc</td>
<td>South Building - Hall A</td>
<td>2513</td>
</tr>
<tr>
<td>CFI Medical Solutions</td>
<td>South Building - Hall A</td>
<td>1406</td>
</tr>
<tr>
<td>Charlotte Radiology</td>
<td>South Building - Hall A</td>
<td>5913</td>
</tr>
<tr>
<td>CHISON Medical Imaging Co, Ltd</td>
<td>South Building - Hall A</td>
<td>4375</td>
</tr>
<tr>
<td>CTF Healthcare</td>
<td>North Building - Hall B</td>
<td>7608</td>
</tr>
<tr>
<td>Citicure</td>
<td>North Building - Hall B</td>
<td>6937</td>
</tr>
<tr>
<td>Claymount</td>
<td>South Building - Hall A</td>
<td>2304</td>
</tr>
<tr>
<td>CMT Medical Technologies, Ltd</td>
<td>South Building - Hall A</td>
<td>1917</td>
</tr>
<tr>
<td>Comed Medical Systems Co, Ltd</td>
<td>North Building - Hall B</td>
<td>8555</td>
</tr>
<tr>
<td>Communications &amp; Power Industries (CPI)</td>
<td>South Building - Hall A</td>
<td>1912</td>
</tr>
<tr>
<td>Complete Medical Services</td>
<td>South Building - Hall A</td>
<td>5835</td>
</tr>
<tr>
<td>ComposiFlex, Inc</td>
<td>North Building - Hall B</td>
<td>7111</td>
</tr>
<tr>
<td>Confirma</td>
<td>North Building - Hall B</td>
<td>7950</td>
</tr>
<tr>
<td>ContessaVision AB/Sharpview AB</td>
<td>North Building - Hall B</td>
<td>6559</td>
</tr>
<tr>
<td>Control Research, Inc</td>
<td>South Building - Hall A</td>
<td>1165</td>
</tr>
<tr>
<td>Control-X Medical, Inc</td>
<td>South Building - Hall A</td>
<td>2900</td>
</tr>
<tr>
<td>Cool pair Plus</td>
<td>South Building - Hall A</td>
<td>3275</td>
</tr>
<tr>
<td>DALSACorp</td>
<td>North Building - Hall B</td>
<td>8734</td>
</tr>
<tr>
<td>Data Distributing</td>
<td>South Building - Hall A</td>
<td>3915</td>
</tr>
<tr>
<td>Digitec Medical</td>
<td>South Building - Hall A</td>
<td>5836</td>
</tr>
<tr>
<td>Dimplux Thermal Solutions</td>
<td>South Building - Hall A</td>
<td>3189</td>
</tr>
<tr>
<td>DMS Health Group</td>
<td>North Building - Hall B</td>
<td>6730</td>
</tr>
<tr>
<td>DOTmed.com</td>
<td>North Building - Hall B</td>
<td>8101</td>
</tr>
<tr>
<td>DRK Systems, Inc</td>
<td>South Building - Hall A</td>
<td>2165</td>
</tr>
<tr>
<td>DRGEM</td>
<td>North Building - Hall B</td>
<td>8555</td>
</tr>
<tr>
<td>Dynamic Imaging, LLC</td>
<td>South Building - Hall A</td>
<td>4765</td>
</tr>
<tr>
<td>echelon</td>
<td>South Building - Hall A</td>
<td>1020</td>
</tr>
<tr>
<td>Eclipsys Corp</td>
<td>North Building - Hall B</td>
<td>6959</td>
</tr>
<tr>
<td>ECRI Institute</td>
<td>South Building - Hall A</td>
<td>1053</td>
</tr>
<tr>
<td>EMD Technologies</td>
<td>South Building - Hall A</td>
<td>3142</td>
</tr>
<tr>
<td>Emory Night and Day</td>
<td>South Building - Hall A</td>
<td>5175</td>
</tr>
<tr>
<td>Esaote SPA</td>
<td>South Building - Hall A</td>
<td>3339</td>
</tr>
<tr>
<td>ETIAM</td>
<td>North Building - Hall B</td>
<td>7510</td>
</tr>
<tr>
<td>ElS-Lindgren</td>
<td>South Building - Hall A</td>
<td>1783</td>
</tr>
<tr>
<td>Everex Pty Ltd</td>
<td>North Building - Hall B</td>
<td>8303</td>
</tr>
<tr>
<td>Evolved Digital Solutions</td>
<td>South Building - Hall A</td>
<td>2957</td>
</tr>
<tr>
<td>Exalibur Group LLC</td>
<td>South Building - Hall A</td>
<td>5521</td>
</tr>
<tr>
<td>Focal Medical</td>
<td>North Building - Hall B</td>
<td>6927</td>
</tr>
<tr>
<td>Fluke Biomedical</td>
<td>North Building - Hall B</td>
<td>7753</td>
</tr>
<tr>
<td>FONAR Corp</td>
<td>North Building - Hall B</td>
<td>8531</td>
</tr>
<tr>
<td>Foresight Imaging</td>
<td>South Building - Hall A</td>
<td>1129</td>
</tr>
<tr>
<td>FUJIFILM Medical Systems</td>
<td>South Building - Hall A</td>
<td>1729</td>
</tr>
<tr>
<td>USA, Inc</td>
<td>South Building - Hall A</td>
<td>5450</td>
</tr>
<tr>
<td>GE Healthcare</td>
<td>North Building - Hall B</td>
<td>8703</td>
</tr>
<tr>
<td>Geisinger Health System</td>
<td>South Building - Hall A</td>
<td>2303</td>
</tr>
<tr>
<td>Genesis Medical Imaging, Inc</td>
<td>South Building - Hall A</td>
<td>5304</td>
</tr>
<tr>
<td>GF Mann Agency, Ltd</td>
<td>South Building - Hall A</td>
<td>2203</td>
</tr>
<tr>
<td>Healthcare Informatics</td>
<td>South Building - Hall A</td>
<td>5175</td>
</tr>
<tr>
<td>Hitachi Medical Corp</td>
<td>South Building - Hall A</td>
<td>1144</td>
</tr>
</tbody>
</table>

**Pre-owned Diagnostic Imaging Equipment at Wholesale Prices.**

- Mammography
- Mobile C-Arms
- Portable X-ray
- Ultrasound
- Radiographic Rooms
- Computed Tomography
- Laser Imagers
- Computed Radiography

**Visit us at Booth #1032**

**RSTI Spans the Globe**

800-229-7784
sales@rsti-training.com
www.rsti-training.com

**DOTmed Users Exhibiting at RSNA**

**DOTmedbusinessnews | NOVEMBER 2007 | www.dotmed.com**
Go With The Imaging Parts Leader.

Every part is critical. That’s why we test our parts for quality. And stock over $25 million in inventory.

ReMedPar — the world’s largest independent medical imaging parts provider...for all the right reasons:

- Quality Assurance Testing (47 QA Bays)
- New System Sales
- 24/7 Technical Support

Parts in-stock for your brand:
- GE, OEC, Philips, Siemens, Toshiba, Lorad, Acuson, ADAC

Parts in-stock for your modality:
- MRI, CT, C-arms, Mammo, X-ray, Cath/Vascular, Portable, Nuclear, NEW! Ultrasound

ReMedPar
Reliable Medical Parts
Tested and Proven — for Value.

101 Old Stone Bridge, Goodlettsville, TN 37072 • Email: rmpsales@remedpar.com
800-624-3994 • www.remedpar.com
virtually all problems. Blue Ridge is particularly adept at finding replacement parts for older systems as well as offering help for equipment upgrades and deinstallations.

**Varian – Interay**

Varian Interay is a manufacturer of quality diagnostic X-Ray and CT tubes and is a wholly owned subsidiary of Varian Medical Systems, the world’s largest independent manufacturer of X-Ray tubes. Varian Interay products are distributed through a wide network of dealers, distributors, and equipment manufacturers and are manufactured under an ISO 9002 quality system. By supplying innovative products, applications support, emergency shipping, and quality manufacturing, Varian Interay remains a leading supplier of quality X-Ray tubes worldwide.

**NightHawk Radiology Services**

The company’s proprietary technology is designed to solve workflow problems for radiology labs. Called Talon, the new workflow technology service features intelligent image-distribution that sends images to and creates worklists for physicians in a secure mode. Using the internet, the system integrates into existing practices, allowing radiologists to better track the number of studies as well as the evaluation of staffing levels.

**Neurologica**

NeuroLogica Corp. develops, manufactures and markets innovative medical imaging equipment for healthcare facilities and private practices worldwide. Combining portability with state of the art image detail, the CereTom(r) portable CT scanner delivers effective, reliable and flexible CT imaging at the ED, OR, ICU, NICU or any location a scan is required.

**Agfa Healthcare**

Agfa HealthCare is highlighting its solutions in radiology imaging and imaging informatics and launching a new set of IMPAX suites, as well as a new line-up of workflow solutions supported by expert services. For radiology, Imaging Agfa is launching the Drystar AXYS, the first commercial table top full size imager with mammography capability. Also for radiology is a new CR NX.2 operating system and MUSICa2 processing algorithm for greater detail visibility and improved workflow.

**Hologic**

Hologic, Inc., a provider of state-of-the-art diagnostic and digital imaging systems for women’s imaging and skeletal health, will be one of the largest exhibitors at RSNA. With the recent acquisition of BioLucent and the completion of the merger with Cytyc this October, Hologic will have more than doubled in size in 12 months.

Post Cytyc merger, Hologic is among the leaders in nine technology areas serving women’s health, including breast cancer diagnosis and treatment, cervical cancer screening, prenatal testing, and osteoporosis detection. Also on display: the MammoSite®, targeted radiation therapy.
The Standard of Quality In A Name You Can Trust

Fully Refurbished GE and Toshiba
Single or Multi-Slice CT Systems

Brand new CT Consumable Replacement
Parts Including Power/Signal Brushes
and Abrasive Ring Cleaners

High Quality, Fully Tested Used Parts
Installations and De-Installations
CT Mobile Rentals and Sales
Service 24/7/365

Experience You Can Count On!
www.cgtscan.com
877-CGT-SCAN
(248-7226)
Hospitals appear to be winning the battle for imaging business as many independent centers either close or merge with similarly ailing partners.

Declining revenue, principally a result of reimbursement reductions imposed by DRA, is the primary culprit. But the industry—and that includes mobile imaging vendors—is also under pressure from a host of other interrelated economic issues, making the ride on this healthcare superhighway more of a stop and go experience than a pedal to the medal cruise.

Through what some believe was skillful lobbying plus a combination of factors like demand, technology and marketing prowess, there’s no question the independent centers are on the short end of the DRA stick. Turnabout may be fair play, however, as talk making the rounds speculates that another round of DRA legislation may pare reimbursements to hospitals in a more equitable fashion.

Meanwhile, sitting squarely in the middle of the grab for market share between hospitals and centers are mobile imaging rental operations.

Whether a high volume, route operation like Alliance Imaging, InSight Health, and DMS or an interim provider such as Remedy Medical Systems, Magna Serve or Shared Imaging, all companies in this particular segment of the medical equipment business find themselves in various states of flux.

Adding to the occasional gridlock, spillover vibrations from the OEM’s skidding sales of imaging equipment, which one industry veteran characterized as being “on life support.” Many observers of the medical equipment business believe that the continued constriction of the independent imaging centers, at the hands of DRA, is the primary reason for those sales declines.

It would be wrong, however, to necessarily equate a rapidly evolving rental marketplace with rock bottom business conditions. There’s always a silver lining for some in even the grimmest market conditions. For a few mobile companies, in fact, it’s been a time of huge opportunity. And blaming the market’s overall health solely on DRA is a mistake too.

**Hospitals weathering the storm**

For example, most hospitals appear to be weathering the DRA storm in better shape than independent centers. Meanwhile companies like Alliance and InSight, which mainly service those institutions, are coming off weak quarterly earnings, with Insight’s parent, InSight Health Service Holdings Corp., recently having attained agreement in US Bankruptcy Court in Delaware of an order approving InSight’s pre-packaged plan to lead it out of Chapter 11. Essentially, Insight turned its creditors into stockholders and then borrowed an additional $15 million.

Based in Lake Forest, CA, Insight has 109 fixed sites and 1,087 mobile facilities in 30 states. Alliance, meanwhile, has 484 imaging systems—318 MRI, the remainder PET or PET/CT—serving...
over 1,000 clients in 43 states. Both companies cite the negative impact from reductions in Medicare reimbursement, effective January 1, 2007, as being a principle cause behind weaker earnings.

Exactly why such a conundrum exists is a matter of much debate within the mobile imaging community. One school of thought suggests that when the mobile business exploded 15-20 years ago, some companies began investing heavily in new equipment, assuming significant amounts of debt to fund capital outlays. As conditions have changed and revenue has declined, debt service has become an issue, particularly in the current credit market. In addition, management issues exist at large companies that aren’t relevant to smaller, nimbler operators.

Industry estimates suggest that the route business now consists of no more than 500 or so routes, even though there are well over 5,000 hospitals in the US, and, until constriction set in, a like amount of imaging centers. What’s happened, however, is that the hospitals bought their own equipment, aggressively lured customers away from the imaging centers leaving the mobile renters with fewer opportunities.

None of this however is news to Alliance CEO Paul Viviano whose company has been reminding Wall Street since late 2001 that the mobile business has been on a downward glide since late 2001.

“We’ve been providing guidance that mobile rental has been declining by 6-8 percent annually,” he says. He explained that as the demand for scans grew (approximately 10-12 percent annually) hospitals that once rented were instead able to justify outright purchases of what they once rented. And Viviano warns that in a business with so many nuances and influences, future growth rates will be heavily determined by health plans, Medicare and cost sharing. Alliance’s strategy, in part, to offset mobile declines has been to open 75 PET/CT fixed sites in recent years.

Agility key to competing

Proving advantageous to small and mid-sized mobile companies is their innate ability to be creative, quickly responding to changeable market conditions. Whereas the large, route reliant companies have run a business model that favors long term contracts and fixed schedules of service, the rest of the pack is more agile. Explained one executive, “we can take nibbles out of the market and do well while the large companies have to take big chunks to make the numbers work.”

Adds MagnaServ’s CEO Len Spooner, “Our approach is to go in asking, what do you need? How can we make this work?”

Moreover, since relationships are still such an integral part of the business, Ray Stachowiak, president, Shared Imaging,
Streamwood, IL, reminds that “trust and a desire to ensure that the clients are happy” often goes a long way toward determining which company wins the business. Shared Imaging, incidentally, has 55 1.5 MRI systems, all purchased within the past six years, in its portfolio. Combine that state of the art technology with an emphasis on one on one relationships and what emerges is an apparent distinct advantage for companies like Shared Imaging and some of its peers.

Another long time industry executive, John Vartanian, vice president Medical Imaging Resources, Ann Arbor, MI, points out that the underlying need for mobile imaging rentals hasn’t changed. “In the beginning the market took off because there was a need for equipment as a result of the demand for the new diagnostic services.” Indeed such diagnostic demand still persists, though the economics of the business have changed dramatically.

While the picture appears brighter for the mid-line rental company, that doesn’t mean they’re not without worries. Among them: what happens to healthcare legislation when there’s a change in the White House in 2008? Prevailing opinion suggests that whatever the administration, how the public and private sectors mesh will inevitably have consequences, uncertain though they may be. Another looming question, will the larger operations either go on an acquisition spree or simply try and play hardball and force more of the mid-sized companies from the business? Said one president of a mid-sized company, “all of us are like deer caught in the headlights.”

One fact that is crystal clear about the current market-place: the central role that marketing plays, as practiced by the hospitals, independent imaging centers and the mobile providers themselves.

Says Michael Holzberg, president, Remedy Medical Systems, Phoenix, AZ, “DRA is making everyone market harder. Hospitals and centers want to boost revenue through their volume of scans while the mobile providers are establishing brand awareness and credibility.” However, he says that while branding “gets you through the gatekeeper, winning the business still comes from relationships.”

Other factors driving the business.
“Maybe a hospital or center needs to temporarily supplement their capabilities or perhaps an existing piece of equipment has had a catastrophic failure,” says Rick Stockton, president, Atlas Medical Technologies, Ontario, CA. “And some facilities rent mobile units as a way to test the market before diving in with a purchase,” he says. “The ability to test drive a multimillion dollar machine is a big boon to the rental business.”

That’s a thought endorsed by Ketan Shah, Philips Medical’s Senior Manager, Mobile Enterprises. “Leasing capital equipment has become very popular,” he says, adding that in addition to lower payments, the flexibility that mobile provides is an effective chip in the effort to manage every last dollar. Then too, budgetary constraints have forced many hospitals to band together and share mobile equipment. The benefit, says Shah, “is that more facilities have access to the latest

THE ULTIMATE COMPLIMENT
“It Looks Just Like New” • “I Thought It Was New” • “WOW!, This is Nice!”

A super satisfied customer is what we strive for, and quotes like these make it all worth while. We've redefined the term “Value Added” – and we do it for one-third the price of new!

If your mobile needs a make-over, or you have a special project in mind, we want to talk to you. Give us a call! You won't regret it.

Mobiles for Sale, Rent, or Trade
CT trailers our specialty
Also: MRI, PET, PET/CT & Nuclear
Refurbished and reconfigured

Refurbishing/Painting
Complete interior-exterior work
Mechanical, brakes, DOT certification
Large Vehicle Painting

KING Equipment Services, Inc.
“Where refurbished equipment shines.”
BUY • SELL • TRADE • STORE • CONSIGN

847-625-6280 • 205 Old Skokie Road, Waukegan, IL 60085
kesinc@usa.net • www.kingequipmentservices.com
high tech machinery, meaning patients get the advantage of state of the art diagnostic capabilities.”

State of the art is particularly relevant to a hospital or center’s decision to rent rather than buy. “These are full service machines with nothing sacrificed in terms of capabilities,” says Paul Zahn, Director of Sales and Marketing, Mobile MedTech, Cottage Grove, WI.

While many mobile rental companies take delivery and then lease out new equipment, most also lease out refurbished units, which brings down the costs for hospitals and imaging centers. But again, there’s no loss of performance. “Refurbishing the imaging equipment itself entails the same protocols used when refurbishing fixed-site units,” says George Fowler, COO, Altair Imaging, Ontario, CA.

What also stands out about this particular business is how closely all the players are tied to each other. On the one hand, companies are often in competition for the same piece of business while at the very same time they’re wearing interchangeable hats of vendor and supplier. In many cases, they pass leads to each other when for whatever reason one can’t handle a certain piece of business but another one can.

“It’s very incestuous,” says Remedy’s Holzberg. “Two of my biggest competitors are also two of my biggest suppliers and sometimes even my biggest customer.” Remember, he says, the equipment is a commodity and that’s all that really counts.

What’s it Take?

What then does it take to prosper in the mobile business? Agility, sterling customer service and marketing savvy, especially the kind geared to the internet, where more hospitals do more research about medical equipment than anywhere else.

DOTmed.com, publisher of this magazine, knows that full well. In the last four years, the number of inquiries posted to DOTmed’s website about renting and leasing equipment has grown by about 40 percent. In part, the web component “Rental Central” was created in response to that demand since at any given time, nearly 100 pieces of mobile related equipment is available on DOTmed.com.

So to get into the passing lane and beat the stop and go pattern of mobile traffic, look to the digital age for customers and then apply old-fashioned human values to your business transactions.

3000 Magnet Customers Per Year
Trust Oxford Instruments

For emergency and routine service, trust the service organization that manufacturers turn to

- De-icing
- Magnet quench recovery
- Helium leak diagnosis and repair
- Complete cold head and compressor support

Regional Support for all Major MRI Types
- Complete 10K and 4K Magnet Service
- Full line of 10K Compressor and Cold head parts and Service
- Cryofarm, Mobile MRI Storage and Cryogen Support
- 24 Hour Technical Support - we’re ready to help

Magnet experts focusing exclusively on cold head service
- Largest independent service organization
- Quality, reliability and fast response guaranteed
- Regional GPS monitored service vehicles
- Multiple distribution centers
- Extensive stock of exchange components and spare parts

The leading manufacturer of superconducting wire and the source for many of the world’s high field and MRI magnets for over 40 years.

Oxford Instruments - the name inside the magnet.

For more information call: +1 732 850 9300 or email: proserve@oxinst.com
www.oxford-instruments.com/proserve

The Business of Science™
### DOTmed Registered Mobile Equipment Rental/Service Providers

For convenient links to these companies’ DOTmed Services Directory listings, go to www.dotmed.com and enter [DM 4932]

*Names in boldface are Premium Listings.*

<table>
<thead>
<tr>
<th>Name</th>
<th>Company – Domestic</th>
<th>City</th>
<th>State</th>
<th>Certified</th>
<th>DM100</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Fower</td>
<td>Altair Imaging, LLC</td>
<td>Anaheim</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rick Stockton</td>
<td>Atlas Medical Technologies</td>
<td>Ontario</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bill Blackford</td>
<td>CTronics</td>
<td>Stockton</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don Salyer</td>
<td>InSight Health Corp.</td>
<td>Lake Forest</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hap Burnett</td>
<td>Pyramid Medical</td>
<td>Los Alamitos</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Griselda C obedio</td>
<td>St. Germain Mobile Imaging</td>
<td>Lancaster</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bruce Smith</td>
<td>Sonora Medical Systems</td>
<td>Longmont</td>
<td>CO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Derrell McCrery</td>
<td>Choice Medical Systems Inc</td>
<td>St. Petersburg</td>
<td>FL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daniel Pereira</td>
<td>Hospital Plant, Inc.</td>
<td>Sao Paulo</td>
<td>FL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Len Spooner/Michael Jasinski</td>
<td>MagnaServ</td>
<td>Stuart</td>
<td>FL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dennis Giuzio</td>
<td>Mobile Radiology, Inc.</td>
<td>Ft. Lauderdale</td>
<td>FL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rick Haynes</td>
<td>Spoonbill Capital, Inc.</td>
<td>Norcross</td>
<td>GA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ramana Annamraju</td>
<td>PACS Medical technologies LLC</td>
<td>Dalton</td>
<td>GA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dwayne Bledsoe</td>
<td>THE, Technological Horizons Enterprises</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dave Johnson</td>
<td>Genesis Mobile Partners</td>
<td>Huntley</td>
<td>IL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William King</td>
<td>KING Equipment Services, Inc</td>
<td>Waukegan</td>
<td>IL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Froemke</td>
<td>MMI</td>
<td>Vernon Hills</td>
<td>IL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michael Hardesty</td>
<td>Calutech Mobile Solutions</td>
<td>Hammond</td>
<td>IN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greg Kramer</td>
<td>C&amp;G Technologies, Inc.</td>
<td>Jeffersonville</td>
<td>IN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>David Pac</td>
<td>MidAtlantic Medical Technologies, Inc.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Vartanian/Jeff Rogers</td>
<td>Medical Imaging Resources, Inc.</td>
<td>Ann Arbor</td>
<td>MI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>David Salvadorini</td>
<td>SCI</td>
<td>Lexington</td>
<td>NC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marshall Shannon</td>
<td>Image Technology Consulting, LLC</td>
<td>DeSoto</td>
<td>TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paul Zahn</td>
<td>Mobile MedTech</td>
<td>Cottage Grove</td>
<td>WI</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Name**
- Gustavo Volpi
- Lars Braun Nielsen
- Michael Friebe
- Diaa Alhindaoui

**Company – International**
- Flecha Sistemas Medicos
- Epoka Medic Mission A/S
- TOMOVATION GmbH
- M&TEC GROUP

<table>
<thead>
<tr>
<th>Name</th>
<th>Company – International</th>
<th>City</th>
<th>Country</th>
<th>Certified</th>
<th>DM100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gustavo Volpi</td>
<td>Flecha Sistemas Medicos</td>
<td>Parana</td>
<td>Argentina</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lars Braun Nielsen</td>
<td>Epoka Medic Mission A/S</td>
<td>Pandrup</td>
<td>Denmark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michael Friebe</td>
<td>TOMOVATION GmbH</td>
<td>Castrop Rauxel</td>
<td>Germany</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diaa Alhindaoui</td>
<td>M&amp;TEC GROUP</td>
<td>Damascus</td>
<td>Syria</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**We do it better...worldwide.**

Our reputation for integrity is unequaled. Our professionalism is unsurpassed.

- Top quality, fully refurbished CT systems
- Turnkey projects & installations worldwide
- Full line of spare parts
- X-ray tubes
- Full service contracts
- Experienced factory trained engineers
- Over 150 systems under direct service in: U.S., Europe, South America, Cyprus, Israel, Ukraine, Far East and Africa

You’ll save on diagnostic equipment and service costs because we do it better... worldwide.

---

ElsMed Ltd. Medical Systems  
6 Hamachtesh Street, Holon, Israel 58810  
Tel: 972-3-559-4539, Fax: 972-3-559-9858

Relaxation inc. Medical Systems  
14280 Carlson Circle, Tampa, FL 33626  
Tel: 813-925-1314, Fax: 813-925-1724

www.elsmed.com
**MARQUIS MEDICAL**
A PET Service Provider

**Specializing In**
Siemens PET and PET/CT

**Have a PET already?**
Marquis offers a cost effective and reliable alternative to OEM service & parts.

**Adding PET to your practice?**
Marquis provides affordable pre-owned systems, installation services, and leasing options.

Maintenance Agreements • Installation Services • ACR Accreditation Support
Parts • Sales • 24X7 On-site and Help Desk • OEM Trained Engineers
Remote Diagnostics • Nationwide Coverage • Technical and Applications Support

Phone toll free: **1-866-645-7457**

Email: info@marquismedical.net
Service: (866) 645-7457 • Fax: (225) 612-3986

---

**mobile MedTech**

15+ years of experience in maintaining & transporting Medical CT, MRI & PET/CT coaches.

- TRANSPORTATION
- TRAILER REPAIR
- TRAILER MAINTENANCE OPTIONS
  - FULL SERVICE TRAILER MAINTENANCE CONTRACT
  - PREVENTIVE MAINTENANCE TRAILER CONTRACT
  - PARTS AND LABOR
- MEDICAL COACH STORAGE
- INSTALLATION/ DEINSTALLATION
- RECONDITIONING
- PARTS (online store)

1133 31st Ave
Council Bluffs, IA 51501
P 888.469.1998 | F 608.839.9408

www.mobileMedTech.net

209 Limestone Pass
Cottage Grove, WI 53527
P 888.469.1998 | F 608.839.9408
Radiographic, Radiographic/Fluoroscopic Sales and Service Companies

We help you sort out all your different choices.
By Joan Trombetti and Robert Garment

Radiographic and radiographic/fluoroscopic equipment, (commonly referred to as Rad and R/F rooms), all begin with an X-ray source to initiate the imaging, and offers the buyer a great number of options. First, there are many different models – from busy little portable X-ray machines to heavy-duty Remote R/F rooms – there are many OEMs, the choice between film, computed radiology (CR) or direct radiology (DR), then top that off with whether to buy new, re-manufactured, or refurbished, and you have a great deal to consider.

Estimates of the growth rate for Rad and R/F equipment is predicted to be a healthy six percent annually over the next three years.

While radiology continues to go digital, many doctors still prefer to hold a piece of film in their hands.

Digital radiology (DR) vs. computed radiology (CR) vs. film

One of the biggest topics in Rad and R/F room technology is DR and CR, and how long film will hang on. Some people said five years ago film would be gone in five years – and now they’re saying it again. Others say film will be
It basically comes down to economics – can a facility afford a brand new DR Rad room, when a film-based system can be had for a fraction of the price? But it’s not quite that simple. The other part of the equation is the cost saving on film and processing with a CR or DR system. How do you calculate how long will it take for the initial larger investment in digital be recouped? That’s usually a function of thru-put. A busy hospital Rad room could reach break-even in two to four years with a DR system; your average doctor’s office might never see that benefit.

Then there are a number radiologists who simply prefer film over a computer monitor. Here’s a good analogy: everyone loves the no-film cost and instant gratification of their digital camera, but most of us still really enjoy the look and feel of a 4x6 inch print in our hands.

CR – the transitional step from film to total digital imaging

For the uninitiated, CR basically replaces the film in the cassette or bucky with a digital imaging plate. Unlike DR, which instantly sends the image a workstation, the CR plate has to be pulled out and walked over to a reader to acquire the image.

For many facilities, converting a machine to CR is an affordable step before going to DR. The increasing adoption of PACS technology by healthcare facilities has helped make CR become very popular, and is making DR more attractive.

At one time, the DR market consisted mostly of large institutions like teaching hospitals and medical centers. Now DR is more and more frequently found in smaller facilities as well. Ultimately, the unseating of CR by DR seems likely. However, CR’s characteristic cassettes will be around for sometime because many still feel that CR is a solid stepping stone to digital technology.

How much does CR capability cost?

According to Mudi Ramesh, director of new business, Huestis Medical, Taunton, MA – a Rad and R/F remanufacturer – the cost to upgrade a film-based system to with a new
CR system, “can start around $30,000-$40,000 for the smaller, simpler units used in doctors’ offices and community hospitals. For a large hospital-based, multi-suite radiology department, the cost ranges from $100,000 to $150,000.”

On the other hand, used CR systems are much more affordable. They have been auctioned on DOTmed.com for between $10,000 to $50,000. Used DR Rad units are just coming on the market, and are being auctioned for prices ranging from $50,000 to $130,000.

Dale Allman, vice president, operations, for Horizon CSA, Troutman, NC—a service-only company that specializes in capitated risk programs—says when adding CR capability, “you want the CR brand that will work best with the Rad unit, laser printers and other equipment you have, and service counts, too. Some people will say image-wise, Fuji is better than Agfa is better than Kodak and vice-versa, but it’s not that simple; you need to look at all the angles to get the best fit.”

Ralph Frizzle, president of GECO, Largo, FL, states that on average “a hospital can save about 50% on refurbished Rad and R/F equipment. Frizzle believes that “reverse engineering and the right attitude are the ingredients that make a company successful. Factory-trained technicians are part of the mix, too. They can find solutions that improve the bottom-line in radiology equipment maintenance.” Frizzle added that GECO only carries Siemens, because, “by focusing on one major manufacturer, we’re able to produce the best product.”

**Getting more “mileage” out of the system**

Michael Bamgartner, president, Remesta Medical Corp., Knoxville, TN, echoes the advice of all the ISOs interviewed for this report when it comes to keeping a system running, “If you want to extend the life of your Rad or R/F equipment and avoid downtime, it’s essential to have regular PMs performed by a competent service company. All the dust from linens and bedding in a hospital will clog the fans and filters of the cooling system in no time. I recommend two PMs a year,” Bamgartner said. “Anything less and you’re asking for trouble.”

**Buying refurbished or remanufactured equipment – deal or no deal?**

Rad and R/F units are one class of imaging equipment that can be successfully remanufactured, as well as refurbished. The OEMs out-source many of the components they use, and these are available to the ISOs.

While incorporating the same digital imaging technology as new systems, remanufactured Rad and R/F units can cost half as much as a new
A reputation you can trust, people you can count on.

**Barrington Medical Imaging, LLC**

- MRI SYSTEMS
- CT SCANNERS
- PARTS AND SERVICE

Barrington Medical Imaging, LLC provides *total solutions* for imaging clients and specializes in the sales, service and support of refurbished Computed Tomography (CT, CAT), Magnetic Resonance Imaging (MRI) and Radiographic systems. We buy direct through our nationwide network, we do the labor and we GUARANTEE it.

1-800-757-5647

www.bmimed.com

Visit BMI at RSNA booth #5537
“If you want to extend the life of your Rad or R/F equipment and avoid downtime, it’s essential to have regular PMs performed by a competent service company.”

machine. Another factor to consider is that basic radiology has not changed much in the past 10 to 15 years, so a professionally refurbished or remanufactured X-ray system will operate at the same level as a new one if upgraded components are used. Therefore, if a hospital’s budget won’t accommodate a new machine, or the radiologists like to use plain film, remanufactured or refurbished equipment is an excellent alternative.

Terry Michel, president of Radiology Systems Engineering, Inc., Cherry Valley, CA, mainly sells new equipment because, “once a piece of equipment is refurbished, meaning a major teardown of the equipment, the manufacturer’s liability is gone, and the liability falls onto the company that did the refurbishing.” Before opening his own company, Michel worked for Siemens, and learned the correct way to refurbish. “You completely disassemble the machine, replace all damaged or questionable parts, and components prone to wear.” He feels there are too many companies that just slap some paint on a unit and claim it’s been refurbished. “This puts lives at risk and makes the industry look bad,” Michel says. He gives DOTmed credit for blacklisting those in the business who are known to deliver unreliable service. “It takes a strong company to blacklist people who are clients—and it speaks volumes for the integrity and reputation of DOTmed,” says Michel.

Maggie O’Mahoney, marketing and sales manager of Mobile X-Ray Solutions, Augusta, GA, specializes in the GE line of AMX machines. She recommends buying from a company that completely rebuilds their equipment. “The rebuilding process should begin with the complete disassembling of each unit, so that it can be rebuilt from the ground up. In addition to replacing components, O’Mahoney says, technicians “should perform a system calibration in full compliance with BRH standards.” O’Mahoney follows her own advice and says if you buy from companies like hers, you’ll get, “maximum perform-

---

**DOTmed FACTOID**

There are an average of more than 300 radiology systems and parts for sale on any given day on DOTmed.com

---

**GOT TUBES?**

**WE GOT TUBES, TOO.**

Call us for all your X-ray tube needs and get more than a quality replacement tube, get great savings too!

**STAT MEDICAL**

X-Ray Tubes, Inc.

124 Jedpark Place

Summerville, SC 29483

Ph: 843-285-STAT(7828)

TF: 800-883-STAT(7828)

Fax: 843-871-5680

sales@statmedicalxray.com

*We Tube You.*™

continued on page 43
**DOTmed Registered Rad and R/F Room Sales and Service Companies**

For convenient links to these companies’ DOTmed Services Directory listings, go to www.dotmed.com and enter [DM 4934]

*Names in boldface are Premium Listings.*

<table>
<thead>
<tr>
<th>Name</th>
<th>Company – Domestic</th>
<th>City</th>
<th>State</th>
<th>Certified</th>
<th>DM100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gus Antus</td>
<td>Ampro International, Ltd</td>
<td>Gilbert</td>
<td>AZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jaime Munoz</td>
<td>Jaco Medical Equipment, Inc.</td>
<td>San Diego</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ted Huss</td>
<td>Medical Imaging Resources</td>
<td>Cofax</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Terry Michel</td>
<td>Radiology Systems Engineering, Inc.</td>
<td>Cherry Valley</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>George Gyurtsak</td>
<td>Mediserve</td>
<td>Boca Raton</td>
<td>FL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Samuel Sandlin</td>
<td>A.M. X-Ray Service, Inc.</td>
<td>Miami</td>
<td>FL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ralph Frizzle</td>
<td>GEO</td>
<td>Largo</td>
<td>FL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jose Reda</td>
<td>General Medical Equipment</td>
<td>Davie</td>
<td>FL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maggie O’Mahoney</td>
<td>Mobile X-Ray Solutions, Inc.</td>
<td>Augusta</td>
<td>GA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robin West</td>
<td>Premier Imaging/Medical Systems, Inc.</td>
<td>Rome</td>
<td>GA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richard Gosco</td>
<td>HealthWare, Inc.</td>
<td>Oak Brook</td>
<td>IL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alfred M. Brown</td>
<td>Precision Medical Services, Inc.</td>
<td>Kankakee</td>
<td>IL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enrique Aguillon</td>
<td>Self Employed</td>
<td>Chicago</td>
<td>IL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mark Ardon</td>
<td>Omni Imaging Service</td>
<td>Abita Springs</td>
<td>LA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steve Walsh</td>
<td>Eastern Diagnostic Imaging, Inc.</td>
<td>Taunton</td>
<td>MA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mudi Ramesh</td>
<td>Huestis Medical Corporation</td>
<td>Taunton</td>
<td>MA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bob Gaw</td>
<td>PRN</td>
<td>Fall River</td>
<td>MA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wayne Horsman</td>
<td>Columbia Imaging, Inc.</td>
<td>Columbia</td>
<td>MD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>James Surra</td>
<td>Alpha Med</td>
<td>Plymouth</td>
<td>MI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glenn R Hammerquist</td>
<td>Berrien Xray</td>
<td>Berrien Springs</td>
<td>MI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tom Goh</td>
<td>International Health Network</td>
<td>St. Louis</td>
<td>MO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dale Allman</td>
<td>Horizon CSA</td>
<td>Troutman</td>
<td>NC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William Brooks</td>
<td>Salem Medical Electronics, Inc.</td>
<td>Clemmons</td>
<td>NC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sal Aidone</td>
<td>Deccaid Services, Inc.</td>
<td>Deer Park</td>
<td>NY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leon Gugel</td>
<td>Metropolis International</td>
<td>Long Island City</td>
<td>NY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bill Titus</td>
<td>Ti-Ba Enterprises, Inc.</td>
<td>Rochester</td>
<td>NY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darrel Kile</td>
<td>Classic Diagnostic Imaging</td>
<td>Macedonia</td>
<td>OH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robert Patsy</td>
<td>Express Systems &amp; Parts Network, Inc.</td>
<td>Aurora</td>
<td>OH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jim Miller</td>
<td>Miller Medical Imaging</td>
<td>Cincinnati</td>
<td>OH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jim Monro</td>
<td>RSTI Training Center</td>
<td>Solon</td>
<td>OH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>James E. Bowman, Jr.</td>
<td>US Medical Resources Corp.</td>
<td>Cincinnati</td>
<td>OH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peter Chen</td>
<td>Global Medical Equipment</td>
<td>Harleyville</td>
<td>PA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dan Delprora</td>
<td>Nationwide Electronics Repossession</td>
<td>Conway</td>
<td>SC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>David Wingo</td>
<td>Central Imaging, Inc.</td>
<td>Greenbrier</td>
<td>TN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mike Jackson</td>
<td>Combined Imaging Associates</td>
<td>Cottontown</td>
<td>TN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glen Harris</td>
<td>J&amp;M Trading, Inc.</td>
<td>Goodlettsville</td>
<td>TN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michael Baumgartner</td>
<td>Remesta Medical Corp.</td>
<td>Knoxville</td>
<td>TN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charles McDonough</td>
<td>Premier Imaging, Inc.</td>
<td>Houston</td>
<td>TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pat Thai</td>
<td>AMCI Corporation</td>
<td>Houston</td>
<td>TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ross Philip</td>
<td>Comemsia</td>
<td>Brownsville</td>
<td>TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juan Sandoval</td>
<td>Monterrey Medical Equipment, Inc.</td>
<td>San Antonio</td>
<td>TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Matt Smith</td>
<td>TranzRad</td>
<td>Pasadena</td>
<td>TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andy Hobbs</td>
<td>Ultra Imaging, Inc.</td>
<td>Fort Worth</td>
<td>TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edward Stone, Jr.</td>
<td>Sim Net, Inc.</td>
<td>Glen Allen</td>
<td>VA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alan Jennings</td>
<td>Tek Direct X-Ray, LLC</td>
<td>Spokane</td>
<td>WA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April Showen</td>
<td>Radon Medical Imaging Corp-WV</td>
<td>Charleston</td>
<td>WV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daniel Pereira</td>
<td>Hospital Planet, Inc.</td>
<td>Sao Paulo</td>
<td>Brazil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steve Clark</td>
<td>Pacific Imaging Sales and services</td>
<td>Coquitlam</td>
<td>British Columbia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manuel Casanova</td>
<td>Servicio De Equipos Medicos</td>
<td>Santiago</td>
<td>Chile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abdellahim Khalil</td>
<td>Besisc, Inc.</td>
<td>Cairo</td>
<td>Egypt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hesham Ali</td>
<td>Medronics</td>
<td>Cairo</td>
<td>Egypt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jamal Bazzi</td>
<td>Bazzimed</td>
<td>Beirut</td>
<td>Lebanon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Siang Seng Wong</td>
<td>Healthtronics</td>
<td>Petaling Jaya</td>
<td>Malaysia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mauricio Gonzalez</td>
<td>Medixmg</td>
<td>Puebla</td>
<td>Mexico</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carlos Diaz Escobar</td>
<td>Servicios Y Equipos Medicos</td>
<td>H.Matamoros</td>
<td>Mexico</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juan Manuel Esquivel Martinez</td>
<td>X-ray Sistemas Medicos</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ruud Simons</td>
<td>Medi-Trade</td>
<td>Puebla 15 a.</td>
<td>Netherlands</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abdul Rauf</td>
<td>Medi-Equip Engg Services Khan Plaza</td>
<td>Multan</td>
<td>Pakistan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faisal Mirza</td>
<td>Sunshine</td>
<td>Karachi</td>
<td>Pakistan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luca Adami</td>
<td>IAE Industria Applicazioni Elettroniche</td>
<td>Malmoe</td>
<td>Sweden</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amnat Yodin</td>
<td>Fine Med co., LTD</td>
<td>Bangkok</td>
<td>Thailand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yasar Demirel</td>
<td>Istanbul Medikal Sistemler</td>
<td>Istanbul</td>
<td>Turkey</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MRI Coil Sales and Service Companies

In A Class Of Their Own
By Joan Trombetti

There are a limited number of companies that sell, service, and refurbish MR coils. Many, but not all, of the OEMs manufacture their own coils, and some have their own coil refurbishing division. The market for MR coils has grown to about $300 million annually worldwide. The coil market has also been consolidated through acquisitions. For example, about a year ago Philips Medical Systems purchased Intermagnetics, a leading MR magnet and coil manufacturer, and as part Intermagnetics, Philips also acquired Invivo, another leading coil manufacturer.

Siemens Medical Solutions has a coil refurbishing division. Nealie Hartman, clinical marketing manager, MRI Division, Malvern, PA, believes that there are some risks when you deal with an independent company. She feels that quality standards come into play with refurbished coils, and a reliable MR coil repair company should follow the standards of repair and remanufacture of a quality product. “We do service our coils to those standards,” says Hartman, “however, there is also a market for refurbished coils to meet the needs of hospitals and imaging centers that simply can’t afford new ones.”

Siemens carries a complete range of standard and specialized MR coils, including the new TIM technology (Total Imaging Matrix). TIM coils eliminate the need for patient repositioning and manual coil changes.

The new advances in the MR system complexity has created the relatively new market for refurbished coils. When coils are refurbished, it usually entails repairing the electronic and mechanical parts, re-tuning, and aesthetic refinishing the product so it looks like new, and performs like new.

Greg Pearson, VP for MagnaServ, Inc., Stuart, FL, states that his company sends all coils to the OEMs for repairs. He believes that this ensures the coils will perform to OEM specification. “We outsource all coil repair to guarantee the high-
est quality standards and best overall warranty in the industry,” said Pearson. He feels that a hospital can pay, on average, half the cost of new when buying a refurbished MR coil from MagnaServ, and still get the same quality.

Sonora Medical Systems, Longmont, CO repairs coils and sells MR test equipment. Bruce Smith, VP, says that Sonora services coils for users worldwide. “We service coils manufactured by and for the major OEMs, as well as third party coils.” He confirmed that some OEMs do not have their own repair shops and have to rely on reputable ISOS to do their repairs and refurbishing. He also said that because of branding and outsourcing, “it’s hard to say how many coils are manufactured by OEMs or independent companies.”

LeRoy Blawat, president, Resonant Diagnostics LCC and Resonant Research LCC, Milwaukee, WI, has a wealth of knowledge when it comes to the MR coil business. Blawat has worked at Medical Advances, MEDRAD, and GE in the coil research and development departments, and is very well versed in the latest MR coil technologies. He repairs and designs coils, including the new 3T coils. “3T coil geometries are basically the same as the 1.5T coil designs except there are more parts and more safety countermeasures employed due to the higher operating frequency,” says Blawat. “With the newer GE coils, there are replacement parts that are hard to get because of their propriety nature. If a coil repair shop intends to play in this new 3T market, second sourcing of these critical parts will be a game changer for...
the companies that can do it well.” Meaning, if you can’t get the part from an OEM, then you have to go to an independent company that you can rely on. “You have to find a reliable source for those parts, because clients want a working part back as quickly as possible so they can go on with their services,” explains Blawat. “Based on what I’ve seen, a hospital can save 30 to 40 percent on the average by buying refurbished coils,” he added.

Rick Sagadin, president, Carolina Medical Parts, Winston Salem, NC, says that CMP has repaired several 3.0T coils this past year. “The biggest difference between 3T and 1.5T coils are the dramatic differences in component values and the difficulty in sourcing such specialized components,” states Sagadin. He says that CMP typically tries to provide a full coil repair experience for each coil, including the electronics, cables and the coil cosmetics. “While there are two basic types of coil design, each manufacturer does it differently with their own interfaces and circuitry,” says Sagadin. He believes that a hospital can save 30 to 50 percent on a refurbished coil, and a coil repair will run only about 10 to 15 percent of the replacement cost.

Dr. Randall Jones, president, Resonance Innovations LCC, Omaha, NE, feels that, “because of the scaling of performance, 3T systems are in increasing demand, yet the cost/performance improvement remains a limiting factor. The design theory employed for these resonators varies somewhat from those for lower frequencies and a new set of design experiences are required of the coil engineer.”

According to Daniel Dieter, MEDRAD’s product communications specialist, the company manufactures new coils for multiple MR scanners and has a multi-vendor coil business called MEDRAD MVS that repairs coils for all the OEMs. Dieter believes that the total number of coils made by all OEMs, or that carry an OEM brand, is around 95 percent of the market.

Rick Stockton, president, ATLAS Medical Technologies, Ontario, CA, sells coils from most major manufacturers. His company has offices in six countries. These offices have ongoing technical training and utilize other training facilities in the U.S. “We are starting rotational training with our field personnel,” states Stockton. “They will rotate from the field into the warehouse for further advanced training on new devices or procedures to provide our customers with better service.” Stockton believes a medical facility can save significantly with refurbished coils.

The VP of MPX Sales & Service LLC, Richard Dishman,
An 1.5T HD breast coil — breast studies are one of the fastest growing areas of MR imaging.
(Courtesy Platinum Medical Parts)

Richard Dishman says that his company in Whitmore Lake, MI, typically offers coils for exchange sale, and does not do repairs. Dishman believes that this helps hospitals save time and money. “Often times hospitals will buy an coil from us to use as a backup in case of problems with an existing ‘in use’ coil,” says Dishman. “If a coil has to be sent out for repair, and there isn’t one available to take its place, valuable time and money is lost.” MPX carries GE Medical 1.0, 1.5 and 3.0 Tesla coils, and serves both the domestic and international markets.

Marshall Shannon, director, Image Technology, DeSoto, TX, believes that prices of refurbished coils are usually 50 to 70 percent lower than the OEM price for a new coil. He says that coil repair often involves having a source of internal components and test equipment that can facilitate repair. “It also involves having additional cases or case parts to be able to repair cosmetic damage or handling equipment associated with the coils. Having a MR test bay allows us to check our repaired coils to ensure quality prior to returning them to the customer,” states Shannon. He believes one of best third party coil manufacturers is MEDRAD. “They make several coils for the OEMs under their name or under the OEM name that are excellent, high performance coils.”

Dr. Randall Jones has designed, created or supervised the creation of approximately 100 different coils. Dr. Jones states, “There have been many technology changes in MR since its introduction in the 1980s. They include changes in magnet technology, gradient technology and coil technology. Early MR systems used linear coils. In the 1990s phased array coils were introduced. Coil technology today has come a long way, with 8, 16 and 32 channel systems. They are designed and optimized for each part of the body.” With each technological advance in MR system complexity, demand is created for new anatomically specific coils with more elements, improved performance and better resolution.

Dr. Jones sums up coil repair by saying, “The challenge to those doing the refurbishing is the extremely broad variation in coil design, electronic system interface, parts and schematic availability. The underlying problem of refurbished coils is the buyer’s view of their long-term durability. Many buyers simply will not take the ‘chance’ on refurbished equipment even at bargain prices, as they avoid the actual or perceived service and reliability issues as compared to those of new coils. It could be argued that the track record of newly manufactured coils may not be appreciably higher than those of refurbished coils however, but I’ll leave those statistics for another time,” says Dr. Jones.

[DM 4933]
Back in the good old days of the late 1960s, Medicare reimbursed 100 percent of its share of leasing medical equipment.

“It was like getting a big discount on equipment over the life of the asset,” says Martin E. Zimmerman, President/CEO, LFC Capital, Inc. In the 1980s for-profit hospitals also enjoyed an investment tax credit, subtracting 10 percent of the cost of the equipment from hospital taxes. “Many hospitals were unaudited and didn’t borrow tax exempt. They went to their banks and did very little leasing,” Zimmerman said.

The world of healthcare financing has changed. No more government freebies. The feds now require increased transparency around transactions and financial reporting. Hospitals are under pressure to cut operating costs. Imaging centers face reduced reimburments. And accelerated technology lifecycles can make an MRI or PET scanner obsolete in a nanosecond—all factors influencing the medical equipment leasing market.

According to the Equipment Leasing and Finance Association (ELFAonline.org), healthcare leasing grows about seven percent each year, expected to top $8 billion in 2007 with gains mostly from sales versus lease penetration. In fact, lease penetration is fairly low at 12.6 percent (2005), according to ELFA. Diagnostic imaging equipment represents the largest asset category with deals mostly concentrated between $250,000 and $5 million.

Meanwhile, today’s savvy CFOs know their options in financing medical equipment and shop around for financial packages from banks, original equipment manufacturers (OEMs), and an assortment of niche leasing companies.

Leasing and Finance in Medicine: Many Creative Options Available

By Barbara Kram
Your First Choice: Loan or Lease?

Financial firms play no role in a hospital’s selection of what equipment to buy, or the price. That’s up to the team of clinical, operational and financial decision-makers handling negotiations. It’s important to know if the money for the acquisition comes from the operating budget as a simple expense or is it financed from the capital budget, which puts debt on the books and requires cash allocations. Which budget is used, however, affects which lease arrangements are allowed by law.

Whether to lease or finance (buy) the equipment depends on the type of institution, particular equipment and usage. If it’s an imaging center, smaller hospital or facility in a suburban or rural area, equipment upgrades occur less frequently so financing through a loan and eventual ownership might make more sense. On the other hand, a research and teaching hospital must stay on the cutting edge of technology so they might opt to lease.

Initial capital outlays for buying equipment can be hefty. Leasing often presents an economical alternative.

“Leasing allows you to cut costs or make a profit from the first day or soon into the life of the asset as opposed to laying out cash upfront,” Zimmerman said. “Another benefit of a lease is that you can switch some of the risk of obsolescence from the lessee to the lessor and that happens by reducing the term of the lease to the expected useful life of the asset and obtaining a lower interest rate in lieu of ownership.”

Fair market value is determined by what a buyer would actually pay for the equipment on the open market. (See DOTmed’s Blue Book Price Guide in this issue for examples of auction prices of medical equipment. However, note that the maximum value of a piece of equipment is demonstrated when the equipment is in place and operational.)

“Let’s say that a piece of equipment will be worth 25 percent [of its purchase price at the end of a lease]. We estimate based on the best information we have today what the resale will be on three-year-old, comparable medical equipment,” said Max Frodge, President, Ambassador Financial, Inc., Carmel, IN. “We then structure a leasing solution that allows the customer to use that $100,000 asset for three years and have an option to return it, purchase it, or extend the lease. If they choose to buy it, it’s incumbent on me to demonstrate what fair market value is but I might only be able to demonstrate that the true fair market value is 15 percent, in which case that becomes the purchase price. It is a market-driven scenario and it’s risky.”

Another popular type of lease is a dollar buyout (known as a lease/purchase or capital lease because it can’t come out of the operating budget). The leasing company owns the equipment till the end of the term when the lessee has the option of acquiring the equipment for one dollar. The intent here is really a loan. The reasons to choose a dollar buyout lease over a direct loan pertain to accounting and tax benefits and liabilities. With a dollar purchase option, as with a loan, the obligations show up on the books as a note payable. However, with a true lease (fair market value) generally that liability is not entered on the hospital’s balance sheet.

Your Second Choice: Fair Market Value or Dollar Buyout Lease?

In a true lease, the hospital or imaging center has the option at the end to buy the equipment, return it or renew the lease.

“At the end of a true lease you don’t own the equipment instead you have an option to purchase it at fair market value,” said Alan Ross, executive sales officer, All Points Capital (Capital One). “The problem, just as in automobiles, is that fair market value to one party is not necessarily fair market value to the other. When you have a CT scanner that occupies a room, has wires, cables, and digital information systems, it’s worth more to the hospital than it is to the wholesale market so it’s a negotiation in which the lessor comes out ahead.”

That’s important, though it’s also true that lessors assume risks in their estimates of fair market value since medical technology changes so rapidly.

---


Leasing Solutions. Powered by People.

For 27 years, Ambassador Financial has specialized in Lease and Finance solutions for the Medical Industry. We have a variety of programs designed to address the specific needs and wants of these industry professionals.

- Application only approvals up to $250,000
- $1.00 Option, 10% balloon, or FMV Leases
- New, Used, or Refurbished Equipment

Find out why Leasing Solutions are better than the rest. Contact us today!

888.776.3778
www.aflease.com/medical
max@ambassadorfinancialinc.com

---
“Leases address things that a loan cannot,” Frodge said. “With a lease we have the option of who keeps the tax benefit of ownership. If we are dealing with an entity that is unable to utilize a tax benefit, it is possible to structure a lease where the bank or leasing company is able to keep the tax benefit in exchange for a lower interest rate or lower monthly payment.”

**Your Third Choice: Bank, OEM, or Leasing Company?**

In addition to choices of financial instruments, hospitals must weigh the use of different lenders and lessors including the OEMs, banks, and leasing companies. The big equipment vendors—GE, Philips, and Siemens—each have “captive” leasing and financing programs.

“The benefit of working with us is we are industry specialists. All we do is healthcare,” said Mark Sedlmeier, marketing leader, GE Healthcare Financial Services’ Equipment Finance Team. “We understand what the trends are in healthcare and we can bring a better product to the table, factoring the technological obsolescence so we’ll take the risk the hospital would otherwise be absorbing if they went with someone who’s not a healthcare specialist.”

GE is the largest leasing company in the world. Because of its size, it not only backs equipment but just about anything a hospital could look to acquire or finance,” Sedlmeier said.

While banks are not healthcare specialists, their very distance from the industry may be a plus. They have no interest, as the OEMs do, in guarding and servicing an installed base of equipment so they come at the transaction from a purely economic standpoint.

“We don’t do just the equipment piece. We do their entire bank relationship from equipment to traditional financing to their general banking needs. We’re a one-stop shop for our clients, providing more benefits than the manufacturer’s leasing arm or a traditional equipment finance group,” said Sammy Abdalla, vice president, Business Banking and Business Development Officer, Bank of America. “If we have a relationship with the client we can be pretty competitive on the pricing because we price off the relationship, customizing our leasing/finance product to what their needs are from a tax perspective.”

The little guys, however, still hold their own with the financial giants. For one thing, many leasing companies, though not all, are vendor neutral. They are run by seasoned pros with decades of experience, often providing the detailed financial packages that the OEMs in turn present to the client hospital; independent lessors also document deals to sell to the banks. What’s more, boutique leasing companies offer some creative solutions and finance smaller transactions.

“A lot of our proposals are of a structured nature versus a level payment,” said Dex Dean, president, Coastal Leasing, Inc., Fort Lauderdale, FL. “We do an awful lot of structured financing to meet cash flow requirements of the end-users, such as no payments for a certain period of time or small payments for the first 12 months, or step-up payments.”

Another example of specialty leasing comes from Corporate Capital Services, Inc., Hauppauge, NY. “We offer a far-reaching trade-in technology program which gives the client the ability to upgrade the system at almost no penalty,” said vice president Harvey Shaw. “In one case, a client has $1-2 million in equipment requirements each year and we gave them the ability to roll in and roll out new equipment.”

Another nimble lessor, Strada Capital Corporation, Irvine, CA, focuses on transactions in the $50,000 range, although they also finance much larger leases. Since the company plays in many industries, they are in a position to treat medical transactions very favorably. “We love our medical portfolio. We’re able to structure programs for the medical industry where that same equipment cost in a different industry would have a tougher time with higher rates and more documentation needed for approval,” said Matthew Klahorst, Director of Marketing. “We’ve found that our medical portfolio outperforms a lot of other industries.”

Ambassador Financial’s Frodge concludes, “What sets us apart is we are offering a consultative approach to the hospital.” So Frodge asks about deploying equipment, applications, lifecycles and whether the hospital wants to own it, or refresh it every three or four years. “Every deal is different,” he said, “because we are structuring around the needs of the client.”

● [DM 4935]

**DOTmed Registered Leasing and Finance Companies**

For convenient links to these companies’ DOTmed Services Directory listings, go to www.dotmed.com and enter [DM 4935]

**Names in boldface are Premium Listings.**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company – Domestic</th>
<th>City</th>
<th>State</th>
<th>Certified</th>
<th>DM100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patrick Sponsel</td>
<td>Sharpe Financial Network</td>
<td>Peoria</td>
<td>AZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alan Ross</td>
<td>All Points Capital Corp</td>
<td>Calabasas</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Steve Foos</td>
<td>Genesis Medical Consultancy</td>
<td>Redding</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martin E. Zimmer</td>
<td>LFC Capital, Inc.</td>
<td>Chicago</td>
<td>IL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Max Frodge</td>
<td>Ambassador Financial, Inc.</td>
<td>Carmel</td>
<td>IN</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Cary Daniel</td>
<td>Business District</td>
<td>Shawnee</td>
<td>KS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ben Yandell</td>
<td>Yandell and Company</td>
<td>New York</td>
<td>NY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tyler Nowlin</td>
<td>Seven Leasing LLC</td>
<td>College Station</td>
<td>TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thomas Dunn</td>
<td>First Financial Funding</td>
<td>Bellingham</td>
<td>WA</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Michell Singleton</td>
<td>ON THE GO Leasing</td>
<td>Milwaukee</td>
<td>WI</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Selected Transactions**

<table>
<thead>
<tr>
<th>Transaction</th>
<th>Amount</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$11,500,000</td>
<td>Regional Cancer Center</td>
<td>California</td>
<td>Construction, Mortgage and Equipment Financing</td>
</tr>
<tr>
<td>$3,600,000</td>
<td>For-Profit Hospital Group</td>
<td>Texas</td>
<td>1.5T MRI and 64-Slice CT Scanner</td>
</tr>
<tr>
<td>$2,500,000</td>
<td>Healthcare Services Company</td>
<td>Florida</td>
<td>Respiratory Therapy Equipment</td>
</tr>
<tr>
<td>$2,100,000</td>
<td>For-Profit Regional Cancer Center</td>
<td>Illinois</td>
<td>Linear Accelerator</td>
</tr>
<tr>
<td>$1,250,000</td>
<td>Emerging Growth Company</td>
<td>Virginia</td>
<td>High Security Web Hosting Equipment</td>
</tr>
<tr>
<td>$1,000,000</td>
<td>Not-for-Profit Healthcare System</td>
<td>Massachusetts</td>
<td>Automated Blood Analyzers and Lab Equipment</td>
</tr>
<tr>
<td>$1,000,000</td>
<td>Rehabilitation Care Center &amp; Nursing Home</td>
<td>New York</td>
<td>250 Kw Emergency Backup Generator and Security System</td>
</tr>
<tr>
<td>$1,000,000</td>
<td>Municipal Hospital</td>
<td>Oklahoma</td>
<td>PACS System, 4-Slice CT Scanner and R&amp;F Room</td>
</tr>
<tr>
<td>$850,000</td>
<td>Critical Access Hospital</td>
<td>Missouri</td>
<td>PACS System, R&amp;F Room and Ultrasound</td>
</tr>
</tbody>
</table>

**LFC CAPITAL**

Martin E. Zimmerman, CEO  Charles R. Rubin, Senior VP
LFC CAPITAL, INC.  303 E. WACKER DRIVE  CHICAGO IL 60601  TEL 312.228.6000  info@LFCcapital.com

Specialists in Healthcare Equipment Leasing
**Swissray**
Swissray International, Inc., among the leaders in DR technology, is showcasing what it says is an innovative new approach to dual detector radiography. Swissray will unveil a unique Dual-Detector DR line of products incorporating portable X-ray detector technology.

**Zonare Medical Systems**
The company is showcasing its new z.one ultra system, the company’s next generation premium Convertible Ultrasound(tm) platform. Based on Zone Sonography(tm) technology, the z.one ultra system features advanced software, hardware and transducer technology.

**Amber Diagnostics**
Since 1994 Amber Diagnostics has been supplying the radiology industry with FDA certified remanufactured radiology and diagnostic equipment. In addition, Amber Diagnostics offers an extensive search program providing a wide variety of new and used X-ray diagnostic equipment parts and radiology supplies available world wide.

DOTmed friends be sure to visit the Amber team at its booth for a personal meet and greet.

**Axess Ultrasound (TriMedX)**
Discover how the best ultrasound field service engineers just got better. Axess Ultrasound now combines the unique talents, experience, and training of it technicians with the unbeatable quality of Sonora diagnostics.

**ReMedPar**
ReMedPar is among the world’s largest resources for diagnostic imaging parts and 24/7 tech support for healthcare service professionals for over 20 years. This year the company is introducing in-house quality assured ultrasound parts and probes and MRI parts. The company also says it’s a primary resource for OEM and aftermarket tubes.

**Elsmed**
Though not exhibiting, Elsmed, a worldwide leader for turn key project installations of top quality, fully refurbished CT systems, will be in attendance. Among the lines it handles: PHILIPS Mx8000 Dual, Quad, IDT 16. Elsmed offers ongoing technical service, parts support and X-ray Tubes 24h/7.

**Tenacore**
Tenacore, another company in attendance but not exhibiting, is known for excellence in manufacturing, repair lab and quality systems, and is exploring opportunities in the radiology field. Sticking with their primary business model, the first project is repairing/rebuilding digital array detectors. The Tenacore engineering team welcomes inquiries from both manufacturers and from hospitals offering free technical support and offers cost saving solutions to customers around the world.

**Reliant Medical**
The company is highlighting a Digital x-ray solution for existing analog x-ray products for conversion to direct digital for low prices. Process is based on a new plate technology that converts high quality 60 megapixel digital images with a fast processing speed.

Also, an affordable dicom viewing system with a professional version for radiologists and a web based product to be shared directly with referring physicians at a cost effective price sold with high quality low priced monitors and a complete ris solution and 3D options.

**ANDA Medical**
ANDA Medical provides new and refurbished medical equipment to the global community. Company locates medical products from the finest hospitals and clinics, sustaining a strong and integral relationship with hospitals, medical suppliers, and OEMs. That translates to consistent access to high quality medical products at a fraction of the cost of new ones.

**Sonora Medical**
Combining the exceptional talents, experience and training of Axess Ultrasound field service engineers with the unique ultrasound test devices developed and provided by Sonora Medical Systems—and supported by the depot level board and probe repair capabilities of both companies—makes the Axess/Sonora team an unbeatable and cost effective resource for after-market ultrasound service, service training, parts and probes.

● [DM 4941]
replaced if worn or out of date, as do tube stand bearings and brakes, patient table locks and bearings.” Aidone notes. If the equipment uses an old style generator, auto transformers must be checked for brush wear, tanks checked for insulating, oil level and oil quality. “Of course, an R/F unit is more complex,” adds Aidone. “The imaging system must usually be overhauled, the camera tubes or intensifiers also usually need to be replaced to meet specs.” Aidone feels that the higher mechanical operation of a fluoroscopic unit, spot film assay, tilting table, chain driven table top – need many hours of disassembly and repair.

Brokers offer both refurbished and “as is” equipment

There are also reputable companies that do sell refurbished Rad and R/F equipment, but do little in the way of refurbishing themselves.

For instance, Leon Gugel, president, Metropolis International, Long Island City, NY, whose company buys and sells R/F units from all OEMs, agrees that high quality work is important in refurbishing. “You need to deal with professional technicians who really know what to do with the different types of equipment.” Gugel says that a hospital or outpatient facility can save as much as 30 to 60 percent with either refurbished Rad or R/F equipment.

Richard Fosco, president, Healthware, Inc., Oak Brook, IL, sells primarily GE and Philips, as well as Picker R/F equipment “as is.” “These are working units that have been professionally de-installed – usually by the customer or our contractor,” says Fosco.

Peter Chen, president of Global Medical Equipment in Harleysville, PA sells all brands of Rad and R/F systems all over the world. Like Fosco, Chen does not refurbish – but he does repaint the equipment.

Ted Huss, president, Medical Imaging Resources, Colfax, CA, says that his company typically buys and resells equipment from a vendor who specializes in refurbishing for the broker market. “We use well known and trusted subcontractors or provide an OEM service contract,” reports Huss.

Steve Clark, president, Pacific Imaging Sales and Services, Coquitlam, British Columbia, has a sound policy: “Typically, in refurbishing equipment, I look at safety first. If the equipment is more than 10 years old, it’s no good.” Clark says mechanical parts that might compromise the structural integrity of the equipment should be replaced, as well as components that can reduce the radiation output of the equipment. Clark believes that smaller outlying hospitals may benefit fiscally from refurbished machines. “Generally, hospital equipment is well used and that is the area in which a large percentage of refurbished equipment is sourced from,” says Clark. “Large hospitals, however, shouldn’t even consider refurbished equipment. It’s a step backwards as the ever-changing digital technologies today have so much more to offer the radiologist/clinician in diagnostic tools.”

[DM 4934]
REPAIR SERVICES
- SpO2 Cables
- Fetal Transducers
- HP/Philips Modules
- 02 Blenders
- Rigid Scopes
- Wall Suctions

NEW PRODUCTS
- Fetal Transducers
- SpO2 Cables
- 02 Blender Overhaul Kit
- Cable Assemblies
- Flow Meters
- ECG Cables

For any MRI service you need, MRT has it absolutely down cold.

Our highly experienced engineers and specialists deliver one-stop solutions for all your mobile and fixed-site MRI needs.

Magnet Services
- Keep Cold Storage
- Coldhead & Compressor Service
- Cooldowns; Shimming

Equipment Installs & De-installs
- Total Logistics Management
- MRI Equipment Refurbs
- Staging
- Testing

MRI Construction Services
- Project Consulting
- RF Room Testing
- Repairs, Remodeling
- MRI Magnetic Shielding

Mobile Trailer Services
- Keep Cold Storage; Repairs; Remodeling

CALL MRT TODAY. GET A TOTAL MRI SOLUTION.

Magnetic Resonance Technologies Inc.
4261 Hamann Parkway • Willoughby, Ohio 44094 • Phone 440.942.2922 • Fax: 440.942.2167
sales@mrttechnologies.com
Sonora Awarded Patent for FirstAssist

Sonora Medical Systems, Inc., a leading supplier of aftermarket products, services and test equipment to the medical imaging ultrasound and MRI markets, has been awarded U.S. Patent No. 7,278,289 for the first patent awarded for its FirstAssist ultrasound system testing device. The inventors are James Gessert, G. Wayne Moore, William Phillips. Commenting on the patent award G. Wayne Moore, President, CEO of Sonora, said, “This patent marks the 7th US patent awarded to Sonora and the first patent specific to FirstAssist device. FirstAssist directly interrogates diagnostic ultrasound systems by injecting signals of various amplitudes, phases and frequencies through a computer controlled probe simulator interface connected to the ultrasound system’s probe port.

C&G Technologies, Inc. Opens New Facility

C&G Technologies, Inc., based in Jeffersonville, IN specializes in all models of GE and Toshiba CT scanner systems, providing quality refurbished systems and fully tested and warranted parts (including new and used X-ray tubes). The competitive edge for this DOTmed 100 company is their service quality and experience, as well as mobile rental expertise, in-stock equipment and staging bays, a growing board repair operation, and other capabilities.

The company’s new, expanded and upgraded warehouse sports eight fully equipped and powered staging bays. The facility is environmentally controlled and filtered to provide a clean and quiet atmosphere.

“We have a custom-built tube processing station that enables us to refurbish X-ray tubes on the CT systems we sell, which represents an added value that no one else is doing that I know of,” said President Greg Kramer who is DOTmed Certified.

America’s Dr. Robert Fontaine Earns Top Chinese Award

Robert E. Fontaine, M.D., CDC senior epidemiologist and Resident Advisor to the U.S. Field Epidemiology Training Program in Beijing, China, has been honored with the Friendship Award of 2007. The Friendship Award is the highest honor given by the Chinese government to recognize non-Chinese experts who have made outstanding contributions to China’s social and economic development.

Fontaine was recognized for his dedication since 2003 to improving the public health system in China, particu-
DOTmed Helps Florida Imaging Center Turn Cache into Cash

Beach Medical Imaging, a small but growing facility on the Space Coast of Florida, was the proud owner of a 1991 OEC C-arm in good working order and an ATL UltraMark 9 ultrasound that didn’t fully boot up. NASA didn’t want them, so it was DOTmed to the rescue.

“The equipment was serving no purpose for us here except taking up space,” says Donnie Torok, technical director at the imaging center. “If someone else can use it, whether it is going to be used as parts or whether the new owners are selling off to a third-world situation, it is good to know.”

Beach Medical Imaging chose a DOTmed-managed auction to make the process easy. DOTmed staff gathered the full specs and pictures of the two units and priced the C-arm with a $3,500 starting bid and a $6,500 reserve. The UM9 had a $1,000 starting bid and $1,500 reserve due to the boot up problem. Both units sold on their first auctions. The C-arm received seven bids from three different parties ending at $7,000; the ultrasound unit sold for $1,500.

“The process was very smooth. DOTmed did research on our behalf to find out what we should expect them to sell for. That’s nice because [DOTmed] has its finger on the pulse, found a qualified buyer and handled the transaction.” What Torok most appreciated was the fact that the entire process was seamless and involved very little effort on the imaging center’s behalf.

Before calling DOTmed, Torok did some research of his own. “I saw a certain amount of horror stories where people were conned,” he says. “I thought that, in doing a managed auction, it was giving whatever buyer or bidder involved assurance that it was quality goods.”
These are some of the more than 27,000 listings on www.DOTmed.com on any given day.

**Medical Sales & Services**

**Systemic Energy**  
25 years of experience servicing Varian Linear Accelerators & GE CT Scanners. Contact us at 806-438-0755. Visit Us At www.systemicenergy.com

**Advanced Nuclear Consultants**  
Turnkey solutions in nuclear medicine. Sales, Parts & Service. Pre-owned & refurbished gamma cameras from ADAC, Philips, GE, Siemens, Toshiba & more. Rich Armojo, Owner, 2001 Karbach Suite J, Houston, TX 77092. 888-668-5633 advancednuclear@aol.com

**R-Tech Solutions, Inc.**  
Install and Deinstall all imaging equipment. Equipment relocation, crating and transportation, after hours & weekend service. 20 years experience.(574) 278-7191 www.r-techsolutions.net

**International Health Network:**  
De-install, Disposal or Recycle any Linear Accelerator, Rad, R/F & More. Why use a broker when International Health Network is a name you can trust to save you money & provide service to medical facilities without interruption of critical patient relations. www.ihn1.com  
Call 314.443.5833.

**T.H.E. Medical Systems, Inc.**  
Specialists in MRI, Mobiles, CT, Nuclear, PET, & Clinic Partnerships. Contact us today at: 877-496-8272. Visit us at: www.themedicalsystems.com

**Envirotech**  
Maximize your asset recovery from obsolete and surplus medical, computer, lab and test equipment. Envirotech provides electronic destruction, recycling, disposal and liquidation. Contact: Tom Holland 800-700-8545

**KANGAROO 324 Feeding Pump**  
Need a quantity of 20 kangaroo 324 pumps, in working condition. If less than 20, let me know your asking price. Frank Bleischmidt, Artec Group Services 305-884-4533

**Storage 11277AU Cystoscope**  
Flexible Cystoscope. Please state exact condition and best price. In need of minor repairs is OK

**MRI & CT Service Engineer Positions Available**  
Location: IL, MO, MI, IN, FL, USA  
Salary: Base + Bonus  
Field Service engineer with GE/Siemens MRI or CT experience. 2 plus years experience. Join the industries’ leading sales and service organization. Full benefits including Health, dental, Life, 401K. Multiple locations available. Craig Palmquist,

**MRI & CT Service Engineer**  
Location: MA, NH, ME, VT, CT, RI, USA  
Salary: $40-$80k  
Field Service Engineer positions available with rapidly growing and progressive full service radiology imaging company. Jason Olenio, Associated X-Ray Imaging 800-356-3388
Recent equipment and parts auctions on DOTmed with actual for-sale prices.

RADIOLOGY

GE HiSpeed CT® Year/Installed: 1996 Tube: 667.818 scan Last tube installed: Aug/2002 Software version: 4.4.19M4 Options: 48 KW Power Option, Smart Beam, Smart Prep, Connection Pro HiS/RIS, 0.8 Second Option, (Subscan machine time 0.8 sec and Performix tube m/5.5 MUH), Gantry: 1:300,000 rotation total. $15,000.00 - Sold for Dealer in Denmark - Auction 4059.


GE CT Scanner HiLight Advantage. Like-New Jupiter X-Ray Tube with only 1,500 Slices. Refurbished Body Single Slice includes CT 8000 Gantry with HiLight Detectors and Patient Table, Genesis Console w/ Touch Screen Computer with CARTtape, Optical Disk MPX 125 High Voltage System Gantry: 70 CM Gantry with 867k Eye Flat Table Pad DICOM Board. Deinstalled. - $8,000.00 - Sold for leasing company in Illinois - Auction 4065.


GE AXI II Portable X-Ray, $1,105.00 - Sold for Dealer in Oklahoma - Auction 4124.

ULTRASOUND


GE OB / GYN GE LOGIC 700 EXPERT Ultrasound Vaginal Probe 616e Probe in good working order. SONORA found no faults with the unit. - $1,400.00 - Sold for Dealer in Texas - Auction 4157.

MRI EQUIPMENT

GE MRI Scanner Signa 1.5 T LX EchoSpeed Oc- tane Installed in 2003. The CX K4 active shield Short Bore magnet was new in 2003. The balance of the system is a GE GoldSeal Pre-Owned system. Medrad Spectris MRI Injection System and a Medrad 3006 MR Music System. Octane computer system is running 9.1 level system software. Coils: Neuro TMJ Wrist 1, Arm 1, 2 Shoulder, CTL, Spine, Head, Extremity, Body Array. 9.1 Level System Software, LX ScanTools 2000, EchoPlus, Connect- Pro, FuncTool, Lightweight 8500 Pound (3863 Kilo- gram) Signa CX-150 Medrad Spectris MRI Injection System. $280,000.00 - Sold for hospital in Colorado - Auction 3898.

SIEMENS MRI Mobile Impact Expert, 1.5 Single cryogen active shield magnet 20 mm Gradients, FSE, MRA, Phased Array 3D VB 33 G/s, Coils: Large Flex, Small Flex, Flex Interface, Helmholtz Neck, Bl-Lateral Breast, Body Array, Spine Array, CP Knee, CP Head, Circular Flex, Medi-Coach Trailer. $60,000.00 - Sold for hospital in Virginia - Auction 4141.

O/R – SURGICAL

AIR SHIELDS Infant Incubator C-300. $100 - Sold for hospital in New York - Auction 3758.

HARLOFF Pharmacy/Med Carts Ho Med Thirteen (13) Harloff Crash Carts. - $500.00 - Sold for hospital - Auction 3787.

MEDLINE Patient Warmer MSCWARMER12 excellent condition. Unit’s use is unknown. Unit has been tested and heats according to manufacturer’s specifications. Large digital read-out allows for quick temperature confirmation. $250.00 - Sold for individual in Texas - Auction 3959.

AMSCO O/R Table 2080 L with Pads. Load Limit 300 lbs. Height Maximum 45”, Height Minimum 27”, Trendelenburg 20, Reverse Trendelenburg 20, Lateral Tilt 10. - $1,600.00 - Auction 3992.

HANALUX O/R Light: Seven (7) Model Number/ 4201A3A00. Six (6) sets of lights with 3 Heads and One (1) set of lights with 2 Heads. $3,200.00 - Auction 4107.

STORZ O/R Instruments, barely used, near-perfect condition. Grasping forceps, atraumatic, double spoon w/ handle; Hook Scissors w/ handle; Scis- sors w/ handle; Straight Scissors w/ handle; “Red- dick-Olsen” Grasper w/ handle; Kelly Dissecting/Grasping Forceps (curved) w/ handle. Multiple. $1,000.00 - Sold for hospital in Tennessee - Auction 4020.

SCIFIT Strength Testing System PRO II Upper and Lower Body Recumbent Bike. Excellent condition. $2,000.00 - Sold for medical office in Georgia - Auction 4035.

STORZ Urological Instruments Trocar Lot 6,9,11, mm ten(10) included. Excellent condition. $1,000.00 - Sold for hospital - Auction 4125.

HILL-ROM Stretcher 881, 22 units. All in very good condition with very nice mattress pads. $3,000.00 Auction 4109.

RITTER Exam Table Midmark 104, lot of twelve (12) Ritter (by Midmark) 104 exam table with stirrups & stools. Great shape. $1,200.00 - Sold for broker in South Carolina - Auction 4200.

STERILIZERS

STERS Sterilizer System 1. - $950.00 - Sold for hospital - Auction 3814.

ANESTHESIA


OHMEDA Anesthesia Machine Modules II (4) FOUR Stock Number 397-2012-015 Includes: Ohmeda 7000 Vent Oxi Absorber (030-0170- 800). - $1,500.00 - Sold for hospital - Auction 3943.

RESPIRATORY

NELLCOR Oximeter - Pulse D25, I20, N25, DS100 Adhesive Oxisensor II: I-20 Infant 90ea, D-25, Adult 213ea, DS100 Durasensor Adult Digit 1ea, Ascent D-25 Adult 31ea, I-20 Infant 7ea Everything is in original packaging. Also reprocessed N-25 Neonatal/Adult Adhesive Oxisensor 9ea. $1,000.00 - Sold for hospital in New York - Auction 3712.

THREE (3) BEAR Ventillators Model 1000. $300.00 - Auction 3774.

You’re Invited!...

To Meet the DOTmed Trade Show Team at RSNA 2007 – North Building, Booth #8101

Right at the entrance to the North Building, on the left hand side, is DOTmed’s Exhibit Booth.

If you’re attending RSNA 2007, we hope you come by to meet us. And if you spend a few minutes with us, we can answer any questions you may have about “The world’s leading, public marketplace for buying and selling medical equipment.”

Thanks to more than 85,000 registered users, we have the largest selection of imaging equipment – all modalities – on the Internet. And if you have equipment idle assets to sell, we can auction them for you online.

Whether you’re going to RSNA 2007 or not, we encourage you to visit www.dotmed.com and register for free. You’ll find a host of free and paid services that can improve the health of your bottom line.
You took a vow to heal, to help, to provide compassion...

...not a vow of poverty.

Save up to 75% now!

Outfit your entire practice or clinic. Med1Online can help with virtually all your medical equipment needs. Speak with one of our many equipment specialists for a free, no obligation quote on new or premium quality, late model used equipment. Let our sales team guide you through the equipment buying process; from specialized industry knowledge, to our flexible customized financing options.

www.med1online.com
888.637.4677
New from Varian Interay:

Replacement for your Performix 6.3 mHU CT tube

MCS-6074

GE Lightspeed Plus

Designed as a replacement for:
GE Lightspeed family of CT scanners

- Varian's MCS6074 replaces D3186T, Backwards compatible with D3182T, D3172T, D3152T
- 6.3 mHU 200 mm target
- Supports 0.5 second full scans
- Calibrates like the original

For more information go online for a data sheet or contact us for the dealer nearest you.

USA Contact Information
Varian Interay
1-800-INTERAY
TEL 843.767.3005
FAX 843.760.0079
E-mail interay.sales@varian.com

Europe Contact Information
Varian X-ray Products Germany
TEL 49-2154-924-980
FAX 49-2154-924-994
sales-xray@varian.com

"All trademarked terms are property of the respective manufacturer."