

FLORIDA

OCTOBER 29-31, 2023

FREE REGISTRATION\* **SEE PAGE 10 FOR DETAILS!** 

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MD EXPO HAS SET THE BAR for HTM conferences for over 20 years by providing world-class educational sessions, top-flight networking opportunities and an exhibit hall filled with the latest technology, service and equipment options. It also provides opportunities for meaningful interactions with HTM thought leaders and peers from around the nation.

5-6 PM TN20 Leadership Summit Cocktails & Conversation\* 6 PM TN20 Leadership Summit Dinner\*

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\*Leadership Summit events are by invitation only

**7 AM** Registration Opens

7:30-8 AM Leadership Summit Breakfast\*

8-9:30 AM Leadership Summit\*

8 AM-3 PM Exhibitor Move-In

10-11 AM Education

10:30 AM-12:30 PM Reverse Expo\*

11:30 AM-12:30 PM Education

12:30-1:30 PM Keynote Kick-off

2-3 PM Keynote Address

3:30-6 PM Exhibit Hall Grand Opening

6 PM Young Professionals at MD Expo



**7 AM** Registration Opens

8-9 AM Education

9:30-10:30 AM Education

11 AM-12 PM Education

12-2:30 PM Exhibit Hall

2:45-3:45 PM Education

4-5 PM Education

6 PM Boos & Brews Halloween Party

Sponsored by:







## WORLD-CLASS SPEAKERS





I really enjoyed being a part of the MD Expo. It's really a great opportunity to share and learn from the clinical engineering profession."

- R. Nolen, Biomedical Engineering Manager

## EXPANDED EXHIBIT HALL



#### **EPIC** NETWORKING











## **EDUCATION**

### MONDAY, OCTOBER 30 10-11 AM

Right to Repair: What you need to know and do

Binseng Wang, VP, Program
Management, Sodexo Healthcare
Technology Management, and Nathan
Proctor, Senior National Campaign
Director, U.S. PIRG

Right to Repair is an issue of increasing importance and urgency in the healthcare technology management (HTM) community. In recent decades, a formerly harmonious relationship between most

manufacturers and HTM professionals has been strained by some manufacturers' practice of restricting access to parts, tools, documentation and software. Frustration with the resulting equipment downtime and additional costs have caused many HTM professionals to join the call for medical device Right to Repair, which has been considered in dozens of states and at the federal level. In this session, we'll discuss the issues at the core of this debate, including concerns about patient safety, remanufacturing, cybersecurity and more. We will share updates on the progress of medical Right to Repair legislation at state and federal levels. We will also provide suggestions on how attendees may contribute to the Right to Repair for medical devices campaign.

## Introduction to Servicing Radiographic and Fluoroscopic Imaging Systems - Part I

**David Domanski, Lead Technical Instructor, RSTI** 

This session is designed for biomeds, managers and students. This session will explore the systems and technology found in most medical imaging departments. From the introduction of the basic X-ray system to more complex imaging equipment, attendees will become familiar with the terminology, major components and the overall functionality of these systems and their major sub-systems.

#### **Essential Cardiology for Biomeds**

Larry Fennigkoh, Adjunct Professor, Biomedical Engineering, Milwaukee School of Engineering

Anyone involved in the support and maintenance of physiological monitors, electrocardiographs, heart-lung machines or intra-aortic balloon pumps will benefit from having a fundamental and working knowledge of the basic anatomy and physiology of the cardiovascular system. Doing so not only increases – dramatically – one's appreciation for the importance of these devices but also increases one's ability to communicate with the clinicians using this equipment.

#### **Introduction to Contrast Injectors**

**Stephen Maull, Owner, Maull Biomedical Training LLC** 

This course will teach the purpose of contrast injectors, the principles of why the different parameters are selected when performing an injection and the general components of contrast injectors as well as general operation and items of interest when performing preventative maintenance.

## **KEYNOTE PRESENTATION**



#### MONDAY OCTOBER 30 | 2-3 PM

The M.A.G.I.C. Formula for Sanity, Success & Satisfaction Fred Moore, Speaker, Entertainer & Bald Guy, Do So Much More

Stressed out, overworked and buried in an endless list of "to dos?" Fred Moore will wake you up, get you engaged and set you up for success as he shares the mindset corrections to relieve stress, action planning and how to get the most out of it, how to set goals that will get done, brainstorming techniques for tackling problems, and the magic of Focused Work Segments. This entertaining, fun and informative program will boost your energy and leave you with solid tools and a smile on your face!



#### 11:30 AM-12:30 PM

## Actionable Cyber Risk Reductions for Your Medical Equipment

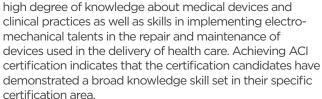
Ryan Gonzalez, Director, HTM Cybersecurity, Sodexo

The objective of this presentation is to give HTM professionals actionable risk reduction actions for cybersecurity. We often find that this space is full of governance models, monitoring software and awareness, but does not give onsite technicians guidance on where to start and specific actions to take. In today's cyber landscape, the bare minimum cybersecurity practices are no longer good enough. How do we mature our capabilities and practices? Join Ryan as he discusses the Top 3 Cyber Risk Reductions your HTM team can start today.

#### **ACI Certification Presentation**

#### Chontae Meeks, Senior Coordinator Certifications, and Sherrie Schulte, Vice President, Education, AAMI

This presentation will provide detailed insight regarding the benefits of acquiring a certification as well as qualifications and expectations on maintaining certifications. This certification program recognizes healthcare technology management professionals whose practices reflect a



#### **Wearable Medical Technology**

#### **David Scott, CBET, UCHealth**

Wearable technology is the future of medical equipment. How will this affect our jobs as BMETs? What will it mean to hospital systems? How can it be used to have a healthier patient population? These questions will be answered in this presentation. Find out what the future holds.

## Introduction to Servicing Radiographic and Fluoroscopic Imaging Systems - Part II

## David Domanski, Lead Technical Instructor, RSTI

This is a continuation of the earlier session and will continue to explore the systems and technology found in most medical imaging departments.



## TUESDAY, OCTOBER 31

8-9 AM

Adding to the Toolbox - Tips to Grow into a Better Leader

**Greg Czajka, Support Services Operations Director, Advocate Aurora Health** 

Great leadership doesn't occur overnight

- it takes years to cultivate, and we pick up bits and pieces along the way. Some of these ideas are learned from a mentor, a formal class, through osmosis while on the job or even through the failure of others (what not to do)! One of my mentors taught me that every new tactic you learn is a tool you added to your toolbox. Your toolbox can be as big as you want, and you should continually add to it to advance your own development. The goal of this course is to share some of the tools I picked up along my journey, so you don't have to learn them the hard way.

## 30 Lessons Learned From 30 Years in the HTM Industry

Bryant Hawkins, HTM Podcast Host and Director of Clinical Engineering, Children's Hospital New Orleans

This presentation is full of lessons I have gathered in my 30 years in the HTM industry, from days as a technician, lead tech, manager and director.

## Proper Medical Equipment Testing for Patient Safety

Boyd S. Campbell, CBET, CRES, CHTM, Southeastern Biomedical

Understanding and choosing the correct devices for medical equipment testing is of the highest importance to ensure patient safety. If the right tool for the job is not used then the functions of the devices being tested cannot fully be considered as tested. This class will cover tools we use such as weights, temperature monitoring and accurate specifications to meet the need to perform complete preventive maintenance.





## Save Time and Money Shifting PMs from OEM to Repair-As-Needed

Mark Cooksey, DME Quality Engineer, Norton Healthcare

After the COVID-19 restrictions eased. Norton Healthcare's census for its inpatient hospitals skyrocketed. With more patients in beds, clinical engineering was unable to gain access and perform PMs. During COVID, clinical engineering moved from an OEM preventative maintenance schedule to an alternative equipment maintenance (AEM) schedule but because of the rising patient census, it was missing the scheduled PM completion targets. How could biomed meet its scheduled PMs when it couldn't gain access to the beds? This question led to another question. Did the OEM schedule actually prevent failures? Could beds be put on a repair-as-needed (RAN) schedule without incurring the risk of increasing repair downtime? Learn how Norton Healthcare used statistical quality tools to validate its plan to change from an AEM to a RAN schedule for its beds freeing up valuable biomed resources without sacrificing customer service.

#### **Tools of the Trade LIVE**

This two-hour session is designed for interactive, hightouch experiences where attendees can drop in to learn about new and current products from some of the industry's top companies. This intimate, personalized exchange will give you an opportunity for one-on-one interaction to demo products you will want for your biomed department.

#### TUESDAY, OCTOBER 31 9:30-10:30 AM

The Real Value of Real-Time Location Systems: Lessons Learned

Michele Manzoli, MSBME, CCE, Manager Clinical Engineering, and Jaspinder Ratth, MS, Clinical Engineer at Cedars-Sinai Medical Center

After a successful pilot program, an RTLS solution encompassing more than 14,000 assets has been recently implemented at Cedars-Sinai. With the leadership from clinical engineering, device integration and nursing, the project team formed a steering committee with a diverse group of stakeholders to ensure successful planning, deployment and post-

implementation. The speakers will share challenges and

setbacks experienced along the way, while providing honest feedback on the system's functionalities and possible ROI. The speakers will also point out specific use cases beyond asset tracking that can increase the utility of such a solution.

## **Cybersecurity of Legacy Medical Equipment**

Mike Powers, MBA, AAMIF, CHTM, CDP, Clinical Engineering Director, Intermountain Healthcare

Attendes will be exposed to a new document providing guidance and best practices with regards to managing the security of legacy medical technologies. At the conclusion, the attendee will possess knowledge or references to knowledge that can help to secure their infrastructure, as well as keep them compliant with current and proposed regulations.

## Project Management for Medical Equipment Installations

Gregory Goll, BS, CHTM, CBET, Manager Projects and Medical Imaging Services Department, WellStar Health System

This course will discuss the fundamentals of the project management process. In the HTM environment, there are three different groups of equipment which are common. First, biomedical devices are used primarily in the care of patients and present unique challenges because of the potentially large scope of a project. Second, medical imaging devices are, in most cases, used for acquiring images for diagnosis and treatment of patients. Many of these devices are considered large and require months of pre-planning. And third, computer networks are used with imaging and biomedical devices to transfer information. This can be between devices or remote storage devices. Each of these groups of devices requires different types of project planning and working with different staff.

## Foundation for a Successful Career in Diagnostic Imaging

Jeff Bostick, Training Instructor, Tri-Imaging Solutions

The purpose of this presentation is to explore the education, technical background and personality characteristics needed in order for a biomedical engineer to make the transition to become a successful X-ray imaging engineer.



#### **Continuous Improvement Strong Practices** for HTM Departments

#### **Kurt Finke, Consultant, Finke Clinical Engineering LLC**

This session will feature a panel of HTM leaders describing their HTM program performance improvement processes.

The focus will be on metrics/measures used to drive improvement through data. The panelists work in large health care systems and have extensive experience raising levels of performance. Panelist include Greg Fogleman, Chief Healthcare Technology Manager of the VA Healthcare Sunshine Network (VISN 8) in Orlando, Florida; an HTM leader from the Orlando Regional Medical Center and an HTM leader with a leading independent service organization.

#### Tools of the Trade LIVE

This two-hour session is designed for interactive, hightouch experiences where attendees can drop in to learn about new and current products from some of the industry's top companies. This intimate, personalized exchange will give you an opportunity for one-on-one interaction to demo products you will want for your biomed department.

#### 11 AM-12 PM

#### **Role of Professional Organizations in Promoting Your Biomedical/Clinical Engineering Career**

Arif Subhan MS, CCE, FACCE, **AAMIF, Chief Biomedical Engineer, VA Greater Los Angeles Healthcare** System

As an HTM professional, it's important to know what factors can help grow and enhance your career. Many professionals fail to recognize the important role that national professional organizations like the Association for the Advancement of Medical Instrumentation (AAMI), and American College of Clinical Engineering (ACCE) and regional/local organizations like state biomedical associations play in providing opportunities to move ahead in their career. Professional organizations provide valuable resources for career development by providing access to networking, professional development, advocacy and resources. As a member of a professional organization, you

network with your peers, industry experts and potential employers at annual conferences, through committee work, and task forces. This provides job opportunities, mentorship and guidance on new trends and best practices in clinical/biomedical engineering. Joining a professional organization can help boost your career at any stage.

#### The Need to Partner with Your IT **Department**

David Braeutigam, MBA, CHTM, **CBET, AAMIF, ITIL, Professor Biomedical Equipment Technology, Collin College Technical Campus** 

Does HTM have to report to IT to be successful in managing medical equipment on the hospital's network? The presenter reported to IT for over 12 years at a large health care system and will describe the pros and cons of this reporting structure. How is IT structured to manage all the IT equipment at a large health care system? What can HTM learn from IT to better manage its department? How can HTM prepare its staff for managing IT equipment?

#### The Future of Medical Technology

#### David Scott, CBET, and Rob Arian, **Director Clinical Engineering, UCHealth Metro Denver**

Technology is advancing at a rapid rate. With the advent of Artificial Intelligence and other new technologies, we will see a change in the way health care is administered in the future. Time to prepare the next generation of technical teams to support these new advancements while enhancing the way we operate as clinical technologists.





#### Women in the Healthcare Technology **Field: A Panel Discussion**

#### Andrea Brainard, CBET, CHTM, Director HTM. Children's Health

A panel discussion will share insight into how women have been successful in the HTM field, and share strategies as to how women can continue to propel HTM forward.



"Presentations were very informative and energizing! I feel ready to begin planning for change in our health care system. The MD Expo was fantastic!"

- G. Contreras, Clinical Engineer





## Radiation Safety for Imaging & HTM Professionals

Kenneth Hable, MD, BSRT, Director of CT, Arch Medical

Knowledge is strength and this presentation will provide imaging and HTM attendees with the knowledge necessary to work safely and comfortably in and around the medical imaging department and the equipment used within it.

#### **Tech Talk**

With a plethora of asset management options on the market, how can facilities decide which assets to track and which solution will save time and money? MD Expo is bringing together an expert panel from some of health care's top asset management and cybersecurity companies to answer your questions. Attendees will hear the advantages and disadvantages of solutions, tips on cost and time savings, and developments for the near future.

## **TUESDAY, OCTOBER 31** 2:45-3:45 PM

#### Developing a Family Out of a Team -Know your role and your place

Shawn Molloy, System Director of Clinical Engineering, University of Chicago Medical Center

Join Shawn for an inspirational and informative look into how to develop a family atmosphere with your team as we explore how to resolve cliques, generational gaps, discipline, recognition and teamwork from a position of influence. We will dance, we will yell, we will learn and we will laugh together.

#### **Biomeds and Social Media**

David Braeutigam, MBA, CHTM, CBET, AAMIF, ITIL, Professor Biomedical Equipment Technology, Collin College Technical Campus

Have you ever wanted to be more involved with social media and biomed? What are the different avenues of media that could be used? Our panel of experts will discuss social media (YouTube), podcasting, a biomed app, and how to publish a biomed or other type of book. Learn how and why they got started, the typical cost of each type of media source, and the time commitment involved with each media source. Panelists include:

- Justin Barbour, Host, Better Biomed Channel
- Bryant Hawkins Sr., Host, HTM On The Line Podcast
- Ivan Joyner, Creator of Biomed101 an app-based training and education solution for HTM professionals

## Overview of FDA 2018 Report on Servicing of Medical Equipment

Mike Busdicker, MBA, CHTM, AAMIF, FACHE, System Director, Clinical Engineering, Intermountain Healthcare

Participants will learn about the contents of the May 2018 FDA Report on the Quality, Safety, and Effectiveness of Servicing Medical Devices. The objective is to provide information and data for use by those in the HTM industry.

#### **Effective Communications with the C-Suite**

**Kurt Finke, Consultant, Finke Clinical Engineering LLC** 

This session will include a panel of executive leaders, including Tim Cooke, Medical Center Director/CEO of the VA Healthcare System in Orlando, Florida; Steven Dukes,

MD, Section Chair of Obstetrics and Gynecology at Winter Park Memorial Hospital in Winter Park, Florida; and a nurse executive. These leaders will present guidelines and tips for successful communications with senior leaders. The session will be interactive. Volunteers will be asked to brief the leaders on a given topic or scenario; panelists and fellow participants will constructively critique the briefings. The session will be both enlightening and fun.

"MD Expo is a great educational experience and the best means to network with peers outside the workplace on a larger scale."

- Daniel W. Cawthon, ASM MXR Imaging, formerly from Memorial Hermann Healthcare Systems



## Codes, Standards and Regulations that Pertain to HTM

Arif Subhan MS, CCE, FACCE, AAMIF, Chief Biomedical Engineer, VA Greater Los Angeles Healthcare System

As healthcare technology management (HTM) professionals, we should have a good understanding and knowledge of the different codes, standards and regulations that pertain to the use of medical equipment in the hospital. There are many organizations, including various state and federal agencies, which promulgate voluntary and mandatory standards for the health care field, in general, resulting in many thousands of standards, clinical practice guidelines, laws and regulations. These organizations also promulgate a variety of requirements for different types of equipment (e.g., imaging, nuclear, anesthesia, and respiratory), electrical safety, fire safety, power distribution, medical-gas systems, clinical laboratories and blood banks. This session will provide an overview of the codes, standards and regulations pertaining to HTM.

## **PRODUCT DEMO:** Real-Time Location Systems: Case Studies, Results, and ROI

Dave Wiedman, Chief Commercial Officer, Vizzia Technologies

The growing adoption of real-time location systems (RTLS) is helping hospitals to reduce costs, streamline processes, and improve patient care.



4-5 PM

from HIMSS.

## Challenges of Implementing HTM Devices into an IT Environment

Gregory Goll, BS, CHTM, CBET, Manager Projects and Medical Imaging Services Department, WellStar Health System

This course will cover a variety of issues involving an HTM professional working with Information Technologies including:

- Understanding the basic education needed to work in IT
- The common components involved with networking HTM devices
- Determining which software is being used on the HTM device

- Proper documentation to prevent security issues
- · How to identify areas of vulnerability
- · How to support IT networks

Create an ISO 13485-ready Quality Management System: Lessons Learned from Norton Healthcare

## Mark Cooksey, DME Quality Engineer, Norton Healthcare

ISO 13485 is an often-misunderstood set of standards for a certified Quality Management System (QMS). ISO 13485

was created primarily for medical device manufacturers and has significant applicability to medical device servicers like Norton Healthcare Corporation's Clinical Engineering (NHC CE). NHC CE chose full implementation and ISO certification, but your company can reap significant benefits by creating an "ISO-ready" QMS today by leveraging existing systems and developing new processes to address common gaps such as vendor management and quality improvement. Come learn shortcuts to lead your organization to become an ISO-ready organization. It's closer than you think.

#### **HTM Department Secret Sauce**

Earl Morris Jr., BMET, Harrison County Hospital and Christopher G. Nowak, CBET, CHP, CSCS, Senior Director Healthcare Technology Management, UHS of Delaware, Inc.

Learn what makes a phenomenal Biomed Department thrive, from a one man small Biomed department, to one of the nation's largest healthcare systems. This three person panel will provide key "ingredients" that make them successful, from HR, time management, service contracts, procurement, C-Level communication, etc.





Barbara G. Malanga, BSEE, Acting Director, ECRI

Limitations in investigation capabilities and common missteps in the process can make it difficult to determine the cause and prevent a recurrence. Understand best practices for managing and investigat

best practices for managing and investigating health care incidents, particularly those that involve medical devices, and improve the investigation process so recurrence can be prevented and patient safety improved.









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\$300

INCLUDES EDUCATIONAL SEMINARS, EXHIBIT HALL ENTRANCE AND NETWORKING EVENTS.

#### **REGISTRATION INCLUDES:**

#### **NETWORKING**

Two and a half hours of networking, with food and drinks at the Exhibit Hall Grand Opening.

#### **KEYNOTE**

Keynote presentation by Fred Moore titled: The M.A.G.I.C. Formula for Sanity, Success & Satisfaction.

#### **EXHIBIT HALL**

Five hours of exhibit hall time to meet with over 100 world-class vendors!

#### **DOOR PRIZES**

The opportunity to win great door prizes donated by exhibiting vendors

And ... you won't want to miss the finale event!



# Boos & Brews HALLOWEEN PARTY

Tuesday, October 31 | 6 PM | Caribe Royale Orlando Hotel

Come prepared for the

MD EXPO HALLOWEEN COSTUME CONTEST!











### **PARKING**

Self-parking: \$28 (plus tax, per night, per vehicle)
Non-registered hotel day guest: \$30 (plus tax, per vehicle)
Valet: \$35 (plus tax, per vehicle)

This hotel does not provide a complimentary shuttle service. As part of the Resort Fee, the hotel offers transportation to some of the Walt Disney World® theme parks and an evening shuttle to Disney Springs™. You must stop by the concierge desk in the main lobby to reserve your transportation.



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