

PRESHOW PLANNER

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TechNation

LAS VEGAS | APRIL 7-9, 2024

MD EXPO

DISCOVERING THE POSSIBILITIES

**FREE
REGISTRATION***

SEE PAGE 10
FOR DETAILS!

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FOLLOW   

MD EXPO

LAS VEGAS

WELCOME TO EXPO

MD Expo is a premier conference dedicated to healthcare technology management professionals. Our goal is to offer a distinctive, personalized, and fulfilling conference experience that surpasses all others. This event brings together clinical engineers, biomedical technicians, directors, managers, procurement/asset managers, and

other individuals accountable for medical technology. Attendees will have the opportunity to connect with industry peers, gain insights into the latest advancements in HTM, and expand their professional network. Discover why MD Expo has been the talk of the town; this is an unmissable event that promises invaluable opportunities.

HIGHLIGHTS

- ♠ Nearly 40 hours of accredited CE education
- ♠ The industry's best networking events to connect and share best practices with other professionals
- ♠ Exhibit hall featuring the latest technology, products, and services
- ♠ The opportunity to win great door prizes donated by exhibitors

DAY 01

SUNDAY, APRIL 7

1-5 PM CBET CERTIFICATION STUDY REVIEW (PART I)*

5-6 PM LEADERSHIP SUMMIT
COCKTAILS & CONVERSATION**

6 PM LEADERSHIP SUMMIT DINNER**

DAY 02

MONDAY, APRIL 8

7 AM REGISTRATION

7:30-11:30 AM CBET CERTIFICATION STUDY REVIEW (PART II)*

8 AM-9 AM LEADERSHIP SUMMIT BREAKFAST**

9-11 AM LEADERSHIP SUMMIT**

8 AM-3 PM EXHIBITOR MOVE-IN

10-11 AM EDUCATION

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
(DRINKS & HORS D'OEUVRES PROVIDED)

6 PM YOUNG PROFESSIONALS AT MD EXPO

DAY 03

TUESDAY, APRIL 9

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 (LUNCH PROVIDED)

2:45-3:45 PM EDUCATION

4-5 PM EDUCATION

6 PM LIVE AT AMP'D (FOOD & DRINK PROVIDED)

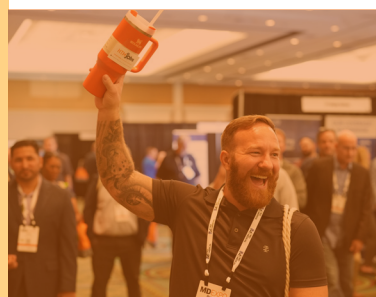
* **ADDITIONAL REGISTRATION FEE**

** **ATTENDANCE BY INVITATION ONLY**

NOTE: Schedule subject to change

**"A GREAT WAY TO MEET VENDORS,
GET EDUCATION CEs, AND
NETWORK, NETWORK, NETWORK!"**

- D. Gillaspie, Biomed Tech



FINALE PARTY
LIVE AT
AMP'D
6:00 PM

Designed around live entertainment, AMP'D at the M Resort boasts a high-energy cabaret environment, and exclusively for the MD Expo finale party the stage will feature **STATUS THE BAND** — Las Vegas' Hottest Band!

SPONSORED BY:



SUNDAY, APRIL 7



1-5 PM

CBET Certification Study Review (Part I)

David Scott, CBET, Senior BMET, UCHealth

Join the AAMI CBET Study Course that will be led by Dave Scott. This training will cover each area of the CBET exam outline including:

- anatomy and physiology
- public safety in the healthcare facility
- fundamentals of electricity and electronics
- healthcare technology and function
- healthcare technology problem-solving;
- healthcare information technology

Learners who attend this course will have access to course materials which include module slides, practice exams, and key test-taking notes. All attendees in this live session can direct questions to the instructor in real-time that will either be answered at the end of the session or addressed via the AAMI discussion group. The AAMI discussion board feature is accessible in the AAMI LMS where they are encouraged to share information and ask questions throughout the duration of the course and the days that follow. Attendees will also have access to the recording of the October CBET Study Course online which they'll be able to view for up to 1 year.

**NOTE: \$125 fee applies for CBET Review Course registration and includes both Sunday and Monday sessions. VIP Pass is not applicable.*

MONDAY, APRIL 8



7:30-11:30 AM

CBET Certification Study Review (Part II)

David Scott, CBET, Senior BMET, UCHealth

This will be a continuation of the information provided in the Part I session.

**NOTE: \$125 fee applies for CBET Review Course registration and includes both Sunday and Monday sessions. VIP Pass is not applicable.*

10-11 AM

Making the Most of Your Medical Equipment Fleet with the Current Economic Conditions

John Schafer, Biomed Manager, Renovo Solutions

Many hospitals are running lean, if not operating at a deficit, with equipment capital. This presentation will share several options to get the most out of the medical equipment on hand as well as out-of-the-box solutions being used at Hunt Regional in Greenville, Texas.



Navigating the Biomed Pathway: Career Advancement in Healthcare Technology Management

Dustin Telford, Principal, Healthcare Technology Strategies, Regional Biomedical Equipment Technician, Bio-Electronics

This session provides a comprehensive guide for biomedical professionals aiming to climb the career ladder, spotlighting key training opportunities, certifications and the pivotal role of community networking in career progression.



Survey Readiness Preparation

Jonathan Lee, Managing Partner, HTM Consulting Network

Preparing for continuous survey readiness requires thoughtful analysis of the various survey agencies' guidelines, including city, state, CMS and The Joint Commission standards. This presentation will explore the regulatory versus the survey companies' approach to survey compliance. It is advantageous to be in a constant readiness mode, instead of ramping up for an impending survey. Being constantly ready will ensure your department can meet the constant survey guidelines.



A Day in the Life of a Biomed Superhero: A Comprehensive Guide for Technicians

Jerry Zion, Global Training Manager, Fluke Biomedical

We have assembled a panel of experts from all facets of the biomedical testing process to discuss the changes in the future of biomedical testing within their organization including a focus on data; what happens with all the data that's being collected and new ways of standardization.



Wearable Medical Technology

David Scott, CBET, Senior BMET, UCHealth

This presentation will cover the history of wearable medical technology and advances that have occurred throughout time. We will address how this technology will interact with hospital medical devices and change the future of medicine. We will look at how it will create a healthier population through health data. David will share his own experience with wearable medical technology and talk about how biomedics will begin to be more involved with wearable technology.

11:30 AM-12:30 PM

How to Make Mistakes? A Female Biomed's Memoir of Questionable Decision Making

Jennifer Chester, BMET II, Crothall Healthcare

In this presentation, we will explore the unique challenges faced by women in male-dominated fields, emphasizing the value of mistakes as learning opportunities, the significance of authenticity, and strategies for navigating bias, while highlighting the importance of collaboration, resilience, and self-advocacy in carving out a successful career.





11:30 AM-12:30 PM

How to Manage Your End-of-Support Imaging Equipment

Trish Payne, OEM & FDA Liaison, Block Imaging

Understanding the life cycle stages of your medical imaging equipment is imperative. You don't have to scrap your end-of-sale (EOS) product and blow your budget on a new system. We will discuss what end-of-life (EOL) and EOS mean and how to start planning for the future of these products.



What Your Body is Actually Saying

Manny Roman, Business Operations Manager, AMSP

Interactions with other humans is a part of normal life and a requirement in business. Interaction does not automatically turn into communication. True communication requires that we extract meaning from more than the words used. We must be keenly aware of the way the words are presented including how they are said and the accompanying nonverbal cues. The ability to correctly interpret this "body language" will aid true understanding and enhance the communication process. This session will help attendees to recognize and interpret these cues in others and themselves. Communication is key.



Bridging the Language Gap Between IT and Biomed

John Schmidt, Director of Programs and Innovative Solutions, CBET

Bridging the language gap between biomedical technicians and information systems technicians is essential in the modern health care landscape, where technology plays a pivotal role in patient care. These two distinct groups of professionals often collaborate closely but encounter communication challenges because of their specialized jargon and unique skill sets. To enhance their ability to work seamlessly together, it is crucial to establish a shared understanding of key terminology and concepts. This can be achieved through cross-training programs that expose biomedical technicians to fundamental information systems principles and vice versa. By fostering a mutual appreciation for each other's roles, technicians can effectively troubleshoot and address issues that involve both biomedical equipment and the underlying information systems, ultimately improving the quality and safety of patient care.

KEYNOTE ADDRESS |

**MONDAY, APRIL 8
2-3 PM**

Confidence is NOT Rocket Science: How to Overcome the Self-doubt of Impostor Syndrome

Maureen Zappala, Keynote Speaker

Maureen Zappala, a former NASA propulsion engineer (aka, "rocket scientist!") was the youngest, and first female manager of NASA's Propulsion Systems Laboratory, where she spent 13 years conducting jet engine research. She's now an author, award-winning speaker and founder of High Altitude Strategies. She works with high-performers to overcome the secret self-doubt of Impostor Syndrome so they can match their confidence to competence and have more influence.

People see you as skilled and competent. Yet you think to yourself, "They think I'm smarter than I really am! I feel like a fraud!" This is Impostor Syndrome: the persistent feeling of not measuring up to your own resume.

This chronic self-doubt hits people in every industry, at every level. But there's help! You can silence that impostor voice so you can fearlessly move ahead without feeling like a fraud. Be released from the clench of the counterfeit.

By learning the powerful strategies of "The Fraud Free Framework™" you can recalibrate your thinking, and begin believing that you are as smart as everyone thinks you are. You'll enjoy your success, bounce back from failure and experience less pressure to perform perfectly. You'll move from self-doubt to self-assurance as you reach for more opportunities and ignite your influence.

In this program, attendees will:

- Understand what Impostor Syndrome is, and isn't.
- Learn 3 steps to turn their thoughts from pitiful to powerful.
- Eliminate the "compare & despair" trap when around their peers.
- Begin to match their confidence to their competence and unleash their influence.



EDUCATION



What Vendors Need to Know About HTM ... But Don't

Heidi Horn, President, Heidi Horn HTM Consulting LLC

ATTENTION VENDORS! Would you like to know how to better engage with HTM prospects and customers? This session will help you better understand your HTM customers and avoid saying or doing things that will prevent you from making a sale. Whether you have been selling to HTM for years or you are new to the industry, this session will give you a peek into the mind of a typical purchasing decision-maker within HTM.



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 utmost 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. This class will teach what is typically not taught in biomedical training schools.

TUESDAY, APRIL 9



8-9 AM

Why and How to Develop an HTM Strategic Plan

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

A strategic plan can be the cornerstone of the success of the HTM department. It provides a clear definition of the mission, an opportunity to set direction, the ability to focus on the future, and a look at current operational efficiencies, and it creates measurable goals and objectives. Developing and implementing a strategic plan provides a tool for effective communication and an opportunity for increasing team building within the department.



The Keys to a Successful CMMS Implementation

David Chambers, CBET, Director of Facilities Management, Los Angeles County Department of Health Services, Harbor-UCLA Medical Center, and Rich Sable, Product Manager, EQ2 LLC

Implementation of a new CMMS can seem daunting at first, but with the right approach it can be simpler than it seems. A good plan with phases that include the proper assessment of the project, data harmonization, loading of data and configuring the system, training and testing can all lead to a seamless go-live with the first few months paying more dividends than causing support requests. Rewards include a more secure IOT environment, consistent and actionable data, better capital planning decisions and easier ways to meet compliance.



Accelerating HTM's Standardization Journey: Prepare for Disruption

Heidi Horn, President, Heidi Horn HTM Consulting LLC

This session will explain how stronger HTM standards can reduce work and cost, while improving the performance of all HTM organizations, including in-house HTM departments, ISOs, and the service/equipment management divisions within medical device manufacturers. The session will describe a vision for standardized data: a vision that may disrupt your current HTM practice in order to improve outcomes. In this interactive session, participants will provide feedback on ways to accelerate adoption of equipment management standards to improve patient safety, equipment design and reliability, and the overall operations of HTM programs.





9:30-10:30 AM

How Effective is Your HTM Program?

Donald Armstrong, Technical Training Manager, Renovo Solutions LLC, and Izabella Gieras MS, MBA, CCE, CSSBB, FACCE, AAMIF, Director, Clinical Engineering, Cedar-Sinai Health System

How do you evaluate the effectiveness of your healthcare technology management (HTM) program? While metrics like PM completions and equipment downtime remain crucial, we encourage a more forward-thinking approach to assessing your department's performance and the contributions of your team members. In addition to discussing traditional indicators, we will explore innovative methods to gauge the effectiveness of managers and technicians, integral components of the HTM department. We aim to contribute to the ongoing conversation about effectiveness in HTM, drawing from our experience in third-party companies and extensive involvement in running in-house programs. We invite you to share your insights and best practices to enrich this important discourse.



Medical Device Procurement in Our New Environment

Stephen Ellithorpe, CHTM, Executive Director, Providence

Medical device procurement has become increasingly more complex because of technical debt and device integration needs. Moving the procurement process at the speed of business and clinical operations has never been more important. This presentation is intended to present an end-to-end medical device procurement process which identifies barriers and where new elements of review and new partnerships are required.



Soft Skills, Leadership, and Developing Talent

Mike Powers, Clinical Engineering Director, Intermountain Healthcare

As the demographics of the field change, the demands of end users are migrating from technical proficiency to communication skills. This presentation will discuss how to screen for and develop talent that excels at communication soft skills. The presentation will also speak to the difference between leadership and management and how a leader can develop an engaged team who are excited to communicate. Finally, we will discuss the communication styles and motivations of different generations.



Excellence by Design

Carol Davis-Smith, President, Carol Davis-Smith & Associates LLC

We all want to be part of excellent healthcare technology management programs, but what does it mean to be excellent? Achieving excellence doesn't happen by accident. It's intentional. It requires an understanding of where you are, where you want to go, and a roadmap to get there. In this session, we will consider one method and many resources available to guide our journeys to excellent HTM programs.



Introduction to Servicing Radiographic and Fluoroscopic Imaging Systems (Part I)

Dale Cover, President (Retired), RSTI

This session is designed for biomed, 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 overall functionality of these systems and their major sub-systems.



11 AM-12 PM

Workforce Strategies – Recruiting, Recognition and Retention in HTM

Izabella Gieras MS, MBA, CCE, CSSBB, FACCE, AAMIF, Director, Clinical Engineering Cedar-Sinai Health System, and Donald Armstrong, Technical Training Manager, Renovo Solutions LLC

The HTM community continues to face staffing challenges with attracting and retaining a qualified workforce. This challenge has prompted many HTM leaders to think outside the box and re-evaluate their current workforce strategies. The presenters will share insights on their strategies to best optimize the current as well as incoming staff to support the ever-increasing scope of work and pressure on cost reductions. The presenters will also address some creative ideas to partner with local colleges, professional organizations and each other to support these initiatives.



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

- D. Cawthon, MXR Imaging



EDUCATION



11 AM-12 PM

Don't Roll the Dice on Medical Device Testing Programs: The Importance of PMs

Jerry Zion, Global Training Manager, Fluke Biomedical

In this discussion, we will explain the importance of procedure management for your medical device quality assurance program.

- Do your procedures follow the OEM?
- Do you have issues keeping up with staff shortages? (Retiring biomed)
- Helps reduce the risk of injury to patients and keep medical devices properly functioning and available for use.
- Reduce the cost of ownership of medical devices and test instruments alike.



Improving HTM While Improving Yourself

David Scott, CBET, Senior BMET, UCHHealth

John F. Kennedy once said, "A rising tide lifts all boats." This presentation will explore several opportunities to invest in your personal growth while in turn, investing in your colleagues and the HTM industry. Learn the steps needed to present an educational session at a conference, how to write an article for an industry trade publication, or how to volunteer your time and skills to the betterment of the HTM community.



Introduction to Servicing Radiographic and Fluoroscopic Imaging Systems (Part II)

Dale Cover, President (Retired), RSTI

This will be a continuation of the previous session and will explore the systems and technology found in most medical imaging departments.



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 health technology management (HTM)

community. In recent decades, a formerly harmonious relationship between most manufacturers and clinical engineering (CE) 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 CEs and HTMs 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 – and 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 movement.



2:45-3:45 PM

Succession Planning – Setting up your HTM department for growth and expansion

D'Juan James, Director of Clinical Engineering, St. Elizabeth Healthcare

In this session, D'Juan will share his 24-month journey into hiring and promoting 18 FTEs. Attendees will learn how to create and justify additional positions, succession planning, increase retention, market analysis and wage adjustments. D'Juan will also address important factors such as job titles/descriptions, working with the human resources department, and how to effectively present staffing needs to senior leadership.



HTM Standards 101 – What are they and why should I care?

Carol Davis-Smith, President, Carol Davis-Smith & Associates LLC, and Matt Baretich, Baretich Engineering Inc.



How often have you heard (or said), "I don't need no stinkin' instructions. I know what I'm doing!" Do we really, though? Standards come in all shapes and sizes but have one thing in common. There is an assumption that they are written by experts and will be adopted by the community. We will explore the vast array of healthcare-related standards, deep dive into those specific to healthcare technology, and identify how standards can (and should) be incorporated into your HTM program.

"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



2:45-3:45 PM

A Comparison of Equipment Disposal Pattern with Life Span Calculated from Depreciation

Binseng Wang, VP, Program Management and Torgeir Rui, Lead Data Analyst of Program Management, Sodexo Healthcare Technology Management

Analyses of equipment disposal timelines from dozens of hospitals over the past 30 years show that often equipment is disposed of at ages quite different than those recommended for depreciation calculations. Some equipment types can continue to be safe and effectively deployed 2-3 times longer than the expected life span predicted by depreciation, while some other types are disposed of well before their expected life span. While some of the prolonged life spans can be attributed to HTM professionals' dedication and ingenuity, other root causes are equally important in disposition decisions. Understanding those root causes can help HTM professionals to plan better equipment maintenance and replacement, thus saving precious capital for hospitals and, at the same time, enhancing patient safety and timely care.



ECRI's 2024 Top 10 Technology Hazards

Marc Schlessinger, Senior Associate and Investigator, ECRI

Each year for the past 15 years, ECRI had developed a Top 10 Hazards Report, based on objective and quantifiable data as well as research into reported accidents and near-misses. This session will cover the 2024 Hazards Report and how to avoid these concerns.



4-5 PM

How Equipment Standardization Can Improve Efficiencies While Reducing Costs

Marc Schlessinger, Senior Associate and Investigator, ECRI

Clinical engineers and biomed technicians play a crucial part in assisting hospitals with medical device standardization. This presentation will show how to assist in the device standardization process to improve efficiencies and reduce costs both in capital spend and operating costs related to biomedical services. Marc will present the key steps to move toward device standardization and demonstrate how one health system has a projected \$20 million in savings over 10 years in imaging equipment.



Health Care and Medical Device Cybersecurity

Phillip Englert, VP Medical Device Security, Health-ISAC

From hospitals and clinics to physician offices and increasingly in the home, patient care happens on a number of levels and medical devices are threaded together in the continuum of care. Medical devices are purpose built to provide clinical functionality. They are often limited in the cyber controls needed to protect device integrity and patient data. What are these challenges and what strategies, and counter measures, can health care employ to build resilience? How can the risks be evaluated, prioritized and managed? Join us for a guided tour that will explore technologies, techniques and countermeasures to educate and empower attendees to better understand, address, and enhance the cybersecurity of medical devices, manage the risks MedTech creates, and walk away with practical foundation for protecting clinical functionality, health care delivery, data protection and patient safety.



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.



REGISTER NOW AT **MDEXPOSHOW.COM**

HOSPITAL EMPLOYEE

FREE

WITH VIP PASS: MDE24-VEGAS

*ADMISSION FOR INDIVIDUALS EMPLOYED WITH A HOSPITAL, HEALTH CARE FACILITY OR ACTIVE MILITARY/STUDENTS.

NON-HOSPITAL EMPLOYEE

\$300

INCLUDES EDUCATIONAL SEMINARS, EXHIBIT HALL ENTRANCE AND NETWORKING EVENTS.

ADD-ON

CBET CERTIFICATION
STUDY REVIEW

\$175

INCLUDES COURSE MATERIALS AND AAMI-APPROVED ONLINE STUDY RESOURCES.

REGISTRATION INCLUDES:

NETWORKING

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

KEYNOTE

Keynote presentation by Maureen Zappala, former NASA propulsion engineer

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.

DON'T MISS THE FINALE PARTY!

**LIVE AT
AMP'D**

TUESDAY, APRIL 9 | 6 PM

Designed around live entertainment, AMP'D at the M Resort boasts a high-energy cabaret environment, and exclusively for the MD Expo finale party the stage will feature **STATUS THE BAND** — Las Vegas' Hottest Band!

SPONSORED BY:





M RESORT SPA CASINO



12300 LAS VEGAS BLVD S.
HENDERSON, NV 89044

GROUP RATE: \$179/night (+\$29.99 daily resort fee)

Resort fee includes the following:

- Wireless Internet access in guest rooms
- Daily access to Spa Mio fitness center
- Two bottles of water per day
- Scheduled shuttle to and from Harry Reid International Airport (formerly McCarran International Airport)
- Complimentary self and valet parking

RESERVATIONS: 877-673-7678

DEADLINE: March 18, 2024

(Group block may sellout prior to deadline)

PARKING:

On-site parking: Free

Valet parking: Free



BOOKING INFO

AIRPORTS:

(LAS) Harry Reid International Airport

- Hotel Direction: 10.6 miles



MD EXPO

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Tyrone, GA 30290
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