

VBA 2011 ANNUAL MEETING EVENT SCHEDULE

This schedule is subject to change.

Tuesday September 20, 2011														Location			
	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9		
Golf Tournament and Boxed Lunch																	Devil's Knob Golf Course
VBA Board Meeting																	
Vendor Set Up																	

Wednesday September 21, 2011														Location			
	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9		
Registration																	Skyline Foyer
Vendor Set Up																	Skyline Room
Continental Breakfast																	Skyline Room
Keynote Address: Patrick Lynch																	Skyline Room
Exhibit Hall Open																	Skyline Room
1 - CBET Certification Review - (John Noblitt)																	Shamokin
2 - Politics 2011 (Part 1) (Lynch)																	Windsong
3 - Digital Radiography (Brian Doak - Radon)																	Shanendoah
4 - Introducing and Processing New Devices in Your Facility (John Knapp)																	Crawford
Lunch Break																	Skyline Room
5 - CBET Certification Review - (John Noblitt)																	Shamokin
6 - Windows / Office (Corinne Hoisington)																	Rockfish
7 - Medical Power Analysis and resolution (OnPower)																	Windsong
8 - Wifi (Olivia Hecht - Philips)																	Crawford
Happy Hour Reception with Door Prize																	Skyline Room
Dinner on the Patio sponsored by VBA																	Patio
Mountaintop Madness - Sponsored by Philips Medical. Refreshments provided by Strickler Medical																	Dome at bottom of hill

Thursday September 22, 2011														Location			
	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9		
Registration																	Skyline Rfoyer
Continental Breakfast																	
Exhibit Hall Open																	Skyline Room
Vendor Lecture (NEW)																	Windsong
9- CBET Certification Review - (John Noblitt)																	Shamokin
10 - Nuclear Medicine (Steve Shippey, GMI)																	Shanendoah
11 - Injectors - (Steve Maull)																	Crawford
12 - Mobile Technologies (Corinne Hoisington)																	Rockfish
Lunch Break and Business Meeting																	Skyline
Vendor Breakdown																	
13 - CBET Certification Review - (John Noblitt)																	Shamokin
14 - Class 14 - Bladder Scanners																	Shanendoah
15 - Injectors - Steve Maull)																	Crawford
16 - Politics 2011 (Part 2) (Lynch)																	Windsong



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Casey Rosa, Mediwatch USA - Ultrasound Bladder Scanners

This session will provide an overview of bladder ultrasound equipment. The history, current status and future of bladder ultrasound will be covered.

This session will help you define the different types of bladder ultrasounds

Olivia Hecht, Philips - Wi-Fi Alliance Recommendations for Wireless Network Device Deployments

The Wi-Fi Alliance (WFA) is a global non-profit association comprised of leading companies devoted to the proliferation of Wi-Fi technology in and across devices and market segments. The WFA runs the Wi-Fi Certified program and has completed more than 7,000 product certifications to date. Learn about the WFA's Healthcare Task Group, which is examining the challenges associated with the use of Wi-Fi for medical device application in the home and hospital settings. We will discuss the Task Group's findings and WFA's recommendations for how to deal with them. We will also explain how the recommendations relate to the IEC 80001 Risk Management Framework and provide an update on IEC 80001 and the associated technical reports

John Knapp, UVA Health System - Introducing and Processing New Devices in Your Facility

A step by step approach to the introduction of new medical devices. Review root cause analyses of a device rollout that did not go as planned and how a UVA team approach was used to facilitate a new process.

Learn new processes and arm clinical and biomedical engineering personnel with the right questions to ask when rolling out new devices.

Corinne Hoisington, Professor for VCCS - Amazing New Web 2.0 Technologies

Warning: Only attend this session if you can handle an exciting and high energy presentation. Take a front row seat to see what is earth-shaking in the Technology World the next decade of teaching! Come see many new technologies that will change how you work and play. Have you used Posterous yet, or Ustream, or Qik, and many more cutting edge hot technologies that are all FREE! Expand your boundaries! Learn to Speak Geek all over again!

See what's next in the technology world!

Corinne Hoisington, Professor for VCCS - The Mobile Movement - iPad and Beyond

The explosive developments in digital technologies are bringing new mobile devices to the marketplace. These devices are continually transforming the way we live, work, and learn. Today we are surrounded by such devices as smartphones, iPads, slate devices, tablet computers, gaming devices, and netbooks—all of which are constantly evolving to provide more features and capabilities. How do you currently incorporate these devices in your job and for personal enjoyment? Wait till you see what you can do with an iPad!!!

Find out the latest and greatest in the mobile technology world! You may even find you MUST have one in the biomedical world!



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Brian Doak, Radon Medical, Direct Digital Imaging, LLC - (Product review and Service options)

Presentation to focus on two points:

1. Product update of the latest products that include wireless DR panels and Dynamic R/F DR panels exams.
2. Lifecycle ownership costs and identifying cost effective maintenance options the way of increased efficiency and image

Health care facilities are going direct digital for their X-ray and Fluoroscopy. These new products offer much in the way of increased efficiency and image quality.

Joe Bergman, OnPower - Power Quality in the Healthcare Environment

Challenges we face concerning power quality in the health care environment and its effect on equipment performance. We will also discuss technologies used to detect and mitigate the effects of poor power quality.

Gain a understanding of the effects of poor power quality concerning medical equipment. See live demo showing different types of UPS's and their benefits in a poor power quality environment.

John Noblitt, MA. Ed., CBET, Caldwell Community College - CBET Review

This training session will cover all areas of the ICC CBET exam. Topic will include analog and digital electronics, anatomy and physiology, safety and standards, medical equipment function and problem solving and basic networking technology.

Attendees will benefit from this seminar by focusing their study time to relevant topics which are typically found on the CBET exam.

Patrick Lynch, CCE, CBET, GMI - Politics 2011 - Keys for Successful Relations with the Non-Clinical Departments in the Hospital

Biomed are trained to be successful with customers – the clinical departments who use medical devices to treat patients. But there is another group of departments who are powerful, and with whom Biomed needs to interact to be successful. Human Resources, Information Technology, Accounting/Finance, Administration and Materials Management see the world through different a perspective than Biomed. This presentation will explore these departments, what they do, how they see the world, what their priorities are, and strategies for Biomedical success with them.

Learn how to be more successful when working with the more powerful departments in the hospital. Learn how to get what you need for Biomed to be successful by understanding the other departments.

**** Special Vendor Lecture Thursday Sept. 22 from 10:30 to 11:30 ****

Increasing Your Sales in a Sluggish Economy: 7 Ways to Grow Your Sales While The Economy Shrinks By Mark Deutch, CEO of BNI-Central Virginia

The economy has changed. Have you? The news is full of doom and gloom about the economy. Layoffs, business closures, bankruptcy, foreclosure, and QE3 are the buzzwords of the day. Yet, there is great opportunity in a sluggish economy if you are prepared and know what to do. In fact, the greatest number of millionaires ever were created during the Great Depression. Learn how to leverage their knowledge in today's marketplace.



Class Descriptions for 2011

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Join us for this information-packed lecture and learn what steps you can take to not only survive this recession, but also take advantage of it to grow your sales. Here is a sample of the things you'll learn:

- The difference between Opportunity Seekers and Consequence Avoiders (and how to sell to both)
- Why waiting for the economy to turn around is the worst thing you can do
- How to get more bang for your marketing buck in this economy
- How to help your clients through this tough time (and make sales in the process)
- What Depression-era people knew about marketing that we have forgotten
- How to increase profits while your competition is cutting prices
- How to use the wealth curve to live the lifestyle you want
- And much more!

If you'd like to make this your best year yet, this seminar that will put your mind at ease and give you a simple, effective plan for breezing through the slump. Mark will provide ideas and strategies to sell in the medical field during these difficult times.