

August 21, 2008

## Other Headlines

### [New "Stark Law" CMS Regulations Final](#)

Medicare/Medicaid regulation changes affect physicians' interests in referrals, leasing arrangements.

### [John Bardis Attends Beijing Olympics as Team Leader of U.S. Greco-Roman Wrestling Team](#)

CEO of MedAssets is in Beijing as a participant in the games.

### [FIME Was Fine in Miami This Year](#)

Florida International Medical Expo, held last week, wraps up another successful show with global pull.

### [Adam Medical Survives and Thrives](#)

DOTmed Certified Bernard Glas of DOTmed 100 Company Adam Medical Sales Inc., is not putting all his eggs in one basket.

### [Americans Want Changes in Health System](#)

Eighty percent of Americans want either fundamental changes or a complete overhaul in the U.S. healthcare system.

### Have News for Us?

Submit your news on the industry, people, or companies.

## DIA Conference Coming September 22-23

by Barbara Kram, Editor

HORSHAM, PA -- The Drug Information Association (DIA) will host Evidence-based Medicine and Health Technology Assessment: Can We Find Common Ground? (September 22-23; Alexandria, VA).



*DIA serves more than 30,000 professionals in the biotechnology, pharmaceutical and regulatory industries worldwide*

The conference will explore current approaches to evidence-based medicine (EBM), address practical issues surrounding implementation, discuss best practices for the United States, Europe, Canada, and other nations, and provide current legal and regulatory guidance. Session topics will include:

- \* New Paradigms and New Players in the EBM and Health Technology Assessment (HTA) Worlds
- \* Generating and Evaluating Levels of Evidence
- \* The Use of EBM for Guidelines Development
- \* The Use of EBM and HTA for Coverage Decisions
- \* Expert Panel on EBM and HTA for Decision Making
- \* Communicating Scientific Evidence on Medical Treatments

"Diverse connotations and implementation of EBM and Health Technology Assessments support disparate decisions and health outcomes across patient populations," explains Program Chair C. Daniel Mullins, Ph.D., Professor and Chair, Pharmaceutical Health Services Research Department, University of Maryland School of Pharmacy. "It is important that we come together to find solutions to the challenges we face when using EBM."

About the Drug Information Association (DIA)  
DIA serves more than 30,000 professionals in the biotechnology, pharmaceutical and regulatory industries worldwide. Through its domestic and international meetings, training courses, workshops and webinars, DIA provides a neutral global forum for the exchange of information critical to the advancement of the drug discovery and lifecycle management processes. Headquartered in Horsham, PA, USA, and with offices in Basel, Switzerland, Tokyo, Japan, and Mumbai, India, the Association is led by its volunteer-based Board of Directors and executive management team. For more information, visit [www.diahome.org](http://www.diahome.org) or call 215-442-6100.



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### [Olympic Medical Research Using GE Healthcare Technology Finds Enlarged Hearts Can Be Good Hearts](#)

Athlete scans identify risk of musculoskeletal injury before it happens.

### [Neuromarketing: Who Is Reading Your Mind?](#)

Don't look now, but advertisers can read your brain, literally. Neuroscience techniques are being applied to marketing methods to tap a consumers' unconscious buying behaviors in "neuromarketing."

### [Over \\$100,000 in Equipment Sold in Just One Day...This Week on DOTmed!](#)

So get your bids in early this week...if you "snooze," you could "lose" out on a great deal on just the system you want!  
For instance: A PHILIPS Intera 1.5T Mobile MRI -- GE Contour .5 MRI Mobile -- DYONICS Intellijet Arthroscopic Video System -- VARIAN Ximatron EX-1 C-Series Simulator -- ELEKTA Leksell 4C Gamma Knife \* Plus many more systems are inside!

### [Ultrasound Used to Predict Heart Attack Risk](#)

Researchers performed ultrasound on asymptomatic patients at high risk for CAD and found that many had carotid artery disease, a marker of unstable plaques that are likely to rupture.

### [Ventilator-Induced Injury to the Lungs Can Cause Respiratory Failure](#)

Researcher says he would like to see improved measures of lung stress and strain.