



In this Issue...

- *2015 Medical Transportation Summit Special announcement!*
- *Innovative technology p.2*
- *Handling HR (vs. IC) issues p.3*
- *Did you miss the free webinars? p. 4*

A note from the Editor

On page 3 you'll find a great article by Lori Kleiman in follow up to the free webinar she gave on March 11th. It was very informative and we are so excited to have her coming to the 2015 Summit and giving us a half-day session on Performance Management! Be sure you plan to send your Admin or bring along an extra person to sit in and take notes because you won't want to miss this – no matter if you use employees, IC's, or a combination! Discounts are available for additional attendees!

We also heard from Keith Carrington the end of February about changes with HIPAA compliance and how it affects our industry. Keith will also be with us this year and will cover HIPAA compliance: Facts AND Fiction!

We are very excited to let you be the first to know that we have secured a "dynamic duo" to cover marketing and sales! (drum roll)

In addition to coauthoring *The Success Principles: How to Get From Where You Are to Where You Want to Be* (HarperCollins), and serving as Jack Canfield's (Chicken Soup for the Soul) marketing strategist since 1993, **Janet Switzer** will join **Dan Seidman**, the winner of the 2013 International Sales Training Leader of the Year Stevie award, on Tuesday, July 28th from 9am to noon, 1pm to 4pm, and then they will participate in an open forum Q&A *together* from 4-5:30 and stay with us through dinner and our fireside chat! (drum roll)

We are *beyond confident* that your take-away will far exceed your expectations...and we haven't even announced our Medical Industry specialists yet!

Plan on joining us!

[Medical Transportation Summit](#)

July 28-30, 2015

We have an *incredible* line up planned at an amazing price! As members of "The Connection," or current clients of Integrity Medical Courier Training, your registration is just \$595 for 3-days of great content and networking!

We've selected a central location to keep travel costs low, and secured a great all-suite hotel rate of just \$162/night that includes free WiFi throughout the hotel & free parking.

Your rate includes 3-days of meals including a fun off-site closing buffet (for those who stick around) at CB & Potts on Thursday evening!

Thank our sponsor!





Innovative, “out of the box” deliveries?

March, 2015, Vol 1, No 4, page 2

“Medical-specialty” – an always evolving industry!

As I read the following article, I couldn't help but think of our time at the 2014 Summit when we opened the floor to discuss new ideas, share solutions and tips, and generally “think outside of the box” of our own business model. It was refreshing and well received by all in attendance! As you read this piece, consider how your business model could handle delivering the unique products that 3D printing offers, and how you would market to this specialty.

Will 3-D Printing Revolutionize Medicine?

By Sonya Collins, WebMD Health News and Reviewed by [Brunilda Nazario, MD](#)

July 23, 2014 -- Sydney Kendall lost her right arm below the elbow in a boating accident when she was 6 years old. Now 13, Sydney has used several [prosthetic](#) arms. But none is as practical -- nor as cool, she'd argue -- as her pink, plastic, 3-D-printed robotic arm. The arm was custom-designed for her this spring, in pink at her request, by engineering students at Washington University in St. Louis through a partnership with Shriners Hospital. They printed it while Sydney and her parents watched. “It took about 7 minutes to do each finger,” says Sydney's mother, Beth Kendall. “We were all blown away.”

The robotic arm, with its opposable thumb, helps Sydney grip a baseball, maneuver a mouse, and pick up a paper coffee cup. The cost? About \$200. Traditional robotic limbs can run \$50,000 to \$70,000, and they need to be replaced as children grow. “Kids don't usually get to have robotic arms because they are so expensive,” Beth Kendall says.

Robotic arms like Sydney's are just one example of how 3-D printing is ushering in a new era in personalized medicine. From prosthetics to teeth to heart valves, it's bringing made-to-order, custom solutions into operating rooms and doctors' offices.

Experts say dozens of hospitals are experimenting with 3-D printers now, while researchers work on more futuristic applications of the technology: printing human tissue and organs. To foster even more research, the National Institutes of Health in June launched a 3-D Print Exchange that allows users to share and download files.

“3-D printing is a potential game-changer for medical research,” said NIH Director Francis Collins, MD, PhD, in announcing the exchange. “At NIH, we have seen an incredible return on investment; pennies' worth of plastic have helped investigators address important scientific questions while saving time and money.”

What Is 3-D Printing? Imagine an ink jet printer that, rather than spraying out ink in the shape of letters, sprays out a plastic or metal gel or powder in the shape of a tooth, finger, or a hip joint. A typical printer receives a document to print, while 3-D printers take their commands from an [MRI](#) or a [CT scan](#) of a body part. Also known as “additive manufacturing,” 3-D printing produces an object, layer by layer, from the ground up.

To read the rest of the story, and see a video about this new technology, go to

<http://www.webmd.com/news/breaking-news/20140723/3d-printing>



**LORI KLEIMAN,
Performance Management
& HR Specialist**

March, 2015, Vol 1, No 4, page 3

Questions to Help Small Business Owners Consider How to Handle HR

Whether it's recruiting, retaining or training employees, or maintaining compliance with federal and state guidelines, human resources departments play a critical role in small businesses. But not every company needs a dedicated HR staff. In fact, many small businesses can do—or have already done—without a formal HR department.

No matter the size of your business, you can't ignore the HR function altogether. But there are options for handling HR-related issues and tasks, and a formal HR department may not be the best solution for everyone. Consider the following questions to help you evaluate the best HR approach for your business.

Do I have a touch point for my employees and independent contractors? Employees are more productive – and the same goes for IC's - when they feel like they're cared about, when someone's paying attention. Do you have someone who can be focused on people issues and career development throughout their relationship with your organization? While you can't monetarily recognize an IC, keep in mind that they will appreciate being recognized for their excellent customer service skills when you offer them first dibs on a better paying or more cost-effective service option, or a management position opens up and you are willing to consider them in an employment situation.

Who is handling HR? In many small organizations, HR is a hybrid function handled by ownership or managers. Sometimes it's an outstanding office manager or administrative person who handles HR. The important piece is that you have someone with an eye on the compliance you need to manage and the employees you want to retain. Regulations exist for recruitment advertisements, new hire paperwork, employee files, treatment of employees, social media and a whole lot more. And that doesn't even include healthcare reform.

What are your employee costs? When you examine budgets, you may be shocked to see how large a percentage of your expenses are employee related. It's common to see 40 to 70 percent of organizational budgets focused on employees. Talk to the person most responsible for budget items that impact employees. Seek feedback from employee-facing vendors such as your payroll provider or benefits consultant. Consider hidden costs like unemployment and workers' compensation that are typically kept in check by HR.

Your answers to these questions can help you get a better sense of your HR needs and the true value or savings of utilizing an IC vs employee model. Sometimes it's actually cheaper to have employees!

Several resources also can help small businesses evaluating HR. The Society of Human Resources has helpful tools, services and roundtable groups for anyone handling HR. Access to various HR databases and websites can be provided at low cost through your benefit vendor or payroll service. Community colleges offer courses to help you learn more or stay up to date on HR topics.

Whatever solutions you decide to implement, make sure they add value to your business and fit the culture of your organization.

For more considerations about IC's vs Employees, see last month's newsletter.



Join our group on LinkedIn

“Medical Courier Connection”

Connect with us on Twitter or Facebook at

“MedCourierCnx”

If you missed the February free HIPAA webinar with Keith Carrington or the one in March on Performance Management with Lori Kleiman, email me or Ken and we'll send you the link to the recording! Stay tuned for details about the April webinar!

As members of “the Connection,” each month you will receive our electronic newsletter that will have regular columns written by Industry professionals and members of our Advisory Board, links to other valuable resources, and other industry news. If you prefer to obtain the newsletter from the website rather than in your email, please email linda@medicalcourierconnection.com and we will remove you from the list.

Benefits of Membership

- Inclusion in the Business Directory that we make available to Healthcare Professionals seeking medical-specialty courier services.
- Connecting you through Exposure at Healthcare Industry-related conferences we attend and ads we place in medical journals
 - Free monthly live webinars with Industry professionals & Advisory Board members
 - Free monthly e-newsletter (this very thing! ☺)
 - Access to Free publications, past webinars and previous Medical Transportation Summit presentations (2013 is posted and ready to view!) Just email Linda for access
 - Networking - don't miss out on this valuable perk! Come to a future Medical Transportation Summit or join our LinkedIn Group (Medical Courier Connection)
- Participating in Charity events? Let us know! The Medical Courier Connection would like to offer support, representation and/or sponsorship!
- Access to our Advisory Board! Do you have an important bid coming up and have questions about processes or have a client whose position you just can't seem to understand? Give us a call or connect with a member of our Advisory Board!
 - Have ideas for other incentives? Let Linda know!

Please remember, when contacting anyone on the Advisory Board directly, please remember to begin by telling them you are a Member of the Medical Courier Connection. Thank you!

Meet our Advisory Board

who have made a one-year commitment to provide regular articles, at least one live webinar, and to be available to our Members to answer Industry-related questions



MORE THAN FLEET MANAGEMENT



Gain the competitive advantage real-time GPS monitoring for fleets, shipments and facilities through one GxP compliant platform **RouteWatch**; managing product integrity and protecting your clients brand.

For more information on *protecting* your fleet,
drivers and cargo, call 7PSolutions *today!*

www.7psolutions.biz | +1.317.641.1201 | info@7psolutions.biz