

TAB Member Profile:
MEDICAL TECHNOLOGY MANAGEMENT INSTITUTE, INC.



THE ALTERNATIVE BOARD
Change Perspective. Improve Business. Enjoy Life.

Medical Technology Management Institute Inc. (MTMI) provides medical educational programs, specifically focusing on medical imaging and radiation therapy training. This type of training is important for physicians, medical physicists, technologists, administrators and others working in this area.



These professionals need to continue their education in order to maintain their skills and stay up to date, as well as satisfy the requirements needed to keep licenses, certifications and accreditations current. The training offered by MTMI allows people to stay abreast of advances in their field. Some may even gain new skills through training that allow them to expand their possible areas of employment.

MTMI, which operates out of Waukesha, Wisconsin, has been providing continuing education for 20 years throughout the United States and Canada. Its founder, J. Ed Barnes, Ph.D., is its current executive director. MTMI programs include seminars, training courses, live webinars, self-study web modules and directed readings.

Seminars are offered in many locations. Some are offered to healthcare providers such as physicians, physician assistants and nurse practitioners. Others are aimed at technologists who perform x-rays, CAT scans, MRIs, mammograms and other procedures. Seminars for physicists focus more on how to evaluate the equipment and its performance. Other courses educate doctors and technologists on how to use some of the newest radiation treatments.

Courses that provide initial instruction or additional training in these subjects are also offered at locations all over the country.

Membership with MTMI, at a cost of \$42.50 to \$79 depending on profession, offers multiple benefits. All courses will be discounted. Members get newsletters, reminders, as well as certain free educational opportunities. A physician who takes at least two courses in a year will save money as a member.

For many years, the out-of-town seminars and training courses played the most prominent role in the business. With the downturn in the economy, MTMI had to find ways to provide continuing education in different ways. Online courses and webinars have now become a more important part of MTMI's services. This reflects an increasing use of the internet by consumers, which is both more convenient and less expensive. Webinars are like seminars in that they have specific dates, but are viewed online, negating the need for travel. MTMI also offers video instruction that trainees can view at their own pace, as well as books.

Executive director, Ed Barnes explains that the recession has been the biggest problem for the company in the last three years. He says, "The recession has had a significant effect on the attendance at educational programs organized by MTMI. This has stimulated us to develop more online educational opportunities to provide more flexibility and price selection to meet our customers' educational requirements."

Ed notes that he and his coworkers approach problems like this together. He says, "We use a team approach to address new challenges. Everyone on the team has the opportunity and responsibility to contribute ideas and do

their part to address challenges. Open communication is key to letting everyone know how they can contribute and that they make a difference.”

Although MTMI has its own internal ways to tackle issues, Ed believes that membership in TAB provides necessary extra help. He says, “I have found TAB to be a great opportunity to share problems and challenges and get objective input from leaders of other businesses in a totally confidential forum. The relationships and networking have been very enjoyable and useful. I especially enjoy the coaching sessions with my facilitator who challenges and helps me. The references and suggestions have been very valuable to my business.”

“TAB,” he adds, “has helped us have a reality check on what we have been doing to react to the downturn in our business.”

All in all the expansion of internet options has helped keep MTMI moving forward. Ed says, “We have seen attendance at our live webinars increase and have more interest in other online educational programs.”

This is not a company holding still, but rather a pro-active group that has the ability to make changes. Ed says, “We are looking forward to making further changes in how we do business in a more progressive way.”

He believes that MTMI is positioned well for the future. He thinks that professionals needing continued education will chose MTMI, “because of the quality of our educational offerings as well as the professional manner in which they are delivered [and] because we offer the information they need in a timely manner at an affordable price in the format they prefer.”

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