RICHARD M. EATON

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ASSOCIATION MANAGEMENT PROFESSIONAL

LEGISLATIVE & REGULATORY ADVOCACY • INDUSTRY STANDARDS • PROGRAM MANAGEMENT

Seasoned trade association manager with successful track record in regulatory advocacy of member interests with federal agencies, member-driven program management, and industry meetings / conference management. Catalyst in development of technical performance measurement standards for industry. Team player and consensus builder in advocating industry positions to government.

Juris Doctor with prior law background. Dedicated and conscientious program administrator with talent for juggling multiple projects on technical and regulatory issues. Member of ASAE. NEMA Award Winner 1999.

KEY COMPETENCIES

- Strategy & Mission Planning
- Professional Development
- Administration & Reporting
- Strategic Partnerships
- Regulatory Compliance
- Regulatory & Legislative Affairs
- Member Development & Retention
- Industry Standards Development
- Strategic & Tactical Planning
- Policy Development
- Member Relations
- Industry Advocacy
- Educational Programs
- Special Events
- PC Literate

PROFESSIONAL EXPERIENCE

NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION (NEMA), Rosslyn, VA 1988 to present
Oldest and largest US trade association serving the electrical industry, structured in industry-specific subdivisions. Association benefits: member interest advocacy, educational programs, technical standards development, and networking.

Industry Manager – Diagnostic Imaging and Therapy Systems Division
Increased scope of responsibility and stewardship in response to ever-expanding technical and regulatory issues facing industry. Key player in administration, strategic planning, program management, communications, government affairs, and program / service development for division.

Regulatory / Legislative Advocacy & Member Support: Represented industry to federal agencies, including FDA, CMS, and NRC. Supported 45-50 association members (US and multinational manufacturers of diagnostic ultrasound, nuclear medicine imaging, magnetic resonance, and other medical devices) in providing government-affairs technical assistance.

- ***Advocacy Leadership:*** Spearheaded advocacy efforts on issues affecting members. Analyzed proposed rules, regulations, and statutes involving diagnostic imaging and therapy systems industry, establishing advocacy positions and strategies. Worked with members to direct and implement government relations workplan.
- ***Medicare Coverage & Reimbursement:*** Won NEMA Award (1999) for pioneering leadership role in critical area affecting membership base. Established strategic federal legislative and regulatory advocacy program which encompassed Medicare coverage and reimbursement policy issues.
- ***Private Payor Advocacy:*** Led efforts to reverse private payors (Aetna and Blue Cross/Blue Shield of Illinois) non-coverage policy on reimbursement of computer-aided detection (CAD) with full-field digital mammography (FFDM). Successfully refuted established policies by citing studies and medical literature highlighting CAD's and FFDM's success rates.
- ***Government Relations:*** Secured agreement from Veteran's Administration regarding need to streamline and standardize VA's policy on IT / security requirements for 170 VA hospitals nationwide. Built consensus among NEMA members on recommended revisions.
- ***FDA Advocacy:*** Collaborated with FDA and manufacturer members to develop FDA marketing-approval guidance documents for ultrasound products. Streamlined new-product marketing approval process. Developed similar guidance document with Health Canada (Canadian FDA-type government agency).
- ***Government Affairs Liaison:*** Promoted association involvement in advocacy of more efficient processes and procedures to VA and Department of Defense (DOD) for streamlining equipment acquisition process. Recognized opportunity for proactive response to federal legislation mandating federal agency move to commercial practices in acquisition process.

PROFESSIONAL EXPERIENCE

Program / Project Management: Acted as a catalyst in spearheading and managing long- and short-term research programs on complex, potentially industry-altering issues such as Medicare Reimbursement and emergence of radiology benefit management (RBM) companies. Engaged outside experts and law firms in support of research efforts, and served as key administrator.

- ***FDA Approval Study:*** Successfully administered 8-year FDA post-market approval study for lithotripter manufacturers ($1 million budget). Approached by manufacturers to oversee clinical study, and coordinate logistics and budget disbursements.
  - Developed, negotiated, and executed project contracts involving NEMA and manufacturers. Established scheduling and procedures for payment to study center and study advisors, and tracked disbursements.
  - Coordinated reporting to FDA, and organized and managed conferences with FDA to review findings.
  - Achieved continued regulatory approval for marketing of lithotripsy devices by manufacturers.
- ***Special Research Project:*** Responded to members' requests for research into radiation benefit management companies and their impact on industry. Collaborated with industry members to engage research company to investigate issue. Coordinated communications with member-funded research company and association.

Industry Technical Standards Development: Managed and directed development of technical performance measurement standards for diagnostic ultrasound and nuclear medicine imaging products. Monitored and maintained standards compliance with antitrust laws.

- ***Industry Leadership:*** Collaborated and communicated with International Electrotechnical Commission (IEC) in development of standards adopted worldwide for diagnostic imaging and therapy system products as Technical Advisory Group Administrator for two technical committees. Representative IEC members include US, Canada, France, Germany, Australia, and South Korea.
- ***Committee Management:*** Oversaw and managed three workgroups tasked with developing new and more advanced standards for digital imaging and communications in medicine (DICOM) to enhance capabilities in communication of medical data.

Conferences & Educational Programming: Planned, organized, and oversaw all aspects of industry meetings and conferences attended by membership base, regulatory officials and agents, and/or manufacturers' representatives.

- ***Conference Management:*** Served as central management hub in planning, organizing, coordinating, and managing one-day regulatory-topic conference. Generated more than $1,000 profit for event with 100 attendees.
  - Drew conference participants from FDA and association membership with educational programming geared to new regulatory requirements for diagnostic ultrasound product applications.
  - Determined and managed conference agenda, event venue, logistics, and technical equipment. Recruited informed speakers from relevant manufacturing and industry players.
  - Taped presentations for after-market sales to ensure ongoing revenue stream and to provide non-attendees with up-to-date regulatory information.
- ***Vendor Expo Management:*** Arranged and directed manufacturer-member vendor day held on-site at FDA (per FDA's request). Members educated FDA attendees on technical aspects of ultrasound devices, enhancing FDA's knowledge about diagnostic ultrasound.

Analyst, BLUE CROSS AND BLUE SHIELD OF NEW JERSEY, Florham Park, NJ 1981 to 1988

- ***Strategic Planning & Marketing:*** Managed strategic plan development for departments within Blue Shield. Coordinated development of marketing strategies and campaigns.

PREVIOUS EXPERIENCE: Attorney engaged in general practice in two law firms.

EDUCATION

J.D., Law – Rutgers University, Newark, NJ
B.A., Political Science – The Johns Hopkins University, Baltimore, MD