

EAGA Business Builder

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Today's speaker was John Jain—High Desert Doppler

Mr. Jain was born in San Diego, California and lived in that area of the country for most of his younger life. The exception was a three year period when the Jain family commuted back and forth across the country to live alternating years on the east coast and west coast. John's father was an oceanographer and helped develop the transponder technology for mapping ocean floors. The elder Mr. Jain became part of a 3 year exchange program with an entity in Massachusetts, hence the need for the cross-country relocation each year. The bi-coastal residency gave John an opportunity to get experience playing both ice hockey and surfing. His high school years were spent in California where he was able to take surfing as a PE class. After high school, John worked in surf shops or on boats, or in one case, as a security guard at a convention for echocardiogram technology. His job was to make sure the equipment wasn't stolen or damaged. John became fascinated by the sound of the machines and that apparently directed his professional career path. He went on to Grossmont College where he earned a degree in 1985. His first job after that was at St. Joseph Medical Center in Burbank, near various movie production studios. Though it didn't become his day-job, Mr. Jain did dabble in theater. He joined a small group of performers at the Whitefire Theater where he had an opportunity to meet pros like Penn & Teller, Alex Trebek and Jack Nicholson. In 1987 John moved to Albuquerque to work for a small surgical company, but soon he transitioned to work as a sonographer at UNM. The job included free tuition at the university so Mr. Jain attended a few classes, but not enough to graduate from UNM. He did go on to get a degree from Oregon Institute of Technology before moving to Dallas in 1985 where he performed contract work hauling the large machines around to various work sites. That wasn't the medical involvement that he really wanted though. So, in 1998 he went to work at Rose Medical Center for a couple of years before returning to Albuquerque to manage the Lovelace system's ultrasound division and transitioned to Director of Radiology at their new Women's Hospital. By 2005, John had figured out that he could do better work if he was on his own, so he started High Desert Doppler (HDD). Initially, his clients were private practice doctors and his services were via a portable ultrasound device. [Mr. Jain was sort of helping advance sound based technologies that his father and grandfather had pioneered years earlier. As noted, John's father was involved with using sound in the first ocean-mapping transponders and his grandfather was one of the early developers of sonar that used sound for locating enemy ships during WWII. John was using sound to help diagnose and treat medical issues.] Over the last 20 years, HDD has grown in both size and services offered. They now have offices in Albuquerque and Belen, and contract workspace in UNM Cancer Center and Vessel Health facilities. HDD staff consists of 28 very skilled and credentialed (the techs are all ARDMS certified) people and HDD services include Echocardiography solutions, Vascular solutions, General Ultrasound solutions, Musculoskeletal imaging and mobile X-ray. OB services will be added soon. Mr. Jain's personal life has grown as well. Thirteen years ago he married Kristi and together they've raised 4 children. Although Kristi has operated her own business for many years, she has become an integral part of HDD too. John's desire to make health care readily available is reflected in his company's whole operation. The HDD team has established an ethos (guiding belief) that states: "We provide patient care. At a profit if we can. At a loss if we must. But always good patient care." John understands that time matters for most medical issues, however, in the current atmosphere, all too often patients have to wait a long time to get the needed services. Not only does that cause a delay in resolving the patient's issue, but it allows a condition that could have been easily remedied with timely treatment to instead worsen and become much more serious. At that point, fixing it, if still possible, takes a lot more time and requires more involved procedures. If John gets his way High Desert Diagnostics will become a leader in providing healthcare to the underserved people of New Mexico. His goals are to get timely and quality medical care to rural and urban patients alike. That will be accomplished not only by expanding their ultrasound solutions, but by offering mobile mammography units that travel statewide, adding specialty care clinics, family and primary care medical service facilities and, if the battery technology continues its recent advancements, adding mobile CT and MRI units as soon as next year. Mr. Jain has been a Registered Vascular Technician for 40 years and he intends to use his vast amount of accumulated knowledge and experience to improve the medical services industry. Technology advancements continue to provide new capabilities for the healthcare world, and you can count on John being at the forefront for implementing the best of those changes. At this time, the system requires a patient to be referred by a medical professional in order to take advantage of HDD services, however there are exceptions. If you have a need for any of HDD's services, give John a call at 505-350-3397. It is quite likely that he can arrange for you to get those services...and in a very timely manner. John is also offering to provide EAGA members with a free screening. To take advantage of his offer, just call their office and tell the staff that you want to "request an appointment for the JJ screening to assess blood flow".

- ◆ **Board members please note:** The next Board of Directors meeting will be held at 4:00pm on March 11th at Steelbender. If you have any questions, please contact Exec. Director Mario or President Jerry.

- ◆ **Second announcement of a new member application:**
 - TSI Tower Services Inc**
 - Representative: Chris Trout**
 - Category: Telecommunications contracting**
 - Sponsor: Mark Tobiassen**

- ◆ **Fist announcement of a new member application:**
 - Absolute Powder Coating LLC**
 - Representative: Christopher Damon**
 - Category: Powder Coating/Metal Finishing**
 - Sponsor: Damian Pascetti**

If you have an objection to either of these companies becoming a member, or if you have information that you feel should be considered during the review process, please contact our Membership Committee Chairman John Menicucci (Email: jam@bergerbriggs.com or Phone: 505-379-7083) as soon as possible.

Badge Board Greeters

- Mar 11th Josh Schriber—Schriber Designs
- Mar 18th John Jain—High Desert Doppler
- Mar 25th Nestor Romero—The Payroll Company
- Apr 01st Rich Ringrose—Albuquerque Lifestyle Magazine
- Apr 08th
- Apr 15th
- Apr 22nd
- Apr 29th

Scheduled Speakers

- Mar 11th Walter Bracken—BMC Tactical
- Mar 18th Jack Thompson—Guild Mortgage
- Mar 25th Member introductions and general discussion
- Apr 01st John Mead—John Thomas Jewelers
- Apr 08th Guest Speaker from Workforce Solutions
- Apr 15th Tim Stewart—Impact Nations
- Apr 22nd Mark Tobiassen with guest UNM head football coach Jason Eck
- Apr 29th Guest Speaker—Dr. Tracy Bower—Steelcase

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