

FOCUS ON CRA



Recruitment Expert Discusses Importance of CRA Credential

An Introduction by Roland W. Rhynus, CRA, FAHRA: *New opportunities in the medical imaging field can be well planned, but often are not. Regardless, you want all the right players and resources assisting you. One great resource is the CRA. But one would expect that statement from an RACC Commissioner. As an AHRA member for over 25 years, and a "charter" CRA member, I support and advocate the advantage that the CRA advanced certification brings to the bearer. That's all well and good, but what's it really worth out there "on the street"? With that in mind, I'm pleased to present a perspective from the recruitment industry. Dr. Olga Smith was quick to realize that those imaging administrators who take the time and effort to join and participate in their professional associations are better qualified candidates.*



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We all know that imaging is a very demanding business with a lot at stake. Essentially, if an imaging department does not function properly, the consequences can yield many negative impacts on nearly every clinical department in a

hospital, not the least of which is a negative impact on the profitability of the organization.

What makes an imaging department function properly?

There are many complex factors, but arguably the single most important factor is having the right imaging leadership. If this premise is correct, the need for good imaging leadership is exacerbated by today's market conditions. In effect, the demand for such leaders is very profound and the supply limited.

What do hospitals demand from an imaging leader?

As a senior search consultant, exclusively specialized in administrative/management level searches in radiology at HealthLinx Executive Search, Inc., I have found that the single quality all clients demand in candidates for any position, from CEO/COO of a large radiology group to department supervisors, from world-renowned academic health systems to small community hospitals, is that they have demonstrated the ability to perform and deliver results. Regardless of a position or an organization, and above knowledge, experience, and accomplishments, clients uniformly demand results. They are looking for high achievers who know how to do it, what it takes to have it done, and who can get it done.

What is perceived as the "right" imaging leader by today's hiring authority?

There are many factors a hiring authority considers, and education is obviously one of them. When my clients specify educational experience, it is usually as a minimum requirement that a candidate should possess advanced education and knowledge. Additionally, it is no longer enough to have just an associate degree and comparable experience. Instead, clients

in today's market demand and expect the right leader to possess:

- Experience
- Bachelor's degree
- Master's degree (preferred, or required for some positions)
- CRA certification

How important is a CRA certification?

The CRA certification is so important today that some clients will simply waive an advanced degree requirement if a candidate has the CRA certification. I have found that an executive healthcare leadership recognizes the importance of the CRA certification and the value it brings. For example, if 2 similarly qualified candidates are interviewing for the same position, COOs and VPs are more interested in a candidate with the CRA certification.

Why do COOs & VPs put so much perceived weight on a CRA certification?

It is my understanding that the CRA certification shows hiring authorities that a potential candidate has an advanced understanding of the principals of the imaging business and is better able to deliver results and find creative solutions to complex issues in today's imaging market. The CRA certification offers administrators further proof that a candidate is a results-oriented, success-delivering manager.

Does this mean that candidates without the CRA certification cannot advance their career in today's market?

The short answer is no, not necessarily. Other qualities that demonstrate an ability to generate results, such as knowledge, experience, and proficiency, make a potential candidate more likely to deliver results better than their competition, which can often be enough. But the CRA certification will give you an extra advantage in a job search.

The bottom line is that if you want to be viewed as a candidate who can deliver results more than others, the CRA certification is critical. ■