



2008 CRA Questionnaire Feedback

By: Michael R. Hughes, CRA, FAHRA, 2008 Radiology Administration Certification Commission (RACC) Chair

In the fall of 2008, all Certified Radiology Administrators (CRAs) were invited to complete a questionnaire. The information gleaned from your feedback was to be used to help the Radiology Administration Certification Commission (RACC) evaluate the status of the CRA certification program, to help evaluate the impact that it is having in the Imaging Community, and improve the service we provide to CRAs. Below, I review responses to each question and share some observations/conclusions.

1. What professional benefit have you received from holding the CRA credential?

69.4% of the responses indicated that they had received some type of recognition from administration. These benefits included personal recognition in their facilities, pay increases, promotions and new positions in other facilities.

However 30.6% of the responses stated that they had received no professional benefit.

This, I believe, shows that progress is being made raising the awareness in the industry of the benefit of having a CRA credentialed individual on staff, but also that our work is far from done.

2. Has preparing for the CRA exam made you more effective in your institution?

66.7% said Yes while 33.3% said No. This may reflect the experience and knowledge levels of individuals preparing for the exam.

3. Is your administration and/or HR department aware of the CRA credential?

85.7% indicated Yes while 14.3% indicated No.

4. Does your health care facility utilize the CRA credential in advertising for medical imaging leaders?

5. Are CRA credentials listed on your job description?

6. Is "CRA Required" or "CRA Preferred" listed in other job descriptions at your facility?

For both the full survey sample and the subset whose administration and/or HR department were aware of the CRA credential, answers to the three preceding questions seem to show that even though administration and HR are aware of the CRA credential, they are not aware of the benefits *to them* of an individual on their staff holding the CRA credential.

As part of an effort to spread awareness about the *benefits to employers* of seeking and hiring CRAs, the RACC has recently added a *Why Hire a CRA?* section to the CRA website. This section explains directly to administration and HR why hiring CRAs is a smart idea, and also serves as a central resource for CRAs looking for information they can use to educate their administration and HR about the credential.

7. Which position (based on your facility) do you believe it would be beneficial to market the CRA credential to?

The highest responses to this question were, in order, Head of HR, CEO/COO/CFO, HR Staff and Imaging Director/Manager. This again supports the conclusion above and clearly identifies where our marketing efforts need to be focused.

But, I must note that the Imaging Director/Manager is listed among the top responses. We must continue to show the benefit of being a CRA as well as hiring a CRA.

8. Who in your facility would you like us to market the CRA credential to, to increase awareness of the program?

This question asked for specific contact information. We will be contacting all of the specified individuals.

9. Who should we contact about becoming a CRA?

This question also asked for specific contact information and will be followed up on accordingly.

10. How well do you understand the CRA renewal process?

81.7% of the respondents indicated that they either ~~%mostly understood+~~ or ~~%completely understood+~~the renewal process.

11. What aspects of the renewal process are not clear to you? (asked only of those who did not answer "completely understood" above)

The areas of ~~%Domains+~~ and ~~%Documentation+~~ received the most responses. For CRAs who have questions about the renewal process, I recommend visiting the CRA web site, www.crainfo.org, and reviewing the information contained there- in recent months we have added additional information and examples. And, any CRA can contact the CRA office or any of the RACC Commissioners for help with renewal questions.

12. Have you gone through the renewal process?

75.5% of those responding had gone through the renewal process.

13. How long ago did you renew your CRA? (asked only of those who had renewed)

48.6% renewed within the last year, 37.8% 1-2 years ago and 13.5% 2-3 years ago.

14. How did you find the renewal process? (asked only of those who had renewed)

Of those responding to this question 62.1% found the process either ~~%somewhat easy+~~ or ~~%very easy+~~ while 21.6% found it either ~~%somewhat~~ or ~~%very difficult+~~

Of those who had renewed within the past year, 72.2% found the process ~~%somewhat easy+~~ or ~~%very easy+~~, compared with 57.1% of those who had renewed 1-2 years ago and only 40% of those who had renewed 2-3 years ago. The RACC has been working over the past year to better communicate the renewal requirements and make the renewal forms more usable and accessible. We are very pleased to see these efforts have made a positive impact for CRAs!

15. How could we improve the renewal process? *(because of ongoing improvements, this question was only asked of those who renewed in the past year)*

We asked for specifics and will review each suggestion.

16. How often have you accessed the CRA web site in the past three months?

28.7% indicated that they had never accessed the web site.

17. What were you looking for on the CRA web site? *(asked of those who had visited the website)*

The most common reasons were %list of CRAs+, %Renewal Information+, and %CRA Update Articles+.

18. If you were looking for specific information, how hard was it to find the information you were looking for? *(asked of those who had visited the website)*

71.9% indicated that it was either %somewhat easy+ or %very easy+ while only 9.4% indicated that it was either %somewhat difficult+ or %very difficult+.

The CRA website was created to provide easy access to information about the credential. We are pleased to see that the site appears to be a success in that regard.

19. How could we improve the CRA web site navigation? *(asked of those who had visited the website)*

We asked for specifics and will review each suggestion.

20. What additional information would you like to see on the CRA web site? *(asked of those who had visited the website)*

Again we asked for specifics and will review each suggestion.

21. Which best describes the reason you've never accessed the CRA web site? *(asked of those who had never visited the website)*

85.7% of those who had never accessed the web site indicated that they %did not know there was a CRA web site+.

Hopefully through articles, such as this, we can help make not only the imaging community but the entire health care community aware of the CRA web site. But, like most marketing, word-of-mouth is the most effective means. We need all CRAs to help us spread the word.

22. What suggestions do you have on how the RACC can bring more value and recognition to CRAs?

We asked for specifics and will review each suggestion.

23. How do you feel we could better market the CRA credential?

We asked for specifics and will review each suggestion.

24. Would you be interested in helping us market the CRA credential?

Individuals who indicated that they would be interested in helping will be contacted, but all CRAs should and do help market the CRA in their own specific facilities.

The RACC would like to thank all of those CRAs who took the time to answer the 2008 CRA Questionnaire. We are reviewing all of the information we gathered from this questionnaire and will be formulating our plans for 2009. Next month we will review our activities during 2008 to administer and market the CRA program to the imaging and health care Communities.