

FOCUS ON CRA



CRA in 2009: The Year Ahead



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In the last issue, I shared some of the Radiology Administration Certification Commission's (RACC) activities during the last year. This month

I will look at some of our plans for 2009. Throughout 2009, the RACC will continue to review the Certified Radiology Administrator (CRA) program and make adjustments as necessary to improve the program and assure its overall integrity. Through this ongoing process, we will help assure that the CRA program, including the examination and resulting issuance of the CRA credential, is an independent program that stands on its own merits and is relevant throughout the healthcare community.

With the new year, we have new beginnings in many areas of our lives. This is true for the RACC as well. The RACC has 2 returning commissioners. Gary Duehring, CRA and Luis Marquez, CRA were elected to serve second terms. We also have a new public member on the commission: Phyllis Butterworth, director of public relations and marketing at Marion General Hospital in Marion, OH. Also with the new year, the commission elects new officers. This year I am proud to say that I was once again elected as chair of the RACC. Gary Duehring, CRA was elected vice-chair and Luis Marquez, CRA was elected secretary. We are all looking forward to a great year for the RACC, the CRA program, and for all CRAs.

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With the addition of Phyllis to the commission, we will be looking at ways to improve our marketing efforts. We will focus on developing, refining, and implementing a marketing program, which will allow us to increase the visibility of the CRA program through attendance at meetings, through articles submitted to various journals, and other ways yet to be determined.

During 2009, the RACC will continue to hold monthly conference calls and will have 2 face to face meetings in our effort to move the CRA program forward. Last year we had a 4.3%

increase in the number of CRAs and we had a retention rate of 89.7% for all renewals in 2008. We currently have 635 active CRAs and 3 individuals holding the newly established CRA-Retired status. The number of CRAs continues to grow as does the number of posted job descriptions for open positions that state "CRA preferred" or "CRA

required."

Through the new year, I challenge current CRAs to find someone with whom to share your knowledge and expertise. Find someone to mentor. Help them identify and build on their strengths and develop areas that need improvement. By working together, we can ensure the success of the CRA program and help to move the profession of imaging administration forward. ■