

## FOCUS ON CRA



# CRA Headline News



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Unfortunately, I was unable to attend the 2008 AHRA Annual Meeting and Exposition in Denver, CO because I was starting a new position at

**Methodist Hospitals.** I greatly missed the interactions between old friends, the making of new friends, and the ability to network with fellow Certified Radiology Administrators (CRAs). I also missed the sea of ribbons on attendants' badges, designating leaders as CRAs. As a current commissioner on the Radiology Administrators Certification Commission (RACC), the volume of ribbons illustrates the success of not only the credential, but the value we as leaders have on the CRA, as well. The value was clearly demonstrated once again as we had 10 leaders pass the CRA exam during the annual meeting.

The CRA credential is now entering its seventh year. The success of the CRA is evident as more and more employers adopt "CRA preferred" in their job descriptions for imaging management leaders. This was not the case 7 years ago, but our continued marketing and education has raised awareness and the importance of CRAs. I have recently incorporated "CRA preferred" into my own facility's imaging management job descriptions. I encourage and recommend the designation to all our imaging services leaders and hope to incorporate the designation into our future succession plan.

The success of the CRA is not only evident in "CRA preferred" in

job descriptions, but also in the current 621 CRAs. We are growing at a rate of 10%, as previously stated by John Marshall, CRA and RACC Commissioner. This is a strong indication that we have traction within our industry. We are now broadening our efforts into marketing and educating other healthcare markets on the importance of the CRA.

Our own AHRA board now requires that the president and president-elect be CRAs in good standing. This sends a powerful message within our own profession. We continue to see an increase in CRAs as more organizations require the CRA designation. We continue to see a high level of interest for the credential from members,

non-members, and past members.

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This was the first year that the RACC had a booth at the annual meeting. We previously had a booth at the fall conference, as well as the RBMA, ACHE, and SDMS annual meetings. The RACC is working diligently in raising awareness of the CRA credential in other disciplines to further engage

and promote the importance of being a CRA. Engaging other healthcare industry leaders allows us to continue to educate them on the value of hiring CRAs. I also want to challenge every CRA to continue to highlight the credential to their C-level leaders about what the CRA brings to their team.

I challenge each of you to achieve the CRA distinction, and for all current CRAs to promote, educate, and market our designation to all. The success of the CRA is the responsibility of all of us. ■