



# CRA Plans and Processes

By Luis O. Marquez, MBA, MPH, FAHRA, CRA

During the past year, the Radiology Administration Certification Commission (RACC) has been actively involved and engaged to continue to broaden the Certified Radiology Administrator (CRA) credential.

We have discussed, delved, and broadened our marketing plan. The marketing plan is the RACC's gateway to developing our short and long term strategic goals, provides direction for growth opportunities, and provides collaborative synergy among our partners. We are primed to align ourselves with the AHRA, RBMA, ASRT, and professional societies to expand on our market(s). Another strategy we are incorporating is to work closely with the American College of Radiology (ACR), American College of Healthcare Executives (ACHE), and HR professional organizations. This collaborative effort will allow the RACC to grow and promote the CRA credential.

During October and November, the RACC is holding an election for 2 new commissioners. The 2 new commissioners will take office in January 2010. The 5 candidates for the 2010 election are:

- o Bruce W. Hammond, CAAMA, CRA, CNMT
- o Steven M. Herrmann, MS, RT, CRA
- o Russell Cain, CRA
- o Enrico M. Perez, CRA
- o Jacqui F. Rose, CRA

I urge all CRAs to make their voices heard during the election process and vote. It is critical we are engaged in the election of our future RACC commissioners. The new commissioners

will bring new perspectives and a wealth of knowledge to help lead and promote the CRA credential.

A major topic of discussion within the RACC is the CRA pass rates. While the overall pass rate is over 70%, we have seen a drop in the past rate the last couple of years. The commission has taken this drop very seriously and has broken down the pass rate to understand why the drop has occurred. The RACC must ensure the credibility and integrity of the certification.

The RACC announced during the 2009 AHRA Annual Meeting that the American Academy of Medical Administrators (AAMA) was granting AAMA members who have passed the CRA examination reciprocity and granting the CAMMA credential upon the satisfactory completion of all additional AAMA requirements. The AAMA has recognized the CRA exam to be rigorous and tests a broad knowledge in healthcare administration.

The current economic downturn has caused many hardships and the RACC has created a Fee Deferral Program to assist unemployed CRAs to maintain their credential. This program will run through July 2010 and allows for 1 year fee deferment. To be eligible, the CRA must be currently unemployed, actively seeking employment in radiology management, and meet all current CRA renewal continuing education requirements.

If you have any additional questions or recommendations, please feel free to contact the commissioners of the RACC. Our information is readily available on our Web site at [www.CRAinfo.org](http://www.CRAinfo.org).