

Contact: Karen Guy, Communications Manager
American Healthcare Radiology Administrators
(978) 443-7591 / kguy@ahraonline.org

For Immediate Release

Berlex Laboratories, Inc. and AHRA Partnership Furthers Radiology Education *Grant will be used to publish a textbook on Financial Management in Radiology*

(Sudbury, MA, August 21, 2003) – The American Healthcare Radiology Administrators (AHRA) announced today The Diagnostic Imaging Unit of Berlex Laboratories, Inc., will join forces with AHRA to further the education of professionals in radiology administration

Under the partnership, Berlex Imaging will provide a grant to publish the first textbook in a series planned by the AHRA in support of its new Certified Radiology Administrator (CRA) Program. The textbook, *Financial Management in Radiology*, will address fiscal healthcare management issues of particular importance to the field of radiology. The book will cover topics such as the ethics of health care financial management, establishing a corporate compliance program, budgeting, capital equipment purchasing and billing and coding for reimbursement, among others.

“Time after time the AHRA has demonstrated its preeminent role in meeting member needs through training and education,” says Bill Sattin, Marketing Manager of Customer Programs, Berlex Imaging. *“Berlex shares in this commitment to education, and is excited to partner with ARHA on a seminal work anticipated to serve as a career-long resource and catalyst for the leadership development of diagnostic imaging professionals.”*

The Certified Radiology Administrator (CRA) Program is the first and only one of its kind in the industry. The CRA Program works to raise the business acumen of imaging administrators, provide a standardized evaluation of an imaging administrator’s competence, enhance the status of imaging administration in the healthcare community, and ensure appropriate recognition of expertise as identified by the certification.

“On behalf of the AHRA, I thank Berlex for its interest in participating in a meaningful way in the continued development of the Certified Radiology Administrator program,” says AHRA 2003 President Mark A. Viau, CRA, FAHRA. *“As we developed the program, it became clear that there is a dearth of seminal references on critical topic areas in radiology administration.”*

Berlex Imaging has a long association with the AHRA, participating with exhibits at annual meetings, including the association's most recent 31st Annual Meeting & Exposition held in Anaheim, CA where Berlex was a Gold sponsor.

A pioneer in the imaging market, Berlex Laboratories, Inc., the U.S. subsidiary of Schering AG, Germany, has introduced a broad range of imaging agents. Marketed products include the world’s first Magnetic Resonance Imaging (MRI) agent and current market leader, as well as an X ray contrast agent and a liver-specific MRI contrast agent. Berlex Imaging was ranked No. 1 Overall in 2002 in *Medical Imaging Magazine’s* most-recent Top 20 Readers’ Choice Survey. Committed to developing novel diagnostics and therapeutics that address unmet medical needs, Berlex develops and markets ethical pharmaceuticals in the areas of Diagnostic Imaging, Female Healthcare, Dermatology, Oncology and Therapeutics for life-threatening and disabling diseases. Berlex has business operations in Montville and Wayne, New Jersey; Richmond and San Diego, California; Londonderry, New Hampshire; as well as Bothell and Seattle, Washington. For more information about Berlex and its products, please visit www.berlex.com.

AHRA is the premier association of managers in imaging sciences providing the information, education, and networking opportunities needed to succeed in today’s rapidly changing healthcare environment. Through the efforts of hundreds of active volunteers, AHRA brings information about the most current and complex topics to its members and interested others.

For more information about AHRA, visit <http://www.ahraonline.org> or call AHRA at 978-443-7591 / 800-334-2472.

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